

Eco-cultural Integration of Distance Education and New Media Technology

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Keywords: New Media Era, Modern Distance Education, Integration and Development

Abstract: This is an era of rapid development of science and technology. The rapid development of new technologies such as new media and big data has not only changed the way of traditional cultural transmission, but also deeply influence education and cultural ecology. With continuous updating of modern education theory and huge changes brought by new media technology, the integration of distance education and new media technology is becoming a new direction for the development of distance education in China. How to integrate distance education with the ecological culture of the teaching practice of new media technology is a question we need to ponder and discuss.

1. Introduction

In our country, the mode formed by the integration of new culture technology and long-distance network education technology in the practice of ecological culture has gradually become the mainstream of network teaching. As a constantly changing concept, new media has many characteristics, such as interaction and participation, compared to traditional media. Modern remote technology uses computer information technology as the basis to provide educational opportunities for more and more people who are not restricted by age and education. It can be said that the third information technology revolution with information technology as the main feature has greatly promoted the ecological reform of China's online education. In order to accelerate the role of distance education in news and physical testing, we need to further explore the integration mode of distance education and new media technology.

2. Development of New Media Technologies

2.1. Introduction of New Media

With the rapid development of science and technology, the update iteration frequency of new media is extremely fast, and the definitions in various fields are very complicated. Technically speaking, new media is a form of communication that uses digital technology to provide users with information services through terminals such as the Internet and computers and mobile phones. In fact, new media is the product of the continuous development of new technologies, and technologies such as network digitization are necessary conditions for the emergence of new media. It is a form of media that emerges under a new technological support system. From a content perspective, for traditional media, new media is a relative concept. And its concept changes with time and has continually developing connotation. The new media technology at this stage is based on the media forms generated by the lack of computer information technology, mainly WeChat and mobile phone applications.

Compared with traditional media, new media is more impactful, and as one of the development directions of the e-commerce industry, new media is also of great development significance. Today's new media content is diverse, and materials and works can be obtained and displayed on more platforms. It has an impact on all aspects of us. It can be understood as a relatively new media in time; technically it can be understood as a low-priced, widely disseminated and widely used

media; it has brought about reforms in technology and social roles in society [1].

With the emergence of new words such as cloud computing, big data, and background, the trend of the new media era has followed. We might as well simply think that new media is an environment where everything is a medium; it uses human fragmentation time and does the right thing in the shortest time, while generating great interest. The birth of software such as short videos is a good example. The new media has played an important role in the epidemic prevention campaign, and it has also shown that the new media will become the most mainstream media. With the help of this anti-epidemic sniper war, we can better summarize the communication experience, and further enhance your understanding of the new media and build The influence of new media. Of course, the actual application of new media will also adapt to various needs and the implementation of emerging technologies.

The users of the new media are not targeted, and almost everyone can publish works and publish them online in various forms. This conforms to the communication characteristics and innovative expression methods of Internet thinking, and gives users a variety of choices and personalization. The development environment of the current era is "everything is a medium".

2.2. Characteristics of New Media Communication

As a developing concept, new media will continue to change with the development of science and technology, so the new media era has more prominent advantages than traditional media. First of all, it is interactive and instantaneous. It breaks the barriers between the sender and the receiver of the information to a certain extent, making the spread of information more smooth. Secondly, its multimedia and personalization greatly enhance the creativity of traditional media. According to the needs of news reports, the new media can comprehensively use animation, graphics and other expressions.

For example, at the beginning of 2020, a six-minute video "How the New Crown Virus Was Generated" became popular on the entire network. It showed the generation and spread of the Star Crown virus in the form of model animation, with a total playback volume of over 10 million. And its content is very rigorous, and the data quoted have rigorous sources. Facts have proved that more powerful advantages can be seen in the ability of new media to propagate an industrial structure that is compatible with social development.

From the perspective of communication science, it analyzes several characteristics of new media communication, including the individualization of mass communication, enhanced initiative of the audience, and interaction and communication. From another perspective, I understood several trends in the development of new media, namely the era of attention economy, the era of mobile scene reading, the era of sense of participation, and the arrival and popularity of the era of social communication. New media can be conveniently used by more people. When the use of the Internet exceeds television, newspapers, and the Internet begins to replace traditional media and become a source of information for more and more people, the development of new media is justified.

3. Development of Distance Education

3.1. Development History of Distance Education

Distance education refers to the use of television, the Internet and other communication media for teaching. It is different from the traditional teaching mode and is a new concept generated by the application of modern information technology to education. The first generation of Yucheng Education is correspondence education, the second generation is radio and television education in the 1980s, and the third generation is the third generation of modern distance education with the development of information technology. Its advantages are that it is not limited by time and space, provides more learning opportunities, mainly based on modern distance education methods, and an optimized combination of multiple media. The development of modern distance education has become a global trend. The essence of distance education is the separation of time and space between teaching and learning, which is the main difference between it and traditional education.

