

Problems and development countermeasures of college literature education under the background of “Internet Plus”

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Abstract: College literature education plays a very important role for college students. After entering the new era, the emergence of Internet technology has a great impact on the literature education in colleges and universities, and expands the development space of literature education. Now the Internet has basically achieved full coverage, and the mode of literature education in colleges and universities has also undergone a more obvious change. From the perspective of current literature education, there are still some problems that need to be solved, which requires colleges and universities to start from this and work out effective countermeasures to make up for students’ lack of classic reading. This paper will take “Internet +” as the background, to explore the literature education in colleges and universities, respectively to discuss the existing problems and development countermeasures, in order to improve the level of literature education.

Key words: “Internet +”; Universities and colleges; Literature education; Problems; Development countermeasure

Introduction

After the reform and opening up, the national demand for literary literacy has gradually increased, and the demand for university education has become more clear. Under the background of the Internet era, it is an important purpose of literature teaching in universities to enable college students to better understand the connotation of literature. However, with the gradual deepening of education, a variety of problems also appear. Many college students think that studying in college is only for a relatively stable job, ignoring the realization and improvement of self-value, which is a big problem in the literature teaching in colleges and universities. In the face of such educational dilemma, the most direct way to find the right way out is to combine with the current rapid development of the network industry, to carry out a new type of literature education, so that literature can get rid of the dilemma.

I. The significance of literature education in colleges and universities under the background of “Internet +”

1.1 It helps cultivate students’ appreciation ability

At present, under the strong influence of the Internet, more and more people choose to read online. However, the quality of online reading varies from good to bad. To some extent, it can not effectively cultivate students’ literary feelings, nor effectively improve students’ appreciation ability. Literary works are the main carrier of our country’s cultural exchange, and play a huge role in our country’s cultural exchange. Under the background of the rapid development of the network, it is necessary to make college students correctly understand the role and significance of literature in life in order to establish the correct values, world outlook and outlook on life for college talents. Therefore, colleges and universities can hold some activities regularly so that students can fully appreciate the positive significance of literature in their spare time, so as to continuously improve their ability to appreciate literature and improve their literary literacy.

1.2 It can help improve students’ creative ability

For college students, no matter what their major is, it is extremely important for them to form their own knowledge system under the guidance of teachers. Literature is also very important for students. Although students in each major have different requirements for literature, a basic literary literacy is a must. Especially in the current situation of the rapid development of the Internet, students can use the Internet to collect the learning materials they need, and constantly enrich the connotation of literature and literature knowledge, so that their learning methods have an essential change. To some extent, this can better broaden students’ academic horizon and continuously enhance students’ creativity in the process of literature accumulation.

2. Existing problems of literature education in colleges and universities under the background of “Internet Plus”

2.1 Students’ weak interest in learning

With the advent of the “Internet +” era, there are more and more kinds of fast-food entertainment, and students are more and more invested in entertaining reading. In such an environment, people tend to read and interpret less and less literature. Judging from the current situation of literature teaching in colleges and universities, many students do not pay enough attention to some required reading works, and some even do not read them at all. In this case, it is the absence of literature education that makes it difficult for college students to improve their literary quality.

2.2 Traditional ideas are deeply rooted

With the continuous development of Internet technology, network technology is gradually becoming mature and perfect. However, due to the influence of traditional concepts and educational forms, college teachers do not give full play to the functions of network technology, nor do they make reasonable use of the teaching form of “Internet + classroom”, which leads to the low quality of their teaching. In the actual process of education, most teachers make a PPT and then explain the relevant content according to this PPT, and still use the previous

teaching methods to a certain extent, which is not conducive to achieving the expected teaching effect.

3. The development strategy of college literature education under the background of “Internet +”

3.1 Create a reading environment to stimulate interest in reading

The advent of the “Internet +” era, in a sense, has an impact on the original reading environment of college students, so that they continue to enrich the reading content, but also make them read text less and less times, which is unfavorable to the cultivation of students’ thinking ability. In view of this, the author believes that colleges and universities should create a good reading atmosphere for students and stimulate their interest in text reading, so as to promote the better development of literature education in universities. In the teaching of college culture, in addition to the traditional classroom teaching, the library is a good reading environment, which can play a role of expansion and supplement, which has a positive significance for improving students’ reading level and reading level. Therefore, under the new era background, universities should strengthen the construction of hardware and software in the library, in order to bring students better reading experience. This requires that the literature in the library management should be continuously enriched to reflect its diversity, in order to better meet the needs of students. In addition, colleges and universities should also set up electronic reading rooms to facilitate students’ reading, which can not only improve students’ literature knowledge, but also effectively avoid students from being addicted to picture reading.

