

# Exploration of Innovative Development Path of College English Education and Teaching in the New Media Era

Xue Jiang

1. Inner Mongolia Honder College of Arts and Sciences, Hohhot City, Jilin Province, China;

2. Philippine Christian University Center for International Education, Manila City, the Philippines

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**Abstract:** The development of information technology makes new media the main choice for the public to obtain resource information. Compared with traditional media, in new media, individuals can customize news according to their own personality and needs. In addition, the use of new media is more diversified, and users can conduct multiple information searches at the same time, breaking the limitations of traditional news release. In college English education and teaching, new media can be used to obtain more educational resources and optimize English teaching mode. With the advantages of resources and flexibility, new media can break the shackles of traditional English education and teaching, allowing students to learn English and interact with teachers at any time and anywhere. The efficiency of English learning will be greatly improved with the help of new media. Therefore, it is necessary to analyze the innovative development path of English education and teaching in the new media era, so as to give full play to the value of English education and teaching.

**Keywords:** New media era; College English; English education and teaching; Innovation-driven development

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## Introduction

Since the 21st century, China's culture, economy, science and technology have entered a stage of rapid development. As a universal language in the world, English plays an increasingly important role in daily life<sup>[1]</sup>. As the main position of cultivating talents in the new era, colleges and universities must strengthen the reform of English teaching, make English teaching more suitable for the educational concepts and teaching methods of the new era, and cultivate students' English literacy, so as to better meet the needs of the country and society for talent training in the new era<sup>[2]</sup>. The traditional teaching methods are no longer suitable for the needs of the country and society in the new era, and reform is imperative<sup>[3]</sup>.

## 1. Necessity of Reforming College English Teaching Mode in the New Media Era

### 1.1 Stimulating students' enthusiasm for English learning

With the help of new media, students' enthusiasm for learning English will be improved. From the perspective of teaching, no matter which subject, the core driving force of students' learning is interest. If students cannot stimulate their interest in English learning, they will not take the initiative to learn English. With the help of the diversified teaching model brought about by the new media, students can be motivated to learn to the maximum extent, so that students can change from passive learning to active inquiry in English learning<sup>[4]</sup>. During this period, teachers can also combine students' abilities to create a suitable learning system, and problem oriented to sort out English learning goals for students. Students can get more sense of achievement when solving English problems, thus further improving their learning desire.

### 1.2 Improving students' personalized and autonomous learning ability

The new media era can provide students with a more intelligent autonomous learning environment, provide students with intelligent and efficient education services, promote structural changes in traditional teaching, and promote students' personalized growth and intelligent development. New information technology means such as cloud computing, big data, mobile Internet and artificial intelligence are used to reconstruct the traditional education information system, gather and integrate educa-

tion data resources, so that students can gradually improve the effect of English application in a human-computer interactive learning environment.

### **1.3 Enriching the content of English education**

Under the background of the Internet era, English teaching resources in colleges and universities are gradually changing. Traditional education content and resources have been difficult to meet the needs of the development of new English teaching<sup>[5]</sup>. Therefore, in the optimization and development of English teaching content, colleges and universities mainly rely on the advantages of Internet+education to explore and sort out more rich English professional knowledge in the enterprise market for students, and improve English teaching content around the professional knowledge content of enterprise market development. With the help of diversified technologies, English teaching content is also gradually moving towards a diversified direction. The use of information technology in teaching makes the classroom teaching atmosphere more relaxed and pleasant, and helps students understand teaching knowledge more easily. In expanding teaching resources, schools and teachers can also organize more rich knowledge for students and improve students' learning initiative through online English teaching resource library and platform English knowledge<sup>[6]</sup>.

## **2. Innovative development of college English education and teaching in the new media era**

### **2.1 Actively improving the development and construction of teaching resources**

In the process of designing college English teaching resources and teaching contents, students should not only understand the curriculum knowledge and English language, but also cultivate their English language skills and English professional ability. In the process of compiling English textbooks, we should avoid over reliance on English teachers, and guide professional teachers and English teachers, experts and scholars, or enterprise experts to work together to complete the construction of teaching resources. This will not only help college English teachers and other teachers learn from each other and complement each other's knowledge, but also give full play to the teaching advantages of other teachers and experts, To achieve the fundamental goal of joint cooperation and construction of teaching resources. In the construction of English teaching resources in colleges and universities, a sound and reasonable English teaching resource system is designed with the help of the collaborative discussion and discussion between English teachers and teachers of various majors.

### **2.2 Noting the promotion and training of new media, and reforming the curriculum**

Colleges and universities need to cultivate and standardize teachers' awareness of new media teaching, provide regular training for teachers, and help them improve the concept of classroom management and innovate classroom teaching methods. The trial and promotion of new media in the field of education requires teachers to change their ideas, make use of new media and help students accept new media teaching, enrich classroom content through new media teaching, activate classroom atmosphere and carry out various practical activities. At the same time, colleges and universities should also strengthen the construction of school infrastructure to lay the foundation for the construction of campus informatization. The application and promotion of new media in the field of education not only enrich the classroom content and teaching methods, but also promote the curriculum reform of college English, which is conducive to promoting the high-quality development of college English education.

### **2.3 Correctly positioning multimedia teaching**

In the process of college English multimedia teaching, it is necessary to present the teaching content through computers and various terminal devices. Many teachers operate computers blindly, ignoring their guiding role in teaching. In teaching activities, teachers need to properly grasp the teaching process and coordinate the time and content. Each class needs to set aside enough time to communicate and interact with students, distribute content around the curriculum layout, and let students find relevant English teaching materials. Only in this way can the final teaching effect be guaranteed. In multimedia teaching, teachers play the role of guidance and guidance. Students should be encouraged to try to speak English bravely, and corresponding teaching situations should be created according to the teaching content to ensure that the level of students and teachers is gradually improved. Students can break through the limitation of time through independent learning. From the perspective of multimedia teaching, large amount of information is one of the basic characteristics. The students in the learning stage have relatively weak information collection ability, so they can't distinguish and summarize the learning content. If they can't distinguish the information, it will interfere with the actual teaching quality. A large amount of information also increases the difficulty for

students to distinguish the teaching content. At this time, teachers should change the traditional teaching mode, help students change the traditional learning methods, gradually apply modern teaching mode, control the integration of teaching rhythm and teaching content, and do a good job in guidance and management. Only in this way can the full effect of multimedia network teaching be brought into play. Improve interactive teaching evaluation

### 3. Conclusion

To sum up, the application of new media technology in college English education can not only help students to obtain learning resources more conveniently and quickly, but also stimulate students' interest in English learning and make them more active in English learning. The development and promotion of new media will obviously promote the reform of college English education, which is conducive to the high-quality development of college English education. College English teachers must base themselves on the new media environment, actively carry out teaching reform, break through the limitations of traditional teaching models, design richer teaching content, and provide strong help for the balanced development of students' English literacy while improving their own education level.

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