

Research on College English Teaching Reform under the Background of New Media

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Abstract: With the continuous change of the network age and the promotion of economy, society and science and technology society, new media technology came into being. Under the influence of the new media background, our life has also undergone a variety of changes in all aspects. Among them, the impact of innovation on the education industry is particularly obvious. Only by truly adapting and integrating teaching and learning with new media can we keep up with social needs and cultivate college talents rich in science and technology. This paper mainly analyzes the application advantages of new media technology in education and teaching, discusses the problems in college English major education and teaching under the background of new media, and puts forward corresponding solutions, hoping to give some help and support to college English teachers.

1. Introduction

With the continuous evolution of China's new curriculum reform and the continuous application of new media teaching carriers in the current society, the talent market has also put forward higher requirements for the teaching mode of colleges and universities. In view of this requirement, colleges and universities have also timely rectified and tested the education and teaching mode. English major, as a subject valued by the society and universities, also plays a decisive role in the all-round development of students. As we all know, English is very important both in the current society and in the international environment. The online teaching mode relying on multimedia teaching has become an indispensable teaching means, so it is a great challenge to the traditional teaching methods of English teaching. It must make systematic and comprehensive changes to comply with the trend of the times and cultivate all-round talents really needed by the society.

2. Basic Connotation of New Media

New media is a new media form emerging in the process of the development of new science and technology, with efficient sharing. Students can obtain the knowledge they want to learn through the pictures or words appearing in the new media form, which improves students' learning enthusiasm and expands students' knowledge to a certain extent^[1]. Students can repeatedly learn and re-collect knowledge on the network. The new media form has brought great convenience to people's daily life. If such conditions are applied to college English education and teaching, it will certainly create a good learning atmosphere and improve the efficiency of students' learning.

3. Benefits of New Media Application in College English

3.1 Improve English Teaching Efficiency

Teachers effectively integrate new media technology into classroom teaching, which can make students pay more attention, obtain more knowledge in limited class time, and teachers can quickly improve the quality of teaching. For students in the new era, the use of new media technology by teachers in the classroom is undoubtedly very consistent with their interests. It effectively ensures students' understanding of teachers' teaching ideas. After class, students can also use new media

technology to repeatedly consider the knowledge points taught by teachers and practice for the key and difficult points of learning. Teachers should answer questions and dispel doubts in time according to the problems encountered by students. The reform of English teaching mode has absorbed great power from new media technology and obtained great development space and vitality. College English can enhance students' application ability in listening, speaking, reading and writing through new media technology, and greatly enhance students' learning effect in English [2].

3.2 Enhance the Diversity of Acquisition of Teaching Resources and Effectively Broaden Students' Learning Knowledge

The development of the Internet is very fast. With the continuous change of the network, people's life has undergone great changes. Students' learning is also following the changes of the network. Students can quickly get the information they want through the network. College English teachers can implement students' habit of relying on the Internet into teaching activities, and cultivate students' learning habit of network learning and divergence of innovative thinking by sharing teaching resources with students. The traditional teaching mode is boring and the way is relatively single. Integrating new media technology with classroom teaching can change students' stereotype of traditional teaching, increase their interest in learning and improve the quality of learning. Nowadays, most of the learning resources are obtained from the Internet, so we can see that the online communication is fast and convenient. At the same time, students can also get more knowledge that they can't learn in the traditional classroom, which increases the scope of learning. It can also help students better understand English culture. Teachers can set up corresponding interest learning groups to encourage students to communicate more in their spare time, so as to improve their learning ability.

4. Current Situation of English Teaching in Colleges and Universities

4.1 Failure of Traditional Teaching Methods to Adapt to the Developing New Environment

At present, the main disadvantage of education is that teachers are the main body in class, ignoring the development of students' subjective initiative. Such indoctrination education greatly affects students' interest and enthusiasm in learning and weakens students' follow-up to teachers' teaching process [3]. However, in the evolution of the new society, students' ability to accept things is becoming stronger and stronger. Teachers should not ignore students' main role. Students are willing to listen to teachers in class and have the desire to express their own opinions, so that they can really spread their own thinking in the process of thinking and accept more and better insights and knowledge. It can be seen that the traditional teaching methods can't meet the needs of the new educational environment, which is the main reason for the low classroom efficiency of teachers.

