A Study on Innovative Development of College English Education from the Perspective of New Media

Ying Wang*, Yanfang Cheng
Department of Humanity and Law, Fuzhou Technology and Business University, Fujian, China

Abstract: In the era of new media, many emerging technologies and devices are constantly being applied in English education in universities, and have shown good teaching effects. Especially in college English teaching, the use of new media technology and related resources can effectively optimize existing English teaching models and further innovate classroom teaching. However, in the actual teaching process, due to the influence of traditional English teaching concepts, as well as the single English teaching methods used by teachers when using new media technology, English teaching in universities are lack of innovation. Therefore, in order to improve the innovation of English education in universities effectively, this paper mainly analyzes the problems existing in English education in universities from the perspective of new media, and proposes innovative development paths for English education in universities by combining the role of using new media, in order to provide certain innovative teaching ideas for English teaching in universities.

Keywords: New Media; College English Education; Innovative Development

1. Introduction

In recent years, a new emerging phenomenon has emerged in the media industry, namely new media. Compared with traditional media, new media has many novel characteristics and advantages that integrate network new media and digital new media to achieve the digital, interactive, and virtual characteristics of media. The application of new media in university teaching and student learning has great value and role. It effectively breaks through the limitations of time and space, enables students to obtain rich learning resources invisibly, and provides students with a variety of learning methods. It can be seen that actively promoting new media technology and applying it to English education in universities can improve students' learning enthusiasm, achieve innovative development in English education, and enables students to participate in English learning independently to expand their knowledge and promote their comprehensive development [1].

2. Problems in English Education in Universities from the Perspective of New Media

From the perspective of new media, the main problems that universities face when carrying out English education are listed as follows. Firstly, it is lack of full integration with new media in English education and teachers adopt traditional teaching concepts. Due to the influence of traditional teaching concepts, most English teachers in universities still focus on application-oriented English teaching. They neglect students' interest and autonomy in English learning. The methods used in teaching are relatively one-sided, and new media teaching models are not introduced in a timely manner, resulting in a more traditional and single teaching approach. Secondly, the use of multimedia and other information technologies in teaching remains superficial and has not achieved innovative teaching. Although new media is widely used in the field of education and teaching, the methods used by teachers to conduct English teaching through new media in universities are relatively single. When using multimedia information technology to conduct teaching, they only make PPT and play videos, and not dig out other teaching methods and approaches of new media technology, which results in a lack of innovation in teaching and is not conducive to stimulating students' enthusiasm for English learning. Thirdly, the practicality of integrating new media with English education has been overlooked. When conducting English teaching in universities,

teachers only regard new media as a teaching aid, but do not integrate relevant teaching content with students' practice, resulting in incomplete student learning [2].

3. Role of Applying New Media ito English Education in Universities

3.1 Activating the Classroom Atmosphere to Stimulate Students' Interest in Learning English

Students are the domination in English education in universities, and their main dominant status can be effectively reflected by teachers' using new media, breaking the traditional English classroom teaching mode and avoiding the one-way transmission of knowledge. By utilizing new media and combining breakthroughs, sound, video, and other methods to enrich teaching content, teachers can make students more focused in the learning process, create a good atmosphere for English learning, and enables students to fully immerse themselves in the learning process to enhance their interest in English learning and improve teaching effectiveness.

3.2 Implementing Diversified Teaching to Improve Students' Self-Learning Ability

In English teaching, the utilization of the convenience of new media allows students to learn English without being limited by time, space, and location, and students can learn English at all times, bringing great convenience to English education. During the teaching process, teachers enrich teaching modes by utilizing new media such as WeChat, QQ, WeChat, and Weibo, providing students with various learning scenarios, allowing them to access more resources, further achieving diversified teaching. It is conducive to improving students' self-learning ability and cultivating good English learning habits.

3.3 Beneficial for achieving goals for talent development

In traditional English teaching in universities, the learning atmosphere is more serious and monotonous, leading to a lack of enthusiasm among students in the learning process, which is not conducive to solving various problems that arise during learning. Introducing new media in English education helps students provide timely feedback on various problems encountered during the learning process, facilitates teachers to answer questions and clarify doubts for students in a timely and targeted manner, and further optimizes curriculum design to better achieve the goal of cultivating professional talents [3].

