Study on College Chinese Teaching Mode in the Era of Electronic Media

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Abstract: With the continuous development and progress of quality education, digital technology, Internet technology and traditional education structure should be linked in the process of university Chinese teaching to enhance real-time interactive communication, ensuring that the overall quality of students can be fundamentally optimized, and laying the foundation for comprehensive optimization of teaching progress and teaching quality. This paper briefly analyses the current situation of College Chinese teaching, and explains the significance of the transformation of College Chinese teaching mode in the era of electronic media. Finally, some suggestions are put forward to optimize the teaching mode of College Chinese in the era of electronic media for reference only.

1. Current Situation of College Chinese Teaching

Under the background of the continuous development of new media technology, the increase of information reserve, the expansion of coverage and the enhancement of adaptability have become important factors for the popularity of new media. However, for college Chinese teaching, its impact is a double-edged sword. Based on the relevant documents and papers, the corresponding questionnaires were designed. The whole group sampling method was used to investigate 200 students from the first to fourth year of a Chinese university. A total of 200 questionnaires were distributed, 200 copies were recovered, and 190 valid questionnaires were obtained. The effective recovery rate was 95% [1].

On the one hand, it is precisely because of the changes in the social environment and cultural environment that the electronic media platform is full of information and ideological content, and students are often affected by subtle influences after frequent contact. Among them, there are some bad information, which will affect students' learning habits, living habits and even values, making the work of College Chinese education subject to multiple challenges.

On the other hand, electronic media also brings the good news of education and teaching. Teachers have more access to information, and teaching content and methods can be more diversified. Using WeChat teaching, MOOC teaching and Weibo interaction can enhance students' interest in learning. Teachers need to guide students correctly, so as to improve value-oriented education and moral education, and ensure the efficiency of students' learning.

Table 1 Statistics on College Students' Participation in Online Courses in Electronic Media

Serial number	Reason	Number of people	Percentage(%)
1	Participate in Wechat Group Discussions	120	63.16
2	Participate in microblog interaction	186	97.89
3	Participation in mob	125	65.79
4	Download course resources from the website	96	50.52

2. The significance of the transformation of university Chinese teaching mode in the era of electronic media

In the era of electronic media, in order to conform to the development trend of education, College Chinese teaching mode should actively establish and improve a complete framework of education and teaching to ensure that the comprehensive effect of reform activities can be

consolidated [2]. That is to say, in the electronic media environment, university teachers should redefine their core mission and use more diversified teaching resources to improve students' knowledge cognitive ability and comprehensive quality. Ensure that students can be guided to fully understand the relevant content, and can guide students to establish a correct outlook on life and values, from the vast amount of information and resources to establish a benign learning attitude. It should be noted that the university teacher is the last "gatekeeper" before the student buys the social threshold. Based on this, the teacher must change the traditional ideological model and the education and teaching policy, and truly conform to the development trend of the times and the requirements of education and teaching reform. It is necessary not only to improve the concept of education, but also to integrate basic knowledge such as psychology, education, sociology and communication into the teaching of college Chinese. It will fundamentally improve students' comprehensive quality and language literacy, thus improving the teaching results of the curriculum, and creating a good platform for the comprehensive optimization of students' comprehensive quality.

The key point is that the transformation of College Chinese teaching mode in the era of electronic media is to further develop a targeted curriculum system, which takes the baptism of students'literary language, the nourishment of national culture and the infiltration of humanistic spirit as the foundation, and provides a solid guarantee for students to comprehensively improve their comprehensive quality. Only by fully implementing the transformation mechanism of the university Chinese teaching model can we improve the integrity and effectiveness of the interaction between students and teachers, create a good teaching platform for students to comprehensively optimize their overall quality, and achieve the goal of transforming from students to qualified citizens [3].

3. Strategies for the Transformation of College Chinese Teaching Model in the Era of Electronic Media

In the era of electronic media, in order to improve the timeliness of the transformation of College Chinese teaching mode, it is necessary to analyze specific problems and establish a sound and well-coordinated teaching framework system. Ensure that students can establish good teaching interactions with teachers, thus effectively improving students' overall quality and improving students' ability to adapt to society.

3.1 Mining diverse media resources

In the process of the transformation of College Chinese teaching mode, teachers should integrate educational and teaching resources, ensure that Chinese can be regarded as a part of cultural education, effectively improve students' aesthetic ability, and effectively enhance students' cognitive level of College Chinese teaching in the light of the structure of the times. In the age of electronic media, teachers should actively integrate the education and teaching process, and effectively pay attention to the psychological dynamics of students, effectively carry out targeted teaching work, and can effectively improve the cognitive knowledge of students by combining the retrieval of network resources. Teachers can arrange some new media-based assignments for students to effectively improve their self-learning ability [4].

