

Application of Multi-media in Business English Language Teaching

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Abstract: Owing to further globalization, the demand for business English talents is increasing. On the basis of listening, speaking, reading and writing of English skills in this paper, the author studies the application of new media technology in business English language teaching and puts forward some suggestions for the application of new media technology, the purpose is to provide reference for cultivating business talents to meet the needs of society.

Keywords: Application; New Media Technology; Business English Language Teaching

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1. Introduction

Nowadays, due to the rapid growth of international trade, the demand for business English talents is also increasing. Learning business English has become a trend. Business English has a high degree of social relevance. Therefore, the cultivation of business talents by society needs to conform to the times and economic development trends. The current era is one of economic globalization and cultural diversification. Business talents need not only solid language and business knowledge, but also the cultural background of the language and it can meet the needs of market economy development. The practicality of business English is very strong. In the course of teaching, teachers should actively use situational teaching and combine business English language teaching theory with practice. The new media is based on the computer information processing technology and the Internet with the characteristics of high efficiency, digitization, interactivity and timeliness. The new media based on computer information processing technology and Internet can break the existing business English language teaching mode, which greatly improves the teaching effect^[1].

2. Business English language teaching Contents

Listening, speaking, reading, and writing are the four components of a person's language ability, and they are also basic requirements for business English language learning. The process of learning a language is to understand, absorb and accept information. The purpose of language learning is to communicate with others and express their opinions. In business English language learning, listening is the most important. Reading and reciting can improve not only learners' oral expression ability, but their memory and language accumulation. Business communication requires business talents to understand what they want to hear, to say, and to read.

2.1 Listening Ability Teaching

In business activities, listening is the most basic form of communication and the ability to understand and absorb oral information. Generally speaking, listening is the ability to recognize and understand other people's speech. In the process of listening comprehension, the listener receives two main sources of information^[2]. The two sources of information are system language information and schema or non-verbal information. Language information includes language knowledge, such as pronunciation, grammar and vocabulary. Non-verbal information includes learners' cultural background knowledge, emotional factors and listening materials. Listening is a passive skill. The speech activity of listening is the process of understanding and receiving information mechanically and passively^[3].

2.2 Spoken Language Ability Teaching

Spoken language is the output or release process of speech, which is the direct expression of self-thought on the basis of listening. The oral English requirements of business English include the correct pronunciation and intonation, the proper use of vocabulary, the expression habit, the sensitivity of verbal response and strain, and the concise language expression.

2.3 Reading Ability Teaching

Reading is a complex mental and intellectual activity, a cognitive process of constant hypothesis, confirmation, imagination and reasoning. The process has two stages: identification and interpretation. Identification is to understand the meaning of words and the relationship between syntactic structure and statement. Interpretation is the processing of the above information by using non-linguistic knowledge such as the subject and context of the article, so as to recover the meaning of the article. Reading skills include understanding the literal meaning, reorganizing, reasoning, evaluating and appreciating the material contents, the most important is the ability to understand.

2.4 Writing Ability Teaching

The writing ability includes the correct writing of letters, words, sentences and punctuation marks. The quality of writing directly influences the expression of thoughts and emotions. If the handwriting is illegible or full error, it is bound to make people confused and unable to read. On the contrary, beautiful and fluent writing will give us the enjoyment of beauty and arouse the interest of business partner to produce good communication effect^[4]. Writing in business English is the process by which learners express their ideas and contracts in English. This is a complex, purposeful activity that includes the conceptual stage, the transformation stage, and the execution stage. The general requirements of writing include correct writing, correct spelling, smooth sentence, grammatical rules, distinct levels, complete contents, outstanding emphasis, and appropriate details.

3. Internet New Media Technology Assisted Business English Practice Teaching

3.1 All-round Learning

One of the characteristics of business English language teaching is to enable learners to contact and learn English as much as possible from different channels and to experience and apply language directly, which is the real reflection of the language in real life. Most of the information on the Internet is spread by English as a medium. In the process of learning a language, we have to learn the latest and most authentic language to understand and integrate into society and to communicate better with others, so as to realize the close combination of language learning and practical use. Learners should use new media technology and network resources to assist business English language teaching, it enables them to reach the maximum and maximum range of English in practice.

3.2 Improving Learning Interests

New media technology has broken through the inherent mode and it encourages learners to use English as a tool for entertainment and communication after class, stimulates learners' keen interest in learning and fully mobilizes learners' initiative, enthusiasm and participation in learning English. In the teaching activities, teachers can prepare some interesting courseware, pictures and objects before class. Teachers can also ask learners to collect themselves, then teachers can use new media technology rationally according to the content of the textbook, which can fully mobilize the learners' listening, speaking, sight, touch and other senses, and active learners' thinking. In the pleasant classroom atmosphere, learners can feel the joy and learning in learning, thus creating a strong thirst for knowledge and motivation for learning^[5].

3.3 Developing Interactive Learning

The Internet is the organizer, processor, and even the creator of information. The new media technology-assisted teaching fully reflects the learner-centered characteristics. The new media technology-assisted teaching fully provides learners with the space for independent learning, so as to maximally mobilize the learner's enthusiasm for learning and learning potential. New media technology-assisted instruction expands the learner's knowledge and enables learners to improve their knowledge while continuing to learn and explore.

3.4 Cultivating Innovative Awareness and Ability

In the teaching process, teachers should follow the principle of comprehensively developing and cultivating learners' sense of innovation and ability to innovate, and use "heuristic" to guide learners to acquire scientific English learning methods. For example, as the learner learns words, the teacher can use POWERPOINT to combine the new words to introduce the learners to memorize the words: synonym mnemonics; antonyms; homonyms, etc. Learners can flexibly use a variety of ways to deepen the connections between the old and new words so as to achieve the same effect of analogy.

4. Suggestions on the Application of New Media Technology in business English language teaching

4.1 Creating a Good New Media Atmosphere

The new media technology can spread content through the form of a cross-space network, mobile messaging platform, etc. The terminal can provide feedback on the learning status of learners. Using big data technology, learners can selectively conduct learning based on their content of interest and actively use new media to promote the development of business English. Business English training institutions teachers should have a comprehensive grasp of new media technology, should be in time to understand the majority of learners' ideological development, should integrate with learners to get closer to them and introduce new media into business English language teaching, so as to create a good atmosphere for the use of new media technologies.

4.2 Expanding Business English Language Teaching Forms

Business English workers should keep pace with the times, constantly master new media technologies based on virtual reality technology and big data technology, and correctly guide learners to use new media. Business English workers should actively develop business English language teaching content in an experiential, pervasive, interactive, and guided manner to enhance the appeal of teaching, so as to improve the overall ability of reading and writing.

5. Conclusion

In the face of the Internet of the new situation, business English should not only improve the theoretical teaching ability, but also improve the media literacy and the ability to use new media to ensure the application of new media technology. New media technology teaching can effectively enhance the expression and appeal of teaching content and improve learners' listening and speaking ability, so that the learner can achieve the combination of sight and hearing. Learners can build a platform based on new media to expand the depth and breadth of their business English language learning. Teachers can use new media technology to carry out business English language teaching. The information dissemination method is varied and vivid, it conforms to the psychological characteristics and acceptance habits of learners, realizing the comprehensive improvement of the teaching effect of business English language.

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