

# Research on the reform paths of higher vocational English teaching in the new media era

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**Abstract:** The characteristics of the new media era provide strong support for the reform of higher vocational English teaching. Through the introduction of new media technology, it can innovate the teaching mode, improve the teaching efficiency, and better meet students' individualized learning requirements. This paper puts forward the reform paths of higher vocational English teaching in the new media era, including updating the teaching concept and establish a student-centered teaching mode, recommending innovative teaching methods with new media technology, optimizing teaching content, focusing on practicality and interculturality, strengthening the cultivation of teachers' digital literacy.

**Key words:** higher vocational English; new media era

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## 1 Introduction

### 1.1 Background and characteristics of the new media era

The new media era is formed against the background of the rapid development of information technology and the popularization of the Internet. This change not only affects individuals' daily life, but also has a far-reaching impact on the field of education, and English teaching in higher vocational education is one of them.

### 1.2 Characteristics of the new media age

#### 1.2.1 Real-time and interactivity

The new media have powerful real-time information transmission and feedback functions. Through the new media, information can spread rapidly, while users can interact with the content through comments, likes and other ways [1].

#### 1.2.2 Diversity and personalization

The new media platform has a wide variety of content, including text, pictures, audio, videos and other forms. Users can choose the contents they are interested in according to their own interests and needs, which makes the new media more attractive.

#### 1.2.3 Generalization and innovation

The new media era has lowered the threshold of information dissemination, so that everyone can become a publisher and disseminator of information. This generalization makes the information more diversified and enriched [2].

#### 1.2.4 Integration and crossover

The new media era has brought about the integration of traditional media with the Internet, as well as the integration of media forms with other industries. This integrative and cross-border nature makes the new media have a wider field of

application and greater space for development.

## **2 The importance and present situation of higher vocational English teaching**

### 2.1 The importance of higher vocational English teaching

Higher vocational English teaching helps to improve students' language ability and intercultural communication ability. In the context of globalization, English, as an international common language, plays an increasingly important role in international trade, cultural exchange, scientific and technological cooperation and other fields.

In addition, higher vocational English teaching helps to cultivate students' comprehensive quality. Through English learning, students can come into contact with different cultures, ideas and concepts, thus broadening their horizons and enhancing their humanistic qualities.

Finally, the students who are diligent and engaged in higher vocational English learning could provide strong support for China's international communication, cooperation and development.

### 2.2 The current situation of higher vocational English teaching

#### 2.2.1 The dominant traditional teaching mode

English teaching in many higher vocational colleges still adopts a teacher-centered and textbook-based teaching mode. At the same time, teaching resources are relatively scarce. Some higher vocational colleges own limited English teaching resources, lack advanced teaching equipment and sufficient teaching materials [3].

#### 2.2.2 Varying English proficiency levels of higher vocational college students

Some students have a weak foundation in English and lack interests and motivation in learning, while others have strong learning abilities and needs. How to meet the needs of different students has become an important issue in higher vocational English education.

## **3 The promoting significance of new media technology for higher vocational English teaching**

### 3.1 Enriching teaching resources and approaches

The rapid development of new media technology provides abundant and diversified teaching resources and means for higher vocational English teaching. Under the traditional teaching mode, teaching resources are often confined to textbooks and limited teaching aids, while the application of new media technology makes the acquisition of teaching resources more convenient and sufficient [4]. Through the Internet platform, teachers are likely to access a large number of English teaching materials easily, including the latest teaching courseware, video tutorials, online question banks, etc.

### 3.2 Increasing student interests and engagement in English learning

Under the traditional teaching mode, students are generally in a state of passive acceptance of knowledge, while the application of new media technology makes teaching and learning more intriguing and attractive, thus effectively improving students' learning interests and participation. Teachers can stimulate students' learning enthusiasm by designing various interactive sessions, such as online discussions, role-playing, game competitions and so on. In addition, the application of new media technology also enables students to participate in teaching more actively.

### 3.3 Promoting the personalization and differentiation of English teaching

It is not easy for teachers to take into account the different needs and characteristics of all students, while the application of new media technology makes higher vocational English teaching more personalized and differentiated, and can better meet students' individual learning needs.

## **4 Exploring the reform paths of higher vocational English teaching in the new media era**

### 4.1 To update the teaching concept and establish a student-centered teaching mode

The traditional concept of teaching is often teacher-centered, ignoring the student's main role in teaching and learning.

Teachers are supposed to change from the transmitter of knowledge to the guide and facilitator of learning, and cultivate students' independent learning ability and innovative spirit by stimulating students' interests and enthusiasm in learning.

#### 4.2 To recommend innovative teaching methods with new media technology

New media technology provides a rich variety of means and tools for teaching, and teachers should make full use of these resources to innovate teaching methods. Specifically, online platforms can be utilized to carry out blended teaching, combining online learning with offline teaching, breaking the limitations of time and space, and providing students with more flexible learning methods [5].

#### 4.3 To optimize teaching content, focusing on practicality and interculturality

It is undoubtedly to place the emphasis on the combination of practicality and interculturality. Higher vocational English teaching should be closely related to the needs of the industry, adjust the curriculum and strengthen the cultivation of students' vocational ability, meanwhile, incorporate cross-cultural elements to cultivate students' international vision and cross-cultural communication skills. By introducing international advanced English teaching concepts and teaching resources, students' international vision is broadened and their global competitiveness is enhanced.

#### 4.4 To strengthen the cultivation of teachers' digital literacy

The application of new media technology puts higher requirements on teachers' professional literacy and teaching abilities. Therefore, it is indispensable to strengthen the cultivation of new media technology for teachers to improve their digital literacy and technology application ability [6]. At the same time, teachers are encouraged to participate in teaching reform research and practice, explore teaching methods and means suitable for the new media era, and promote the deepening of the reform of higher vocational English teaching.

## 5 Conclusion

The reform of higher vocational English teaching in the new media era requires in-depth exploration and practice in terms of teaching concepts, methods, contents and training. By constantly updating teaching concepts and innovating teaching methods, we might build an English teaching model that is more in line with the needs of the times, and lay a solid foundation for cultivating high-quality English learners with an international outlook.

Looking ahead, the reform of higher vocational English teaching in the new media era will still continue to deepen and expand. With the continuous progress of technology and the expansion of application fields, new media will provide more possibilities and opportunities for higher vocational English teaching. We can expect more advanced new media technologies to be introduced into higher vocational English teaching to provide more accurate and personalized support for teaching.

## Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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