3.2. Development Theory of Distance Education

The development of distance education is accompanied by the advancement of information technology, more and more advanced technology. Many distance education development has formed different stages. Ding Xingfu, a distance education expert in China, puts forward his own theory of "three generations of information technology" and "three generations of distance education" in combination with the actual conditions in China: the first generation of "correspondence education"; the second generation of "multimedia teaching distance education"; The third generation is "Open and Flexible Distance Learning." Printed media and early audio-visual technology belong to the first generation of distance education; unidirectional transmission of information and communication technology that combines correspondence education, broadcasting and television with some computer technologies is input into the second generation of distance education. And the third generation of distance education is what we now call "modern distance education". With the use of two-way interactive communication technology, in the use of media, from single to diversified, the use of computer networks and media and other forms of distance education. Distance education now not only promotes the modernization and informationization of education, but also improves the quality of education and gives most people access to education [2].

3.3. New Media Era and Distance Education

Based on the "three-generation information technology and three-generation distance education theory" of Ding Xingfu's expert, we can understand that the application of new media technology still belongs to the scope of third-generation distance education. The interaction and diversified communication of our new media technology also reflect With the characteristics of the third generation of distance education, it also changes the limitations of traditional media. In the era of new media, the content of distance education will be greatly disseminated and the intimate interaction between the sender and receiver of information will be realized. New media remote The convergence of education will trigger changes in the field of media and distance education. In the past five years, China Knowledge Online has continued to increase research on thinking about new media and distance education [3]. Evolving technologies will provide more and more for the integration of new media and distance education. Feasibility. So we need to create a sustainable, comprehensive, and comprehensive education system that considers the integration of new media and modern distance education.

4. Teaching Culture Integration Model of Distance Education and New Media Technology

4.1. Basic Ideas and Characteristics of the Model

The essence of distance education is to use information technology to carry out educational dissemination and provide resources and services for learners. The integration and development of new media and distance education is inevitable for the progress of the times and an inevitable choice to meet the different needs of users. The integration and development of distance education and new media should follow the following principles: analyze the characteristics of new media and take advantage of new media. Changes will continue to have new forms over time. In the process of integrating distance education and new media, it is necessary to increase research on the characteristics of new media, maximize the advantages of new media, innovate applications, and better provide personalized services.

Keep the original platform features to ensure object differentiation. The media used for distance education in different periods and under different information technology conditions are different, and different media have different functional characteristics. The existing platforms have played an important role in distance education, forming a complete set of operating mechanisms and users. Habits must be preserved and not totally negated.

Based on distance education, improve service content and service efficiency. The essence of the integration of new media and distance education is to keep pace with the times, use new technologies to expand the way of distance education, enrich the content of distance education services and the form of content presentation, and improve service efficiency.

Strengthen talent training and forge new technical talents. The integration and development of new media and new technologies cannot be separated from the support and guarantee of the talent team. In the era of the information technology revolution represented by information technology, it is necessary to increase the training of talents and forge a team of high-quality talents that keep pace with the times. .

Improve system construction and ensure effective landing. The improvement and promotion of new things must be accompanied by the promotion and restriction of supporting systems to ensure that new things are guided to the right direction. Only effective systems can ensure the smooth progress of new media applications.

4.2. Distance Education and New Media Integration Development Model

Advancing with the times, constantly improving the level of distance education, constantly improving the talent training system, using new media to create a distance education system based on intelligent terminals, continuously enriching the way of presenting distance education content according to the personalized differences of the platform, and building a system that advances with the times .

The basic layer is mainly the existing distance education platform, which is the premise and foundation of all work. The talent training system and institutional system are the support, which provides a continuous power for the integration and development of distance education and new media. Technology fusion and content fusion are the core; content fusion is an important guarantee for the long-term operation of the distance education system. It is necessary to give full play to the characteristics of different media and strive to innovate at the content level to meet the individual needs of the audience [4].

Table 1 Development model of distance education and new media integration

Keeping up with the times and constantly improving the level of distance education				
Continuously improving talent training system	Using new media to create a big data media platform	Technology fusion and content fusion	Continuously enrich the presentation of distance education content according to the personalized differences of the platform	Institutional Construction System Keeping Pace with the Times

5. Conclusion

In the new media distance education project, network construction is the foundation and resource construction is the core. It supports colleges in developed regions and colleges in western regions to provide counterpart support through online teaching. Educational thoughts fit together to create a diversified network teaching model that is conducive to students' quality education and innovation ability training. Implementing this measure and effectively utilizing the advantages of existing educational resources is a strategic measure to run a large education under the conditions of shortage of educational resources in our country. It will improve the continuing education system and meet the needs of lifelong learning and knowledge renewal. Achieve sharing of educational resources across time and space. Expand educational opportunities for members of society. Can improve the quality of our nationals. The development of distance education has caused profound changes in people's learning and lifestyle.

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