4.2 Too Much Attention to Theoretical Learning and Less Attention to Practical Ability

At present, most English teachers rely on textbook teaching, which is serious. This leads to the lack of practicality in the solid teaching process. Paying too much attention to written theoretical knowledge will make students only stay in their mind, but can't well transform and apply. However, English is a subject that requires students to read and communicate more. Only when students use it to speak and communicate more with others can they effectively improve their weaknesses. Relatively speaking, the teaching environment in colleges and universities is relaxed and free. The effect of English teaching in such an environment is the most remarkable. English teaching in colleges and universities should grasp this point and enhance students' mastery of theoretical knowledge of English majors by strengthening the cultivation of students' practical ability. English courses are different from other courses. Teachers should adjust in time to meet the changing learning needs of students and promote the cultivation of students' comprehensive ability in an all-round way.

4.3 Insufficient Investment in Technology Application, Failure to Achieve the Teaching Effect

As individuals with great uncertainty, students are easily affected by the external environment

and have behaviors that affect their learning. Most of the current teaching process will rely on the application of new media to complete the teaching^[4]. It is also a severe consideration for teachers' comprehensive quality and professional ability. Teachers should quickly master the operation techniques of new technologies and improve their acceptance speed. Most teachers can better complete their tasks in the teaching process, but the use of new media can't meet the needs of students, affecting the quality of classroom teaching. It is mainly reflected in the fact that teachers pay attention to the interaction with students while ignoring students' learning status in the process of online teaching, mixing the teaching focus. Students can't understand what teachers are talking about and can only learn blindly according to the rhythm of teachers, which is not conducive to the cultivation of the comprehensive quality of English students.

5. Implementation Countermeasures of College English Teaching under the Background of New Media

5.1 Truly Realize the Integration of Modern Teaching and New Technology

Teachers should really accept the reform of education and teaching by new media. At present, the Internet has a greater and greater impact on people's life. Mobile phones, computers, televisions and major players have occupied people's life. Teachers can also integrate this into daily teaching management, shorten the distance between teachers and students through conversations on teaching platforms or WeChat and other software, reduce students' sense of estrangement from teachers, and enhance the emotional communication between students and teachers. New media has strong openness and flexibility. Teachers can also make good use of this to formulate reasonable and effective teaching plans according to the characteristics of students. Students can put forward online and offline questions to teachers at any time, and teachers give answers in real time, so as to promote the efficiency and enthusiasm of students' learning^[5]. Teachers should also appropriately enrich their mastery of new media knowledge, so as to comply with the trend, maintain a high level with students' thoughts, and always become the leader of students.

5.2 Focus on the Combination of Books and Practice to Enrich the Teaching Content

Teachers must get rid of the shackles of the traditional teaching mode, not only focus on books, but also pay attention to the cultivation of students' practical ability. For example, in the English classroom, teachers can divide students into fixed groups, adopt the way of group learning, and encourage students to have a dialogue with their classmates bravely, make full use of the available time in class to provide communication opportunities for students and let students be the masters of their own learning. Teachers should also learn to reasonably transform the knowledge in books, guide students to learn independently, and change from a traditional transmitter to a guide. At the same time, teachers can use the new media network to extend and expand knowledge, break away from the ancient book teaching and add more interest to the classroom^[6]. In English class, teachers should establish the habit of communicating in English throughout the whole process, let students master pronunciation, word selection and sentence making from a multi-directional context, and constantly improve their learning level.

6. Conclusion

In general, due to the impact of the new media background, the mode of English teaching has changed greatly, but it also provides a lot of opportunities and convenience. Teachers should grasp the opportunities, reasonably assist new teaching methods, improve students' learning ability in English and enhance teaching quality. Through good teaching atmosphere and practical activities, we can continuously increase students' knowledge, broaden their horizons and promote the development of students' comprehensive ability.

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