

# An analysis of innovative development paths of middle school English education in the new media era

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**Abstract:** With the development of social economy, new media technology is gradually applied to all walks of life, which brings opportunities and challenges for middle school English education. In order to better adapt to the changes of social environment, in middle school English teaching, we need to pay attention to the application of new media technology and form a good teaching model. This paper discusses the influence of new media on middle school English teaching, analyzes the current situation of middle school English teaching, and puts forward some teaching optimization strategies to provide reference for the development of middle school English.

**Key words:** New media; Middle school English; Innovative development

## Introduction:

In the middle school English education, in order to achieve better teaching results, we need to take traditional teaching as the basis, carry out innovation in teaching activities, and realize the improvement of talent training efficiency in the development of middle school English education. From the current social perspective, new media technology has been well developed, promoting the improvement of English teaching level. Therefore, the flexible application of new media technology has gradually become the main research direction of middle school education. Starting from the background of the new media era, this paper puts forward the innovative development path of middle school English to pave the way for the development of English education.

## I. The impact of new media technology on English education in middle schools

Under the background of the new media era, new media technology has been well developed, and its influence on all walks of life is increasing day by day. It not only affects production and life style, but also has a great impact on the entire education system. From the overall point of view, new media technology has exerted multiple impacts on English education in middle schools.

First, new media technology has an impact on middle school English education. In the actual middle school English teaching activities, English classroom provides a carrier for English education, and teachers can interact with students by means of new media technology to better complete the teaching task. For example, in the explanation of knowledge, teachers can use new media technology, music, video and other ways to help students better understand the charm of English curriculum. In addition, teachers and students can correct homework through the network platform to achieve the improvement of teaching efficiency, which provides a new way for the development of middle school education. From this perspective, the application of new media technology has achieved the improvement of middle school English teaching.

Second, new media technology affects the concept of English education in middle schools. In the middle school English teaching activities, we need to pay attention to the development of openness and compatibility of education, so as to achieve a significant improvement in teaching level. The application of new media technology to middle school English teaching has realized the innovation of teaching concept, improved the openness of education, and promoted the application of new media technology. In addition, in the era of new media, network media has a great impact on the teaching system of middle school. It can not only help students acquire more classroom knowledge, but also make them know more extracurricular knowledge, and realize the good development of their comprehensive literacy. The improvement of the openness of new media technology lays a foundation for the diversified development of educational ideas.

## II. Current situation of middle school English education

In the process of the development of English in middle schools, the quantity and quality of talent training have been well developed, but affected by many aspects, there are still some problems in the teaching of English in middle schools, especially the application of new media technology in English classrooms. On the one hand, the teaching method of middle school English lacks innovation. In middle school English teaching activities, no matter in the academic or teaching aspects, the teaching methods are not innovative enough. The single irrigation teaching cannot achieve the expected teaching effect, which highlights the shortcomings of current English education and points out the direction for the innovation of middle school English education. On the other hand, the effect of English teaching in middle school is poor. With the change of social environment, more attention is paid to quality education, but in the actual middle school English teaching, too much attention is paid to the transfer of theoretical knowledge, resulting in the lack of comprehensive ability of students. As a result, it is difficult to train English talents who meet the needs of social development. Therefore, it is necessary to pay attention to teaching reform activities in middle school English teaching activities to improve students' comprehensive ability and better demonstrate the effect of English teaching.

## III. Innovative strategies for middle school English education in the new media era

With the development of science and technology, new media technology has been widely used. Compared with traditional media,

new media technology is based on the Internet. Through the application of new media technology, text, image and other content can be integrated, making the expression of English knowledge content more diversified. Among them, the innovative development of English education can better improve the disadvantages of traditional teaching, realize the improvement of the overall teaching effect, and give full play to its advantages.

#### 1. Application of new media technology in middle school English classroom

##### (1) Preview before class

In middle school English classroom teaching, pre-class activities play an important role. Good pre-class activities can have a direct impact on students' classroom learning effect, and are highly valued in teaching activities. Under the background of the new media era, through the application of new technologies, pre-class preview activities can be better enriched, so that students can get in touch with more textbook knowledge and form a relatively perfect English knowledge network. In addition, teachers can guide students to use mobile phones, computers and other mobile terminals to carry out pre-class preview activities, so as to realize the informatization of pre-class preview. On the one hand, students can find relevant materials through new technologies to enrich their English knowledge. On the other hand, teachers can use mobile terminals to strengthen the communication between teachers and students, so as to break through the limitations of time and space. In the preview activities, they can better solve relevant tasks and realize the significant improvement of classroom teaching level. In addition, under the background of the new media era, teachers can formulate reasonable preview tasks for students, and highlight the teaching content by means of micro-lesson videos, so that students can actively participate in preview activities.

For example, in teaching the explanation of sports unit knowledge, teachers can make use of the application of flipped classroom to achieve better teaching results. In the preview stage, teachers make micro-lesson videos and integrate sports elements into them, such as anecdotes of celebrities and textbook contents. In actual teaching activities, teachers need to pay attention to the production of micro-lesson videos, select interesting teaching content, and achieve significant improvement of classroom teaching level. Through the application of new media technology, students' learning enthusiasm can be enhanced, so that students can carry out better communication between teachers and students after the completion of preview activities. Through the application of mobile terminals, students can learn through cooperation, so as to improve the effect of classroom preview and lay a foundation for the development of subsequent teaching activities.

