Application and Evaluation of Internet New Media Technology in Business English Teaching

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Abstract: In the current era, with the continuous development of information technology in China, the Internet new media has gradually penetrated into each other in all fields of our country. In the classroom of business English teaching, teachers should give full play to the role of Internet new media technology to continuously improve the effectiveness of classroom teaching, teachers should make full use of Internet new media technology to integrate and expand the content of classroom teaching, so that students' business English level can be improved under the guidance of teachers, so as to realize the successful transformation of business English teaching classroom under the new Internet media technology.

1. Introduction
In the present era, more and more posts are in urgent need of complex comprehensive quality talents, so in the current business English teaching classroom, teachers should make full use of the Internet new media technology to create a new classroom teaching mode, business English is a comprehensive subject that focuses on linguistics and business administration. If teachers still use traditional teaching methods to teach in the present era, it will not only make students' learning efficiency less effective, but also seriously affect the development of students in the future, so it is very important to use Internet new media technology to innovate business English classroom teaching.

2. The Feasibility and Necessity of Using Internet New Media in Business English Teaching Classes
2.1. Meaning of Internet New Media
With the continuous development of information technology in our country, the application of Internet new media technology in business English teaching classroom has become the trend of the present era [1]. Internet new media is a relatively broad concept, mainly in television and other traditional media after the development of a new emerging media, such as smartphones or computers, so that the way and types of information dissemination gradually towards a diversified direction. The common Internet new media contain digital broadcasting and digital periodicals, because the information dissemination of the Internet new media is very fast and convenient, and the information contained in the Internet new media is also very rich, so in the current business English teaching classroom, teachers should make full use of the Internet new media to continuously expand the content of classroom teaching, so that students can enjoy a wealth of learning resources.

2.2. Internet New Media Applications and the Necessity of Business English Teaching
In the current business English teaching class, it is very important to use the Internet new media to carry on the teaching. In the Internet new media not only has the rich learning resources, but also the whole teaching method is very vivid and intuitive. Students can transform the abstract business English knowledge into more vivid and intuitive knowledge for learning [2]. In multimedia-assisted
teaching, teachers are mainly required to make clear the objectives and objects of classroom teaching, to optimize the overall classroom teaching mode by using the new Internet media, and teachers should combine modern teaching multimedia and traditional teaching such as slides or videotapes in order to improve the efficiency and quality of classroom teaching. In the course of classroom teaching, teachers should make full use of the current advanced information technology teaching methods to improve and innovate the original classroom teaching mode and the concept of classroom teaching, so that the single classroom teaching mode can be changed effectively in the traditional business English teaching class. When applying Internet new media technology to business English teaching class, teachers can make full use of graphics or animation teaching methods, thus effectively improve the classroom teaching atmosphere and classroom teaching quality, make the current business English teaching class more rich and diverse in form and content, and help arouse students' enthusiasm and interest in business English learning.

Figure 1 Business English Teaching

2.3. Feasibility of Internet New Media Technology in Business English Teaching

Therefore, in order to improve the atmosphere of classroom teaching, teachers should make full use of the new Internet media technology to create a more vivid and dynamic classroom, so that every student can be more actively involved in the classroom learning atmosphere, for the business English teaching class, mainly language teaching to students, so that each student can constantly deepen the impression of the relevant knowledge points, in the process of learning the language, students need to change the content of the knowledge taught in the classroom, comprehensive understanding of the rules of business English and the connection between the knowledge points. Therefore, in the current business English teaching class, teachers should make full use of the Internet new media technology to guide students' learning ideas, and use the Internet new media technology to create a vivid teaching class, so that students' interest in learning and learning can be fully mobilized by teachers, so that students will communicate and communicate with teachers in the classroom to ensure the orderly conduct of business English teaching.

3. Research on the Application of Internet New Media Technology in Business English Teaching

3.1. Selection of Teaching Materials

Because business English is a practical and practical subject, teachers must make full use of the new Internet media technology to choose more practical teaching materials for students. In business English teaching, teachers should expand the teaching content effectively, not focus on the textbooks, because the business English teaching textbooks have certain limitations, and business English has the characteristics of keeping pace with the times.[3]. For example, teachers can integrate the new york times or the wall street journal in new internet media technology, and use these two electronic newspapers to improve students' business English skills effectively. For example, when a teacher tells a student about the part of the knowledge of inflation in the classroom, the teacher can choose the Brexit article, which not only helps to deepen the students' impression of the knowledge of inflation, but also enables students to learn the language of inflation from a cultural perspective. Therefore, in the current business English teaching class, teachers should make
use of the Internet new media technology to carry out teaching, according to the students' current learning needs and the content of students' most interested in the effective integration of relevant teaching resources, constantly broaden the students' learning horizons, so that the whole learning process of students become more vivid and interesting, effectively improve the students' language expression and English application ability.

3.2. Innovation of Teaching Model

The times are constantly developing, and the demands on education are constantly increasing. In the current business English teaching classroom, teachers should make full use of the Internet new media technology to reform and innovate the original classroom teaching mode, and then combine the students' current learning ability and learning needs to create a new type of business English teaching classroom. Under the background of Internet new media technology, teachers should change the teaching ideas and teaching methods of the traditional classroom teaching, and combine the Internet new media technology with the traditional business English teaching classroom organically, so as to realize the mixed teaching of the flipped classroom. For example, a teacher can make a video or courseware based on what the class says before the class starts, and send it to each student's computer via WeChat or email. When making the preview task, the teacher should make clear the key points of the students in the preview process, and in order to improve the students' learning efficiency as a whole, the teacher can also let the students carry out the preview of the content in groups. After the students finish the preview, the teacher can ask the students to submit the preview homework on the correction network, and upload the key sentences in the business English teaching class to the WeChat group by dubbing recording to let the teacher check.

3.3. Innovation in Teaching Evaluation

In the course of business English teaching, in addition to recording the students' daily performance and academic achievements, the teachers should make the students score each other by means of questionnaires. After summarizing the scores among the students, the teachers should make a comprehensive integration of the students' evaluation, including the students' classroom performance and learning situation.
4. Conclusion

In the current era, teachers must carry out effective reform and innovation of business English teaching classroom according to the development of Internet new media technology, explore the teaching mode and teaching idea constantly, and make use of Internet new media technology to innovate teaching evaluation method, comprehensively assess students' business English ability, so that business English can have the characteristics of keeping pace with the times and achieve the expected teaching effect.

References

