

Research on the Innovation and Development of Higher Education Teaching under the New Media Environment

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Abstract: The original spiritual connotation of media design thought is the most basic ideological element of its existence and development. Ideological and political education in universities should examine it from the context of new media, understand it, make good use of it, and make full use of its cultural characteristics, cultural products and expressions, so as to maximize the cultural value of new media. Only in this way can new media really play an important role in college teaching and education. In the teaching process of higher education courses, rational and efficient use of new media technology can build diversified teaching platforms for students, change the boring classroom atmosphere and arouse students' interest in learning. Gradually promoting the innovation and reform of teaching work in universities, and the use of new media technology is highly consistent with this teaching model concept, which is an effective way for universities to innovate teaching models. College workers should have a deep understanding of new media, be good at researching and digging new media, and promote and maintain the stable and healthy development of teaching and education in universities. This paper investigates the characteristics and talent training requirements of China's higher education in the new media era, and based on the current teaching practice in universities, explores the innovative development path of professional teaching mode in universities in the new media era of higher education.

1. Introduction

New media is a kind of communication form that uses mobile network to carry out digital technology, communication technology, Internet technology and other high-tech technologies to deliver information services to the outside world. At present, the teaching reform of applying the convenience and multidimensional characteristics of new media to teaching mode in universities has been popularized and accepted and liked by college students. New media can not only help students to access learning materials conveniently and quickly, but also promote emotional communication among students, which has an important impact on college students' values and ideas. The new media environment has become an indispensable external environment for students to learn and grow[1]. In this environment, college teachers and workers should actively change their thinking, pay more attention to new media and vigorously publicize it, so as to help college students obtain positive and correct ideological and moral concepts through various channels[2].

In the new century, the Internet era, college students' study, life and way of thinking are all affected by new media. College students' party building work should adapt to the new situation and characteristics, innovate in content and form at the same time, combine the unique characteristics of the working objects, reform and innovate in content, ideas and methods, make full use of the characteristics of new media such as wide audience and strong acceptance, improve the integration of party building and network activities, practically improve the quality and efficiency of party building work, and train qualified builders and reliable successors for the cause of socialism with Chinese characteristics in the new era. Therefore, college teaching workers should have an in-depth understanding of new media, be good at researching and digging new media, promote and maintain the stable and healthy development of college education and teaching, and make innovations[3]. Talent training requirements are the teaching guide of universities, and ordinary universities need a unique teaching mode to fulfill the talent training requirements. Because of the scarcity of national professional talents, universities need to think about how meet the requirements of talent training and

improve the quality of professional talents exported.

2. New media era

More and more sci-tech journals have started the digital journey, and innovative modes of multimedia integration are constantly emerging[4].

2.1 Characteristics of the New Media Era

Compared with the traditional media, the new media uses digital technology, network technology and mobile technology to provide users with information and entertainment services in terminal devices such as computers and mobile phones through the Internet, wireless communication networks and satellites. Compared with traditional media, new media has many advantages. For example, the content of communication has immediacy and diversity, and the space of communication is extensive. Users make use of intelligent terminals such as computers, mobile phones, PADs, etc. to instantly publish, quickly receive and spread information across countries anytime and anywhere, breaking through the time and space constraints of information transmission and realizing the vision of "one network cable" reaching the whole world, as shown in Figure 1. The forms of communication are blended, and the new media communication can gather various media forms at the same time by using computer and Internet technology, so as to realize the omni-directional, multi-angle and three-dimensional presentation of information. The two sides of communication are interactive, and the communication and interaction forms of new media communication are one-to-many and many-to-many[5]. Information publishers and readers can communicate in both directions anytime and anywhere, with timely feedback and quick adjustment. Information retrieval is convenient. New media stores data in network storage and network disk database, and users can easily and quickly obtain relevant information from search engines or various databases just by moving their fingers.