3.2 Carry out system reform and standardize literature education

Nowadays, with the continuous development of network technology, although it has brought some convenience to students’ learning, it has also disrupted the ideas of literature education in the past. If we want to make our country’s literature education achieve good development, we need to push forward the reform of teaching system constantly. Through Internet technology, a variety of literary works can be quickly found. Under this background, in order to cope with the challenge of “network + era”, literature teaching in colleges and universities should continue to improve the knowledge of Chinese teaching, improve the standardization level of Chinese teaching, and improve the quality of Chinese teaching. To achieve this goal, teachers and students must be aware of the importance of literature teaching, as well as the importance of a wide range of literature teaching. Therefore, the school should formulate and perfect a set of rigorous evaluation system according to its own reality. On the one hand, teachers should be evaluated regularly and encouraged to actively improve themselves and continuously update their own literature reserves. Only in this way can relevant literature knowledge be transmitted to students more effectively and students’ literary literacy be improved. On the other hand, through the evaluation of college students, a kind of restriction is formed, which encourages them to read more classics and increase their reading quantity.

3.3 With the help of information technology, optimize the teaching methods

In the era of “Internet +”, college literature education has fallen into a great dilemma because it cannot make full use of “Internet +” technology and innovate traditional Chinese teaching methods. Therefore, in college literature education, using information technology to reform the existing teaching methods is the key to open a new way of college literature education. The main reason lies in the Chinese teaching, the classroom is the important way of Chinese teaching. If in the classroom, the students’ enthusiasm for learning is not high, not only can not carry out effective learning, even after class is difficult to carry out effective learning. Therefore, in order to better cope with the challenges of the network era, it is necessary for teachers to constantly update their educational concepts, seize the opportunity of “Internet +”, and innovate in teaching methods, so as to stimulate students’ enthusiasm for learning. In this process, attention should be paid to the rational use of network technology, so that various functions of network technology can be brought into full play. For example, in the teaching of Hamlet, a famous foreign language literature, in order to arouse students’ interest, network technology can be used to show them some excellent clips and use video tape to attract their attention, thus improving their interest. At the same time, students can express their own feelings while watching the video, so as to realize the application value of network technology. Create a good classroom atmosphere, which plays a very important role in improving students’ learning efficiency and quality.

3.4 Strengthen teachers’ guidance and make reasonable use of the Internet

In recent years, network technology has been greatly developed, mobile phones and computers have been widely used, this technology is advanced to some extent, if you can make good use of network technology, it can not only broaden students’ literary vision, but also improve students’ reading. However, judging from the current situation of students using Internet technology, most students only use mobile phones and computers to read some entertaining news, but can not effectively read classic literature works. In order to solve this problem, literature teachers in universities should provide students with proper guidance, so that they can improve their literary literacy by reading excellent literary works in their spare time. First of all, colleges and universities should create a reading environment, make the campus filled with a reading atmosphere, and cultivate the habit of college students to read. For example, you can use the reading APP on your mobile phone to let students clock in every day, which can not only remind students to read, but also supervise them. At the same time, it is necessary to stimulate students’ reading enthusiasm and make them think actively through online and offline reading communication activities. After a long time of persistence, it can not only expand students’ thinking and improve their thinking ability, but also help them gradually love reading, and thus fundamentally improve students’ reading ability and level. Secondly, colleges and universities can pay more attention to literature teaching in colleges and universities, and invite scholars to give special lectures in colleges and universities to promote the development of literature teaching in colleges and universities. Raising teachers’ and students’ attention to this can also let students experience the elegance of literati and the charm of literature, and to a certain extent add new impetus to their learning of literature knowledge.

3.5 Intensify publicity to achieve literature coverage

For non-literature majors, literature is just an elective course in colleges and universities, and they attach relatively little importance to it. In addition, it is difficult for students to actively access literary works in daily life, which not only hinders the cultivation of students' literary literacy, but also is not conducive to promoting the rapid development of literary education. Therefore, under the background of "Internet +", colleges and universities can make use of the platform of network communication to improve the influence of literature education, so that literature presents a multi-angle and three-dimensional image in the study and life of college students, which can gradually enable students to accept the influence of literature, shorten the distance between students and literary works, and constantly promote literature from the classroom to the campus. In this way, no matter what the major, students will have a certain connection with literary works, which is conducive to stimulating their interest in reading, and even as an elective course, it will also attract students' attention; This not only provides a favorable environment for the development of literature education in colleges and universities, but also helps to solve the difficulties faced by literature education in colleges and universities in the new period. For example, Chinese teachers in universities can push Chinese-related articles through Sina Weibo, so that students can read them at any time and learn them easily. However, in this process, it is necessary to ensure that the content of the push meets the practical needs of college students, and at the same time, it must be readable to some extent. At the same time, we can also organize some interesting activities for students to mobilize their enthusiasm for reading literary works. For example, stage performances, recitation competitions, etc., can make students realize the importance of literature in practical activities, which is helpful to promote their better learning of literature knowledge.

Concluding Remarks

At present, with the rapid development of Internet technology in China, some colleges and universities have encountered many problems in literature teaching. With the blessing of information technology, colleges and universities should actively seek solutions and build a bridge to serve the society, so as to promote the development of the country. In this paper, the author first analyzes the significance and current situation of literature education in colleges and universities, and then puts forward five suggestions, so as to enable students to deeply understand and study literature, and finally realize the improvement of personal literature literacy.

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