

An Analysis of Innovative Approaches to College English Teaching in the New Media Era

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Abstract: With the advent of the new media era, various new types of micro media have penetrated into the lives and learning of students, not only being welcomed by college students, but also bringing tremendous changes to their learning and life, which has brought new development opportunities for college English teaching. In college English teaching, effective use of new media can mobilize students' enthusiasm for learning and stimulate their interest in learning. However, current English teaching lacks practical teaching. In order to adapt to the new development trend and successfully carry out teaching reform, it is necessary to actively open practical teaching activities on "media literacy", enrich English teaching content, use scientific teaching methods, and enrich teaching methods, so that students' "media literacy" can reach a new level.

Keywords: New media era; College English teaching; Innovation strategy

Introduction

Under the impetus of education and teaching reform, China's education industry has also undergone tremendous changes. The public has paid more and more attention to higher education, and the number of people receiving education has also increased significantly. The quality of education and teaching as well as the ability to innovate in scientific research of the entire nation have greatly improved. With the continuous development and popularity of intelligent electronic devices and Internet technology, college English education reform must keep pace with the times, change traditional ideas, integrate new media technology with various aspects of English education, and continuously improve the quality of education.

1. Advantages of conducting college English teaching in the new media era

1.1 Helping to improve teaching effectiveness

In college English teaching, the proper use of new media technology can not only enable students to obtain more information in the limited learning time, but also activate the classroom atmosphere, improve teaching quality, and achieve the effect of "killing two birds with one stone". For example, English videos can stimulate students' initiative, improve their listening ability through listening and speaking, and take this opportunity to carry out colorful English teaching, such as dubbing and speaking, to rapidly improve students' English proficiency. In addition, using new media technology, English knowledge can be stored electronically, allowing students to review it multiple times in the classroom, and targeted exercises can be conducted for key and difficult content.

1.2 Have diversified resource acquisition capabilities

Introducing new media technology into college English teaching can make students understand that the Internet can be used not only for entertainment, but also for online learning. This is a beneficial attempt. "Online" teaching, with its advantages of convenience, rich content, and novel methods, enables college students to use the Internet to learn English knowledge, thereby greatly improving their learning efficiency. However, traditional teaching methods are relatively backward and unitary, which can easily lead to students' inattention during the learning process. If new media technology is introduced into it, it can not only improve this situation, but also enhance students' learning enthusiasm. In addition, the use of new media can make dull and uninteresting classes interesting, turn "dead" classes into relaxed and pleasant classes, better mobilize students' enthusiasm, improve English scores, and expand knowledge reserves.

2. The current situation of college English teaching in the new media era

2.1 The teaching form is too single and the teaching method is boring

In the process of English teaching, because there is too much content in textbooks and the learning time is too short, teachers often adopt a “one-way” approach in the teaching process, ignoring the role of new media in the classroom. In the teaching process, the teacher simply teaches students how to read and then translates the entire article. Although the teacher intended to make students master as much English as possible, this has the opposite effect. This kind of teaching method can make students have a vague understanding of key knowledge, so they cannot truly grasp the core key content. This monotonous teaching method makes it difficult for them to focus on themselves, nor can they engage in the classroom, let alone follow the teacher’s footsteps, resulting in poor teaching results.

2.2 Lack of teaching practice activities

College English courses started relatively late, and for a long time, the teaching methods of English courses have been relatively single, without significant reform, which has made it difficult to improve the overall level of college English courses; Educational concepts and methods contradict the requirements of the new era, and the expected goals of education deviate from the needs of the era. With the development of the times, the educational reform in reality has not kept pace, which can easily lead to the phenomenon of disconnection between educational needs and reality. The main reason lies in the lack of connection and integration between college English courses and students’ actual activities. Some courses have not been verified and lack operability. English is a highly practical course, and its practicality and operability are particularly important. However, the current education model in China is difficult to put it into practice, which has led to a decline in English practicality. Therefore, the urgent problem to be solved in college English is to integrate theory with practice and separate it from practice.