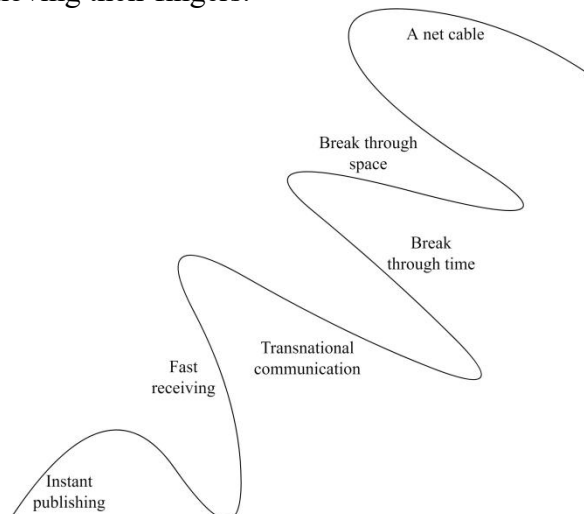


Fig.1 Schematic diagram of vision

The information dissemination of new media has the following remarkable characteristics: First, interaction. At present, a wide variety of new media based on mobile terminals and Internet technologies are born and developed in the new media environment, such as Post Bar, Interactive Games, Weibo, Blog, WeChat, etc., which provide different types of interactive platforms for various audiences. In addition, various emerging media forms have greatly improved people's awareness of subjectivity and participation, and constantly enhanced the interaction and communication between people[6]. Second, diversity. In the 21st century, the sustainable development of new media information dissemination mode breaks the singleness and limitation of traditional classroom teaching mode, which not only greatly improves the dissemination speed, but also widely increases the dissemination modes. Blog, Weibo, QQ, WeChat, computer network and other communication modes have appeared, as shown in Figure 2. The same way of new media

communication helps people get all kinds of information more freely, conveniently and quickly. Third, openness. Compared with the previous ways of information dissemination, the new media information dissemination breaks and shows obvious openness. Information dissemination has not set a fixed target, and anyone can get information through relevant ways.

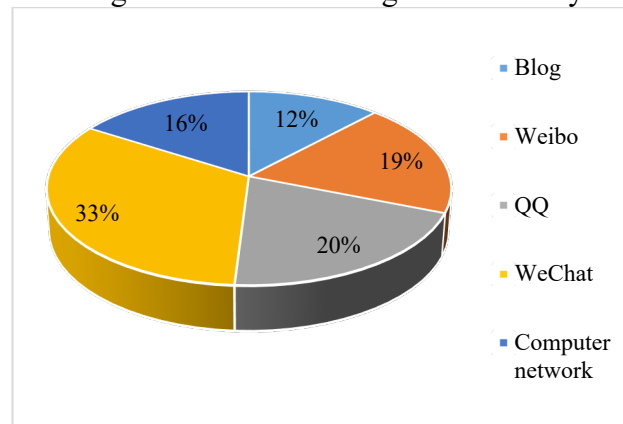


Fig.2 Proportion of each propagation mode

2.2 Innovation Opportunities in the New Media Environment

China's higher education has experienced more than 50 years of history, and it has developed with the development and innovation of education in New China. Its development history of more than 50 years can be roughly divided into the following four periods: establishment period, recovery period, rectification period and steady development period. During the founding period, the teaching and education in ordinary universities showed a general trend of spiraling upward. The recovery period is the recovery period of China's higher education after the Cultural Revolution. Through a series of important decisions, the government has enabled the rapid recovery and development of ordinary higher education, which has greatly alleviated the serious shortage of talents caused by the Cultural Revolution. During the period of rectification, after ten years of recovery and development, China's higher education has reached a higher level than before the Cultural Revolution, but at the same time, there are many problems in the field of higher education that need to be solved urgently, and these problems have become the bottleneck restricting the continued healthy development of China's higher education at that time[7]. In response to these problems, the Chinese government has issued a series of relevant policies for rectification. In the stable period of development, the teaching and education in universities has gradually developed steadily under the stable legal conditions and institutional guarantees. Up to now, a relatively perfect teaching quality evaluation model has been formed, as shown in Figure 3.

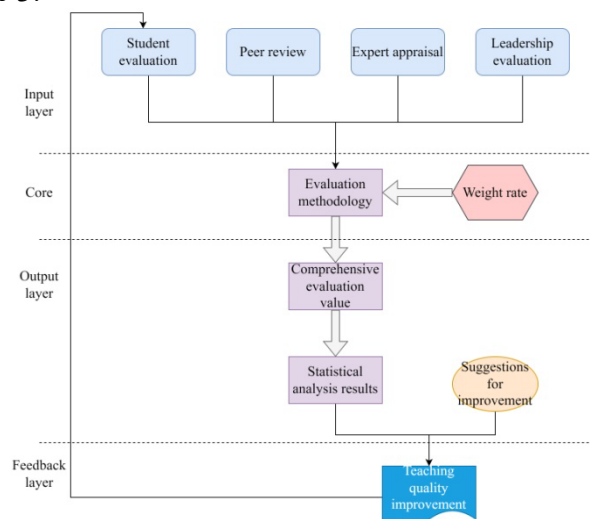


Fig.3 The development process of higher education

Nowadays, in the new media environment, the education and teaching in universities have ushered