4. Innovative Development for College English Education from the Perspective of New Media

4.1 To Introduce New Media to English Teaching to Optimize and Innovate Teaching Concepts

With the continuous development of modern information technology, new media technology has been continuously optimized, and applying new media technology to various industries has become a new development trend. The use of Internet technology, big data mobile technology and various virtual technologies can effectively improve the teaching efficiency in the field of education. Especially in college English teaching, the application of new media technology has a profound impact on traditional English teaching that is transformed to active and multi-directional transmission from a single knowledge transmission, making the teaching mode no longer static. In order to better achieve innovative development in English education in universities, teachers should actively introduce new media teaching models, optimize and innovate teaching concepts in the teaching process. Firstly, teachers should actively learn new media teaching techniques, update traditional teaching concepts, actively learn and accept new media teaching, and optimize teaching content, objectives, and teaching methods. In the teaching process, teachers need to combine with the goals and current situation of English teaching in universities to use new media teaching methods to carry out targeted teaching, and actively implement new media teaching concepts into practical teaching work. In addition, they should innovate existing teaching models to transform students from passive learning of English to active learning, and guide students to develop good English learning habits [4].

4.2 To Actively Adopt New Media Technologies to Innovate English Teaching Models

Based on the perspective of new media, teachers should actively adopt new media technology to innovate English teaching models when carrying out English teaching work. In the teaching process, teachers should widely apply new media technology to organize English teaching work. They should fully utilize new media technology to organize teaching, use new media technology as a learning tool, and provide students with rich and diverse learning channels, as well as guiding students to use new media technology to acquire more knowledge and cultivate good habits of self-directed learning when using new media technology for learning. For example, when teachers use new media technology to innovate English teaching models, they should combine the differences that students have in the learning process to carry out targeted teaching. They should use new media technology to create electronic courseware, so that students can repeatedly watch the courseware after class, which plays a role in identifying and filling in gaps. At the same time, during the teaching process, teachers use modern teaching methods to play relevant teaching videos to students, and use audio playback and other functions to exercise students' listening and speaking abilities, creating good learning conditions for students to learn English. In addition, during the lesson preparation process, teachers can divide the difficulty of knowledge points based on the content of the textbook when making courseware, which is beneficial for students to better grasp the key and difficult knowledge [5].

4.3 To utilize New Media Devices to Carry out English Innovation Practice Activities

In traditional English classroom teaching in universities, when teachers design teaching practice activities based on English teaching content, they adopt a relatively single form. It only allows students to engage in independent dialogue based on textbook content, or allows students to read and memorize key teaching paragraphs. The form of teaching practice activities is relatively single, lacks flexibility and a certain degree of openness, which cannot effectively cultivate students' innovative thinking and active learning ability, and is not conducive to the improvement of English teaching effectiveness. From the perspective of new media, more emphasis is placed on the cultivation of innovative talents. Combining with new media teaching methods can provide more ideas and activity resources for teaching practice. For example, when teachers use new media devices to carry out English innovation practice activities, innovative teaching can be achieved through the use of mobile terminal devices and video recording devices. During the teaching process, certain teaching activities can be designed according to the teaching tasks. For example, when using English for interviews, students can design interview outlines around the interviews in groups, and use English to interview their school classmates. During this process, students can use mobile phones and other devices to record and edit the content. In the classroom, they can share their practical content through group reports, which helps to exercise their English language expression ability and improve their comprehensive learning ability [6].

5. Conclusion

In summary, although universities actively introduce new media teaching models in English teaching in the new era, in the actual application process, due to the lack of full integration with new media in English teaching, traditional teaching concepts are still used, and the use of multimedia and other information technologies is not innovated, and the practicality of the integration of new media and English teaching is ignored, resulting in unclear teaching effects. By introducing new media teaching models, optimizing and innovating teaching concepts, actively adopting new media technology to innovate English teaching models, and using new media equipment to carry out English innovation practice activities, it can better liven up the classroom atmosphere, stimulate students' interest in English learning, achieve diversified teaching, improve students' self-learning ability, and help achieve goals for talent cultivation and promote the comprehensive development of university students.

References

[1] Huang Chuxing. Research on Innovative Development of Ideological and Political Education in Universities from the Perspective of New Media [J]. Journal of Huainan Vocational and Technical College, 2022, 22 (05): 31-33.

[2] Xiao Bingbing. Research on Innovative Development of College English Education from the Perspective of New Media [J]. Campus English, 2021, (17): 77-78.

[3] Xu Wenjuan. Analysis of Innovative Development of English Education in Universities in Ethnic Regions from the Perspective of New Media [J]. Science and Technology Wind, 2020, (05): 65.

[4] Fang Xutong. On the Innovative Development Path of College English Education from the Perspective of New Media [J]. Campus English, 2019, (23): 84-85.

[5] Feng Ke. Innovative Development Strategies for College English Education from the Perspective of New Media [J]. Curriculum Education Research, 2018, (43): 113-114.

[6] Li Qiang. Research on the Innovative Development Path of English Education in Universities in Ethnic Regions from the Perspective of New Media [J]. Guizhou Ethnic Studies, 2018, 39 (07): 213-216.