

## Research on the influence of new media on College English education in the information age

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**Abstract:** With the rapid development of the information age, more and more industries have increased the application of IT. By introducing IT into college English education, it stimulates students' interest in English learning and improves the effectiveness of English teaching. Nevertheless, in practical teaching, there are still many problems. At present, many schools in China have successively launched English courses for chemical engineering, which have distinct characteristics of subject knowledge. By focusing on the basics of chemical engineering, integrated equipment, chemical research theory, etc., they have built an independent English teaching system. In the era of new media, the teaching of chemical engineering English majors needs to fully combine the high-tech of the Internet and new media to achieve model innovation and effect improvement of English education. In recent years, the academic circles have published a series of reference books on the study of the influence of IT on English education in the new media era. The traditional teaching mode has been unable to meet the needs of college English courses. How to closely link IT with classroom teaching to optimize teachers' teaching and students' learning, and how to construct an efficient college English classroom under the background of IT are issues that contemporary college English teachers should seriously consider.

### 1. Introduction

With the widespread application of the mobile Internet, the popularization of smartphones and tablet computers, and the emergence of new IT products such as various APPs (Applications), the term "New media" has attracted attention, reflecting the Its connotation refers to the use of computer technology, Internet technology, mobile terminal technology and other digital information dissemination technologies to realize the timeliness, comprehensiveness, interaction and globalization of information dissemination [1]. English is an important course in the teaching system of institution of higher learning. Through the development of college English education, the comprehensive quality of students can be improved [2]. At the same time, with the continuous deepening of international exchanges, English has become a common world language [3].

With the development of multimedia and Internet, IT plays an increasingly important role in English teaching and is widely used in English teaching [4]. The new diversified teaching methods and abundant learning resources are changing the way of teaching and learning and improving the effect of teaching and learning. English teaching requires students not only to have basic theoretical knowledge of English, but also to have the ability to effectively apply it to real life [5]. Therefore, institution of higher learning should constantly update their teaching ideas, promote the wide use of IT in English teaching, change the places where the traditional teaching mode does not adapt to the educational reform, and bring more innovative ideas to the CET reform. In College English practical teaching, we should not only pay attention to the teaching of students' English theoretical knowledge, but also pay attention to the cultivation of students' cross-cultural communication awareness and language application ability [6]. Therefore, educators in institution of higher learning must constantly change their teaching thinking and concepts, pay attention to the innovation of teaching modes, and strengthen the application of IT in CET, so as to effectively promote the innovation and development of CET, and contribute to my country's economic development and socialism. Build and train more high-quality talents. Under the conditions of new IT, the traditional teaching mode and teaching concept cannot meet the needs of educational development in the new

era. With the integration of IT and education, various teaching theories emerge constantly. Such as behaviorism theory, cognitive learning theory, constructivism theory, humanistic theory appeared. There are constantly new theories and IT integration, such as Krashen's theory. In recent years, the educational concept of postmodernism has continuously penetrated into IT [7].

## 2. Problems in current CET

### 2.1. Establish an effective interactive model of teaching and learning

For Chinese students to learn English, the language environment is limited, and it is difficult for students to come into contact with pure pronunciation. By contacting authentic voice or video materials, students are encouraged to imitate pronunciation and practice more [8]. Compared with paper materials, the new learning resources have pictures, sound effects, and a stronger sense of context, which not only stimulates students' interest in learning, but also enables students to integrate into them and improve learning efficiency. The widespread application of IT has changed the role of teachers in teaching on the one hand, and on the other hand, it has also changed the way of interaction between teachers and students [9]. The proposal and implementation of graded teaching mode have been well received by many parties, and the research results are fruitful. However, because there is no unified test standard and test questions in the country at present, many institution of higher learning can only use the English scores of the college entrance examination as the only grading basis, and after grading, each class uses the same textbook, which leads students to question the grading teaching [10].