in a brand-new innovation opportunity. First, promote the innovation of theoretical curriculum ideas. Chinese scholars' research on the development theory of teaching and education in universities started late, but it developed rapidly and had a certain depth in theory. Domestic theoretical research on the development of teaching and education mainly focuses on the development training and education of college students, emphasizing scientific guidance and development of college students' correct view of learning and employment. Second, enrich the content of ideological and political teaching in universities. In the context of new media teaching, teaching and education in universities have new contents and practical directions. With the help of mobile terminals and computers, students can get information that traditional media can't transmit, and they can get more learning materials. This has an indescribable influence on the enrichment of teaching content and resource pool in universities, and it is also a favorable condition for teachers and students to improve their learning and teaching experience. Third, expand the path of higher education and teaching. With the support of modern information technology, teaching education in universities has greatly enriched teaching methods, methods and contents, and with the blessing of data technology, it can quickly adapt to the new normal of teaching education in universities, and make new media have more performance paths and modes for constructing teaching system in universities[8]. Fourthly, carry out ideological and political education to improve college students' comprehensive cultural quality. In the teaching and education of universities, there is still the phenomenon of oral instruction and neglecting quality cultivation, which makes some college students acquire a lot of knowledge, but the education of personal accomplishment and values lags behind. To carry out ideological and political education in universities is to guide college students to set up correct "three views" in their limited study and life time, and to cultivate comprehensive talents suitable for socialist ideology and socialist economic development, which has irreplaceable value and role in the overall values and quality cultivation of the whole society.

3. Teaching development of higher education

3.1 Educational teaching mode

The connotation of teaching mode is a mixture of teaching strategies implemented in a certain teaching environment according to specific teaching ideas, teaching laws. The upward development of teaching mode is teaching theory, while the downward development is teaching practice. Therefore, the teaching mode is formed on the basis of teaching practice experience according to teaching ideas and teaching laws. In the classroom teaching process, we should follow a relatively fixed and effective teaching procedure and method system using certain teaching strategies[9]. This kind of teaching mode must have obvious operability, and it is a transformation of teaching theory. Teaching mode is originated from practice, it is processed and transformed through certain procedures, conforms to the teaching law, is a kind of understanding of teaching activities, and is also a frame of teaching behavior for reference. Teaching mode must also reflect the relationship between teachers and students, which is bidirectional and an interactive process between teachers and students under the influence of teaching environment and other factors. Teaching mode must be operational, orderly and exemplary in order to be applied to practice. Formulas that must be learned in college teaching as shown in formulas (1),(2) and (3):

$$PV = FV / (1 + r) \quad (1)$$

$$FV = PV / (1 + r) \quad (2)$$

$$S_n = P(1 + r)^n \quad (3)$$

Teaching mode is not only the intermediary between theory and practice, but also provides theoretical guidance to teaching activities, so that people can think about teaching activities in a far-reaching background. Teaching activities can be divided into four modes: teaching philosophy, teaching objectives, teaching procedures and teaching strategies, as shown in Figure 4. Teaching

mode is the reflection of a certain teaching theory or teaching thought, and it is the teaching behavior norm under the guidance of a certain theory. Different educational views often put forward different teaching models. Any teaching mode points to and accomplishes certain teaching objectives, which play a key role in the structure of the teaching mode and restrict other factors that constitute the teaching mode. The strong internal unity of the teaching mode and the teaching objectives determines the individuality of different teaching modes. Different teaching modes serve to achieve certain teaching objectives. Each teaching mode has its own specific logical steps and operating procedures, and the order of these steps can sometimes be exchanged, but it needs some continuity. Teaching strategies refer to various conditional factors that can make the teaching model effective[10]. These factors can help the teaching model effectively achieve the tasks pointed by the teaching objectives in practice. Without these conditions, the teaching objectives will be difficult to achieve. All the factors are interrelated, inter-contained and inter-restricted, which together constitute a complete teaching mode.