Table 2 Application statistics of college students' network resources in electronic media

Serial number	Reason	Number of people	Percentage(%)
1	Watch literary variety shows	156	82.10
2	Watch literary TV series	122	64.21
3	Participation in Literary Activities	99	52.10
4	Watching Lectures on Literature	124	65.26

On the one hand, teachers should collect some literary knowledge and use electronic media to complete the transmission of information, so as to ensure that students can really improve their love

of College Chinese learning. It fundamentally improves students' enthusiasm for learning and lays a foundation for further optimizing the teaching effect.

On the other hand, teachers should use electronic media to effectively guide students to enrich their comprehensive language knowledge, and use some of the favorite teaching resources to improve students' enthusiasm and interest. Teachers should construct a variety of teaching processes while clarifying the basic demands of students, thus improving the overall effect of education and teaching [5].

To sum up, if teachers want to realize the transformation of College Chinese teaching mode in the era of electronic media, they must consolidate the educational foundation. While fully understanding the advantages of educational resources, we should ensure that the corresponding teaching methods and methods can meet the actual needs of students, so as to optimize the overall quality of students. For example, in the process of explaining the history of literary development at different stages, teachers can guide students to learn relevant content through electronic platforms such as "100 Forums" and "Netease Classroom", and then use class discussion or paper review to encourage students to propose themselves. The view effectively optimizes students' enthusiasm for learning.

3.2 Implementing the program of the special discussion

In order to fundamentally improve the comprehensive level of College Chinese education and teaching, and realize the gorgeous transformation in the era of electronic media, teachers should use the way of reading language texts to improve students' cognitive quality, so as to further consolidate the educational foundation and create a good platform for the improvement of students' Chinese literacy. Teachers can make the corresponding teaching content into a teaching topic, guide students to prepare for the corresponding teaching topics after grouping, and improve students' internalization ability of relevant knowledge. Moreover, teachers should guide students to develop the habits and qualities of reading. Therefore, teachers can use the "quarterly recommended good book" and other methods to improve students' fragmented free reading level and truly improve students' comprehensive ability.

At the same time, teachers can combine reading projects to complete large-scale reading exchange practice projects, guide students to conduct research and data analysis combined with bibliographic content, to ensure that students can improve the level of internalization of relevant knowledge, but also to a certain extent to mobilize students' learning enthusiasm. Especially in recent years, mobile phone reading is more and more convenient, teachers can arrange corresponding tasks according to the actual situation of students, and guide students to use different forms to display their reading effects, thus providing students with a guarantee of correct reading mentality and reading habits. Only by defining the fundamental and substantive contents of College Chinese teaching reform in the era of electronic media, can we enhance the rationality of concrete analysis of specific problems, create a good platform for the progress of College Students' comprehensive quality, and achieve the goal of education and teaching [6].

3.3 Optimizing the utilization efficiency of media resources

In the transformation system of university Chinese education and teaching work, teachers should implement the corresponding teaching improvement mechanism based on the students' basic academic conditions and learning status. It is also necessary to consolidate the application value of the electronic media resource system to ensure that students can guide the formation of correct values, outlook on life and worldview. In this process, teachers should make full use of the hotspot information of the corresponding media, and take this as an opportunity to establish corresponding educational and teaching guidance programs.

For example, the news that Mr. Moyan won the Nobel Prize for Literature has become the focus of various media reports, and his works have become popular literary works on the market. Teachers can use the opportunity to educate students to carry out a wide range of reading activities, and carry out targeted reading works appreciation, discussion, exchanges, etc., to encourage students to improve their literary literacy. In addition, teachers can also guide students to create

literary works, ensure that students can improve the internalization level of relevant knowledge, optimize the training effect of innovation ability, and provide guarantee for students' enthusiasm and initiative [7].

3.4 Cultivating students' independent learning ability

In order to further optimize the teaching level of College Chinese education in the era of electronic media, teachers can guide students to use network resources to improve their self-study ability. Because college life is relatively rich, college students often miss classes because of some things, which requires teachers to use effective guidance mechanism to improve students' self-study level. Teachers can transform the course content into micro-courses, focus on the retrieval, effectively improve the students' self-learning environment, and teachers should encourage students to search the corresponding resources on the Internet to supplement the classroom content. Therefore, the level of education and teaching is improved by the combination of refined teaching methods and electronic media teaching resources, and it also lays a solid foundation for students to form autonomous literature learning attitude [8].

4. Conclusion

In a word, if we want to realize the transformation of College Chinese, we must fully integrate the advantages and key points of electronic media teaching, and consolidate the foundation of knowledge and cultural literacy education. Teachers should recognize the impact of electronic media on the traditional education model, and coordinate the relationship between educational and teaching concepts and educational resources of electronic media, so as to create a more humane educational structure. Teachers should combine the basic academic conditions of students, practice a more systematic education and teaching structure, explore diverse media resources, implement the program of special discussion, optimize the utilization efficiency of media resources, and cultivate students' independent learning ability.

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