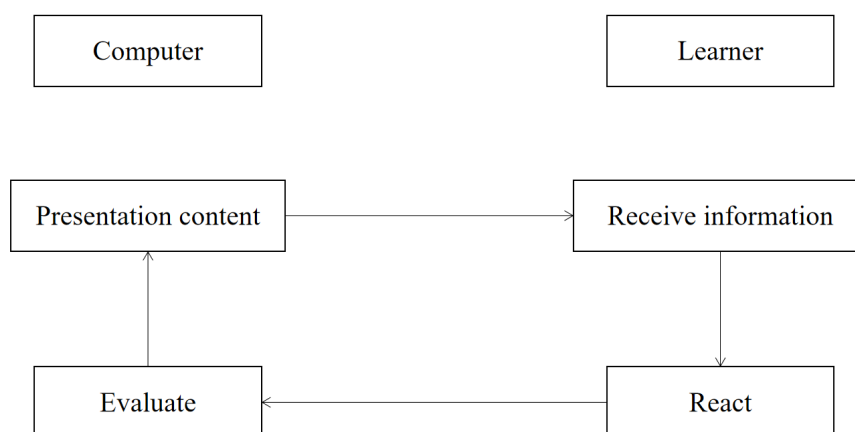


Figure 1 Basic process of program teaching

In the IT environment, most of the learning materials are shared on the Internet. In order to express their own characteristics of such shared materials and develop teaching methods suitable for their students, teachers should not only be able to teach, but also learn and research. They also need to understand communication, learn together with students, be teachers and friends, and realize the reasonable change of identity. On the basis of computer technology, English IT teaching has constructed a new teaching mode of "traditional teaching + Multimedia Teaching + students' Autonomous Learning". Using IT, teachers can transform static learning content into dynamic learning content in various forms such as comprehensive text, images, video, animation, audio, etc., making English classroom teaching more three-dimensional, and at the same time making English knowledge "live". Information technology can effectively stimulate students' interest in learning. The principle of IT in English teaching is mainly that teachers fully mobilize students' hands, brains, ears, eyes and other senses, transmit a large amount of learning information to students quickly and accurately in the teaching process, and strengthen students' ability to use English knowledge flexibly. Because of the change of learning style and the enhancement of learning pertinence, students' enthusiasm for English learning is obviously improved. Teaching design should make students make as few mistakes as possible. The above five principles have important reference

value for courseware design. The basic links of teaching can be summarized as presenting content, providing stimulation, receiving information, responding and evaluating and strengthening in time, as shown in Figure 1.

## **2.2. Students' subjective initiative in English learning is not high**

At present, the phenomenon of students using mobile phones during class is serious, and it is not uncommon to read materials unrelated to English classrooms. The proportion of girls is higher than that of boys, and the latter are more likely to use mobile phones in class. The main reasons are as follows: First, students rely too much on teachers, which leads to their own lack of English learning strategies and low enthusiasm for English learning. Second, students' learning goals are relatively single, only for English passing grades, and they focus too much on the learning of English reading and writing. The situation of "dumb English" has not been effectively changed. And there is a big obstacle to the communication of English listening and speaking among students. By introducing new media technology, teachers can make the teaching content into corresponding multimedia courseware, create multimedia teaching situations for students, strengthen the interaction and communication between teachers and students, make classroom teaching interesting and stimulate students' enthusiasm for English learning.

The presentation of new media technology in CET is diverse, such as micro class, Mu class and other teaching situations. Diversified teaching methods not only enrich the learning experience, but also provide students with good opportunities for autonomous learning. Information technology makes it possible for teachers to communicate with students in time. After class, when teachers discover new problems, they can communicate with students in a timely manner with the help of the class's learning group, and at the same time, they can assign relevant homework and guide students to complete them, which saves work time and improves learning efficiency. In this way, the classroom also has a new form, that is, teachers, students, and the Internet technology connecting teachers and students to create a new classroom form, the teaching process is no longer limited by time and space, improving the teaching rhythm, optimizing the learning effect. In view of this situation, teachers can use the influence of modern IT to guide and encourage students to conduct independent learning and realize innovative learning.

## **3. The development and innovation strategy of college English education in the new media era**

### **3.1. Greatly change the concept of English teaching**

It is an important organizer and guide of CET. Under the background of new media era, teachers should actively change English teaching concepts, establish correct teaching concepts, and fully understand the role of new media technology in CET. Autonomous learning refers to learning without cognitive monitoring, and it is a process in which learners actively adjust their learning strategies and efforts according to their learning ability and learning tasks. Autonomous learning can be understood as: in the teaching process, purposefully cultivate students' learning consciousness, so as to "be able to learn"; Stimulate their strong interest in learning and achieve "want to learn"; Master certain thinking methods and learning strategies to "learn"; Cultivate the will to learn, so as to "persist in learning". Using information resources to construct personalized teaching classroom. English teachers can introduce IT into students' curriculum and use information resources to design personalized teaching programs that meet students' different learning needs: teachers can use the data analysis function of IT to investigate and understand students' learning habits, characteristics and motivation, and form multi-level evaluation reports according to the survey results, so as to create a personalized teaching environment and achieve the best teaching effect.