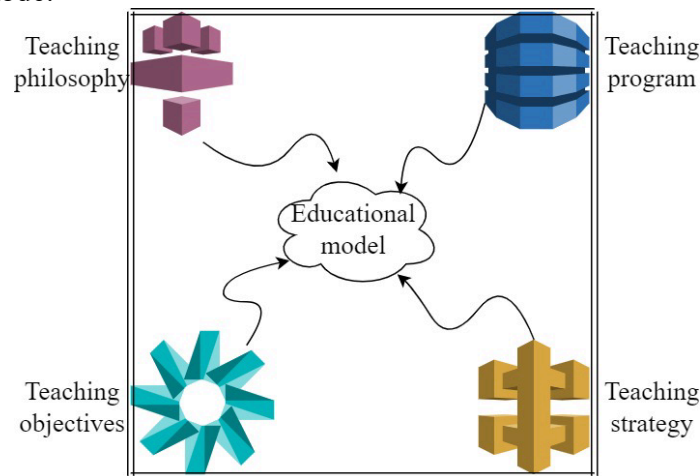


Fig.4 Composition of teaching mode

3.2 Exploration of Innovative Teaching Path in New Media Environment

First, build a new media platform for teaching and education in universities. To carry out teaching and education in universities under the background of new media, the first thing is to cultivate teachers' independent use of multimedia technology. Only when teachers can apply multimedia technology independently, can teachers choose multimedia technology suitable for this course spontaneously according to various practical factors, such as the important and difficult points of course teaching, the syllabus, the difference of teaching progress among classes, the difference of students' basic level, etc., so as to build a diversified multimedia technology teaching platform for students. These platforms can integrate various functions such as course progress assessment, comprehensive measures at the end of the term, and supervision of students' study habits, so as to efficiently apply new media technology in ideological and political teaching in universities[11].

Second, change ideas in time to integrate into the new media environment. With the support of new media, all kinds of news hot spots and ideologies at home and abroad are filled with it, and this new form of communication with the internet of everything has greatly attracted college students' enthusiasm for participation. College education supported by new media must completely break the idea of being the best in the world, re-establish the starting point, and establish ideological education infrastructure among college students in a flexible and changeable way based on the principle of being practical and realistic. New media is not only a technical update, but also an update of concepts and methods[12]. New media does not simply transform teaching content into digital technology and show it through the network. Instead, it makes use of the advantages of new media in technology dissemination, integrates the excellent teaching content of traditional classrooms, and adds examples that conform to the context of the times, etc., to publicize and cover it on the network.

Third, establish the concept of active learning and innovate the working mode. The application of multimedia technology can effectively arouse students' learning enthusiasm and increase the

classroom interaction between students and teachers. Effective use of this function of new media technology helps students build a brand-new learning concept of ideological and political discipline. The innovative and scientific nature of new media technology plays an important role in changing the attitudes and views of college students on ideological and political study[13]. The influence of learning philosophy on learning ability is shown in Figure 5. Establishing a perfect self-certification teaching system is the foundation to ensure that the teaching work in universities keeps pace with the times. In order to ensure that the content of ideological and political education can meet the needs of contemporary college students, it is necessary for the teaching and education system in universities to keep up with the development of the times, constantly innovate and reform, and increase the propaganda of ideological and educational work, so that educational work can permeate college students' school life.

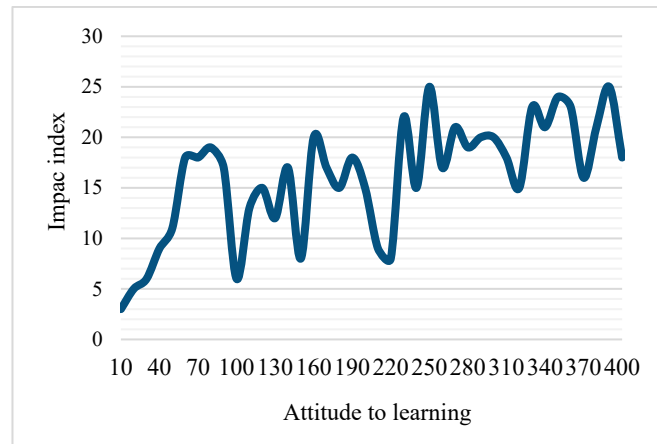


Fig.5 Different ideas on learning ability index

4. Conclusion

The new media has gone to everyone and entered people's daily life, profoundly influencing and changing the way of thinking and living habits of human beings, and constantly updating people's cultural ideas. Ideological and political education in universities should actively deal with new media culture, examine new media from the context of cultural genes, seize educational opportunities and opportunities, and maximize the cultural value of new media, so that new media can really play its important role in education. When carrying out education and teaching in universities, the teaching mode effectively combining with multimedia technology can fully highlight students' dominant position in teaching, create a lively, relaxed and interesting classroom atmosphere, mobilize students' learning enthusiasm and give full play to their subjective initiative in education and teaching. universities keep pace with the times to adapt to the innovative development of teaching in the new media environment, and always guide students to clearly establish the mainstream ideology and move forward in the right direction of the correct ideological path. Therefore, only by constantly breaking through the application forms of new media technology in education and teaching and innovating the content of ideological and political education can the education and teaching work in universities be promoted in constant innovation.

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