3. Innovation and Practice Path of College English Teaching in the New Media Era

3.1 Innovative teaching methods

In order to achieve innovation in college English teaching methods in the new media environment, teachers must make full use of the characteristics of new media, innovate in the classroom, transform traditional classroom teaching methods, improve the structure of the classroom, establish a classroom evaluation system, promote classroom reform, integrate new media technology and English, enrich students’ classroom activities, and create a free and harmonious classroom atmosphere. In the process of English teaching, teachers should combine the specific situation of students, design effective teaching methods that adapt to their development, use new media teaching methods to optimize and synthesize various rich and meaningful English knowledge on the Internet. Teachers should constantly improve their English ability, constantly enrich their English knowledge, create a good classroom atmosphere for students, and let students in a free, fair Learning happily in a happy atmosphere can increase students’ learning experience and improve learning efficiency. In these aspects, the application of new media in the classroom can enhance the interactivity of teaching, and enhance students’ oral communication and application abilities through rich teaching resources and practical activities. For example, using new media teaching methods to create a rich and colorful teaching atmosphere, allowing students to communicate in English in the classroom, mobilizing students’ interest, and improving their English proficiency. Using new media technology, combine multiple forms such as videos, pictures, and text to showcase English knowledge to students in an illustrated format, so that students can better master English. Using new media, students can learn English anytime and anywhere, have sufficient knowledge of English to better integrate into the English classroom, and can actively participate in some exercises, in which they can reflect on their English abilities. This is an innovation in the new media teaching method.

3.2 Carry out practical activities

Practical teaching is the most effective way to test the effectiveness of students’ English learning, enabling teachers to have an objective and comprehensive understanding of students’ learning situation. In the new media environment, universities need to constantly update their software and hardware, both with new media equipment and the introduction of new information technology, thereby laying a solid foundation for the overall development of English education. In addition, colleges and universities should strengthen English practice, utilize the role of schools and social media in English practice, and organize various forms of English practice from time to time, so that students can find their own shortcomings in practice, continuously improve themselves in practice, lay a solid foundation for improving oral expression skills, and promote the continuous deepening of English teaching reform. Schools should also organically integrate competition activities and internship activities into English teaching, and improve their English proficiency through conducting English competitions. Teachers should use

material and spiritual incentives to encourage students to actively participate in competitions, which can not only expand the channels of internship, but also provide them with a platform to communicate with others, increase students' internship opportunities, and truly improve their English ability.

3.3 Improve the quality of teachers and promote English informatization

In the new media environment, with the development of information technology, college English teaching is also continuously developing in depth. Therefore, college English teaching must give full play to its own advantages and constantly innovate in English teaching methods. Currently, colleges and universities should attach importance to the "Internet + education" teaching model, and on this basis, improve teachers' ability to apply new media knowledge as a whole. For elderly teachers, despite their rich teaching experience, their ability to apply new media technology is not strong enough for various reasons. Therefore, universities should increase their teachers' efforts to learn new media and break through the shackles of traditional thinking. In the new media environment, increasing teacher training can not only improve their overall quality, but also enhance their practical application ability, and also improve their teaching quality, thereby promoting the development of English teaching in universities.

4. Conclusion

To sum up, in the context of the rapid development of information technology, only by keeping pace with the times, constantly applying new media, and constantly carrying out reforms in college English teaching can it better play its role. Applying new media to English teaching can help change the concept of English education and create an interesting classroom atmosphere, which is very necessary for improving the level of English education in colleges and universities. When using new media for teaching, we should make full use of the characteristics and advantages of new media, promote the innovation and development of English education, improve traditional teaching methods, broaden teaching approaches, and continuously improve students' comprehensive English quality and application ability. Therefore, in the process of English teaching, it is necessary to make full use of new media, create a good learning atmosphere, carry out practical activities, and improve teachers' new media teaching abilities, so as to establish a complete English teaching system and ultimately achieve innovation and practice in English learning under the new media environment.

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