Information technology is attractive to students, so scientifically applying IT to practical teaching can effectively enhance students' enthusiasm and interest in learning. The book also provides practical guidance on the application of IT. Therefore, in practice teaching, IT should be used to construct personalized classroom teaching mode. Teachers can apply IT to English

curriculum design, and scientifically formulate teaching plans and teaching methods according to students' actual learning needs. This can not only strengthen the application of IT in CET, but also meet the learning needs of different students, create a more perfect learning environment for students, optimize curriculum design, and achieve the best teaching effect. Combining with the teaching practice, teachers can actively carry out extended learning, enrich their professional knowledge, and innovate the application methods of new media technology, so as to inject new vitality into college English education.

### 3.2. Actively build a new media teaching platform

Institution of higher learning can use new media technology to build an advanced new media teaching platform for students in combination with the needs of their English teaching. For example, by building a unified media platform in practical teaching and relying on network technology, we can organize centralized English Teaching for students. In class practical teaching should highlight the professionalism of College English, which is divided into two categories: one is the theoretical and practical teaching of "student-centered and teacher guidance", and the other is the practical teaching of students' autonomous learning. Under the new situation, employers require students' English level not only to obtain the English test certificate, but also to pay more attention to students' practical English application ability. The way students learn English resources is increasingly showing diverse learning characteristics. Therefore, teachers need to build a variety of English teaching materials such as paper textbooks, computer networks, and multimedia technology to realize the horizontal output of three-dimensional English teaching resources for students. In practical teaching, it is necessary to scientifically and rationally use IT to obtain more abundant teaching resources, effectively expand English classroom teaching, and at the same time, use the advantages of IT to break the influence of time and space in the traditional education model. In this way, it can not only meet the individual learning needs of students, but also use IT to build a good learning environment and mode for students, and effectively improve The effect and quality of English teaching in institution of higher learning.

Under the background of modern IT, teachers' information literacy also determines the quality of teaching. Therefore, college English teachers should keep pace with the times, constantly improve themselves, improve their knowledge structure and clarify their teaching tasks and strategies in the new environment. In the new media era, these two traditional extracurricular English activities on college campuses should add more new elements, organize more interesting and meaningful activities around the current hot topics, and expand their influence on college campuses with the help of the appeal of Chinese and foreign English teachers and mobile Internet technology, so as to create a strong atmosphere for learning English on college campuses. Outside the campus, students are encouraged to improve their practical English ability in the society and in the community. In order to further understand the students' feedback, a questionnaire was conducted in the class I teach. The specific contents of the questionnaire are shown in Table 1.

Table 1 Statistical table of student questionnaire on classroom teaching effect

Student name	Overall classroom effect	Teacher's attitude	Classroom introduction effect	Classroom atmosphere	Is the explanation clear	Different views and attitudes in the text	Are you willing to look for further information
Schoolboy	A	B	A	A	B	A	A
Girl student	A	A	A	B	A	B	A

Result analysis. Among the students in the first grade, 86.5% think that the effect is good, so this teaching method is more suitable for the current class. The whole class thought that the teacher had a good attitude, which also showed that the students recognized the teacher and also reflected the good teacher-student relationship. It is believed that the students with good import effect are in

place and accounted for, which basically meets the requirements of this classroom teaching. In the last item "Whether you are willing to search for information further", all students expressed their willingness to continue to search for relevant information after class, which fully shows that the enthusiasm of the students has been improved and they are willing to study actively and consciously.

#### 4. Conclusions

At present, all countries in the world are reforming teaching, and it has become a reality that IT is widely used in teaching. How to combine IT with teaching more reasonably has become a problem studied by many teaching theorists. Teachers should set up a "student-oriented" teaching philosophy, present the important and difficult knowledge in the classroom with a relatively complete video content framework, and inspire students to think actively, so as to give full play to the tutoring role of micro-classes before class. In actual teaching, due to the uneven comprehensive quality of teachers and the over formalization of the application of new media technology, the application effect of new media technology is directly affected. Therefore, combined with the problems in English teaching, the above contents put forward the corresponding working countermeasures, hoping to bring some inspiration to relevant workers and promote the efficient application of new media technology in CET. By encouraging students to participate in teaching reform, stimulate students' learning enthusiasm, improve students' learning efficiency, realize the real sense of CET to keep pace with the times, meet the higher requirements of the society for talents' English level in the new media era, and promote the internationalization of China's economy and culture faster. College English teachers should not only focus on the cultivation of students' language ability, cognitive ability, cultural ability, analysis and critical thinking ability, but also improve information processing ability, operation ability of modern educational media, modern teaching design ability, and IT and curriculum. Integrate ability in order to better complete classroom teaching and after-school guidance, optimize students' learning effect, and achieve the training goal of cultivating students in the new era.

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