##### (2) Classroom teaching

Classroom teaching plays an important role in middle school English education. In the actual teaching links, teachers need to pay attention to the application of teaching methods, encourage students to actively participate in English learning, and promote the improvement of teaching efficiency. Under the background of the new media era, smart classroom and efficient classroom have become the future development trend. Teachers can promote the development of English education by optimizing the traditional classroom teaching mode. Based on this, teachers need to strengthen the application of new media technology, gradually form an information-based English classroom, and improve students' enthusiasm for knowledge exploration. For example, with the application of computer network technology, teachers can apply multimedia equipment to classroom teaching, promote the visualization of knowledge content through video, music and other forms, and present more interesting textbook content, so that students can actively integrate into the learning of relevant knowledge. From the current stage of middle school English teaching practice, it is found that through the application of big data, multimedia and other technologies, the construction of smart classroom is promoted, teaching activities are more dynamic, and classroom teaching is oriented to information development. In addition, teachers need to grasp the teaching opportunity, adapt to the new teaching technology scientifically, build an efficient English classroom, so that students can master more English learning skills and lay a good foundation for their long-term development.

##### (3) Review after class

In the after-school English review activities of middle school, teachers can make students actively participate in the after-school learning and achieve better review efficiency. In the review activities, teachers can make reasonable review plans according to the actual situation of students, so that students can carry out learning activities according to relevant plans, and actively carry out after-school review activities through reasonable arrangement of time. For example, in the after-class review activities, teachers can guide students to form an English mind map to help them better recall knowledge and deepen their understanding of relevant knowledge. With the help of the formation of English knowledge and thinking, the communication between students can be strengthened and the effectiveness of review can be improved. In the era of new media, teachers need to pay attention to the improvement of homework, strengthen the application of new media technology, break through the traditional restrictions on written homework, and design reasonable homework with the help of network teaching platform to improve students' enthusiasm for after-school review. Among them, the most important thing is to strengthen the application of computers, mobile phones and other mobile terminals, so that teachers can have a better understanding of the actual situation of students and actively invest in knowledge learning. In addition, in the middle school English teaching, the application of new media technology can bring targeted teaching guidance to students, so that they can form good English learning habits and achieve the improvement of core literacy.

#### 2. Strengthen teacher-student interaction

In the middle school English teaching activities, we need to pay attention to the interaction of new media to improve students' enthusiasm for knowledge inquiry. Through the application of new media technology, it can strengthen the interaction between teachers and students, change the traditional teaching mode, pay attention to the play of students' main position, respect their classroom status, and achieve the improvement of class participation. Through the interaction between teachers and students, it can improve students'

understanding of English learning, improve their learning initiative, and create a good classroom learning atmosphere. In addition, teachers can divide students into different study groups through the application of social tools such as wechat and QQ, which provides a communication platform for teacher-student interaction and student communication. Under the background of the new media era, teachers explore the actual needs of students through teaching activities, formulate reasonable learning plans, and involve students. According to the appropriate teaching content, teachers guide students to learn English knowledge through PPT, video and other ways, so as to achieve significant improvement in English teaching efficiency.

### 3. Enrich the teaching content

Under the background of the new media era, English teaching in middle schools needs to give full play to the richness of new media technology and broaden the teaching content. By giving full play to the richness of new media, the teaching content can be expanded, the limitation of time and space can be broken, and better teaching results can be achieved. In middle school English education, teachers can apply new media technology to better innovate the content of English textbooks and improve the integrity of teaching. With the above activities carried out, it will help broaden students' horizons and improve their teaching level. For example, according to the teaching content, teachers can use social platforms such as QQ and wechat to help students better sort out the content of the teaching materials, and enrich the content of English teaching with the help of social hot spots and historical events, which can not only stimulate students' learning enthusiasm, but also help them enrich the learning content, so as to better complete the relevant teaching activities.

### 4. Innovation in teaching mode

In the middle school English education, we need to pay attention to the application of new media technology, give full play to its convenience, and achieve the improvement of classroom teaching level. Traditional infusing teaching is not conducive to the improvement of classroom teaching level, in which the communication between teachers and students is insufficient, blackboard writing and practice activities are time-consuming and laborious. In middle school English teaching, it is necessary to pay attention to the convenient application of new media, innovate the teaching mode, strengthen the communication between teachers and students, reduce the time consumed by blackboard writing, and realize the significant improvement of classroom teaching efficiency. Teachers can make use of wechat, QQ and other platforms to understand the content of students' interest and the degree of knowledge mastery, so as to take reasonable teaching measures. In addition, teachers can use PPT, video and other forms to improve the integrity of teaching content and better highlight the teaching focus. At the same time, teachers can use the application of new media technology to make relevant teaching courseware, reduce the time consumed by blackboard writing, realize the innovation of teaching mode, improve teachers' understanding of knowledge, strengthen the communication between teachers and students, and realize the significant improvement of classroom teaching level.

## IV. Concluding Remarks

To sum up, the application of new media technology in English teaching in middle schools has brought about a profound impact on teaching, and English teaching can be improved through the reform of English teaching in middle schools. Under the background of the new media era, the reform of middle school English teaching can better realize the informationization and high efficiency of classroom teaching. In addition, teachers need to properly handle English teaching activities, encourage students to participate in various kinds of English teaching through the application of new media technology, cultivate their English literacy, and lay a foundation for future development.

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