

Exploring the Innovative Path of English Teaching in Colleges and Universities from the Perspective of New Media

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Abstract: With the development of new media technology and the application of college talent training mode has undergone a big change, in the new media era, colleges and universities need to adjust the teaching programme. Combined with the current market demand standards for talents, enrich the teaching content, innovative teaching methods, and achieve teaching reform. The study takes English teaching in colleges and universities as an example, analyses the positive impact of new media on English teaching in colleges and universities based on new media as a research perspective, and delves into the innovation path of English teaching in colleges and universities under the perspective of new media around the flipped classroom, the learning platform, the oral teaching and the assessment methods.

Keywords: new media, English teaching in colleges and universities, innovative paths

Introduction

The arrival of the new era has put forward higher requirements for English teaching in colleges and universities, and the previous teaching content and teaching methods can no longer adapt to the students' individual learning needs, and are in urgent need of innovation and reform. The development of new media technology has a significant positive impact on English teaching in colleges and universities. Through new media technology, teachers can adopt diversified teaching methods, use richer teaching resources and create a more active classroom atmosphere. This requires teachers to combine the connotation of new media with students' individual characteristics to implement targeted teaching strategies.

1. New media connotation

New media, based on information technology and using computers as carriers, not only contain the basic characteristics of traditional media, but also have extremely obvious features such as integration, interaction and development. Nowadays, the common forms of new media include digital radio, digital magazine and mobile TV and so on. In the new media era, new media technology has become the fifth media. Compared with traditional media, new media has many advantages such as openness and sharing, and in higher education, the application of new media technology makes students' learning more convenient and further improves teachers' teaching quality.

2. The positive impact of new media on English teaching in colleges and universities

2.1 More diversified teaching methods

Traditional teaching methods are mainly based on lectures, exercises and exams, while new media can present teaching content through images, audio, video and other multimedia forms, providing a more intuitive and vivid teaching

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experience. For example, teachers can use online teaching platforms, educational software, teaching videos and other ways to provide students with rich learning resources and interactive opportunities to stimulate students' interest in learning.

2.2 Rich teaching resources

Students can make use of tools such as Internet search engines, electronic libraries and academic databases to access a large amount of English learning materials and literature, which broadens the breadth and depth of their learning. In addition, online learning resources such as online dictionaries, grammar learning websites and learning communities are also available to students, providing a convenient way of learning and auxiliary learning tools. With the help of new media technology, teachers can combine students' individual characteristics, develop personalised teaching plans, integrate richer teaching resources and help students master knowledge. This can effectively improve the quality of teaching and mobilize students' learning initiative^[1].

2.3 Vibrant classroom atmosphere

By using new media tools, teachers can introduce multimedia teaching materials, interactive games, online discussions and other activities to make the classroom more lively and interesting. At the same time, students can also participate in classroom interactions through the use of personal devices such as mobile phones and tablet computers, increasing participation and motivation in learning. Teachers and students can have in-depth communication and exchange anytime and anywhere in the new media environment, breaking the limitations of space and time. This broad interactive space can not only improve students' learning efficiency, but also build a good teacher-student relationship, making teaching more humane and personalized.

3. Innovative path of English teaching in colleges and universities under the perspective of new media

3.1 Implementing the flipped classroom

Flipped classroom is an emerging teaching mode that flips the traditional classroom format in which the teacher teaches knowledge and students complete homework after class. In English teaching in colleges and universities, more classroom teaching time can be used for practical activities such as teacher-student interactions and group discussions by making micro-course videos and designing online tests, so as to improve students' learning initiative and innovation ability. At the same time, teachers can use new media technology to track students' learning progress and adjust teaching strategies in time to ensure teaching effectiveness.

In the process of applying new media technology, teachers, as the organizers of classroom teaching activities, have a direct impact on the quality of teaching. Therefore, colleges and universities should strengthen the professional ability of teachers, innovate their educational concepts, and comprehensively improve their level of application of new media technology. Teachers can apply new media technology in the flipped classroom teaching mode to achieve online and offline integrated teaching. For example, teachers can combine the different learning abilities of students to develop different learning programme, while teachers should grasp the learning content before, during and after class, and constantly optimize the teaching process. In this way, the advantages of the flipped classroom can be effectively brought into play and the quality of teaching can be improved.

3.2 Building a learning platform

Learning platform is an important carrier of English teaching in colleges and universities, and a digital learning platform can be built through new media technology to provide students with rich learning resources, diversified learning methods and convenient communication and interaction channels. Specifically, an English online course platform can be set up to provide courses in all aspects of English listening, speaking, reading, writing and translating, so that students can independently choose the learning content according to their own interests and needs. At the same time, an English learning APP or applet can be developed to allow students to learn English on their mobile phones anytime and anywhere

to improve learning efficiency. In addition, new media platforms, such as social media, can be used to establish English learning communities to provide students with opportunities for communication and interaction, and to enhance students' English application skills and cross-cultural communication skills^[2].

With the help of the learning platform, students can fully interact and communicate. Teachers should actively guide students to adopt English as much as possible to express their ideas and opinions. In addition, teachers can also create a communication platform for Chinese and foreign students, through the interaction and communication with foreign students, students' oral expression ability will not only be improved, but also let students learn more about real foreign cultures and significantly improve their interpersonal skills, which is three birds with one stone.

3.3 Intensive speaking instruction

Oral teaching is an important part of English teaching in colleges and universities, and students' oral expression ability can be improved through new media technology. Firstly, speech recognition technology can be used to assess and correct students' oral pronunciation in real time, helping students to better master English pronunciation. Secondly, an online dialogue platform can be used to create a real language environment for students, so that they can communicate and interact in a simulated dialogue scene to improve their oral expression ability. In addition, new media technology can be used to carry out activities such as oral competitions to stimulate students' interest and motivation in oral learning^[3].

With the help of new media technology, teachers can use online education platforms to build diverse speaking situations for students. For example, teachers can set up interactive communication situations to guide self and learning in English, and they can also use artificial intelligence technology to simulate the English language environment to improve the accuracy and fluency of students' oral expression in English. In addition, teachers can create role-playing scenarios to simulate common daily life situations such as travelling, shopping or interviewing for students, so as to deepen students' understanding and mastery of English language knowledge through this kind of hands-on experience. Finally, teachers can create language games, such as situational dialogues or vocabulary solitaire, etc., to cultivate students' English oral expression skills in a relaxing and enjoyable game situation.

3.4 Innovative assessment methods

Traditional assessment methods are often based on test paper exams, which can't fully reflect students' practical application of English. Under the perspective of new media, assessment methods can be innovated and diversified assessment standards can be adopted to focus on students' abilities in oral expression, written expression and intercultural communication. For example, an English oral test system can be set up to evaluate students' oral expression ability objectively and fairly; activities such as online writing competitions can be carried out to assess students' written expression ability; and new media platforms such as social media can be used to assess students' intercultural communication ability. At the same time, students' daily learning performance and interactive participation can be included in the assessment system to comprehensively evaluate students' English proficiency^[4].

Teachers can make full use of new media technology to create an indexing platform and build a characteristic assessment mode. Teachers can combine the characteristics of students to design personalized assessment tasks for students, or let students independently choose different English test questions to assess students' comprehensive English ability. Thus, through the assessment to help students form good learning habits, make up for the deficiencies and problems in classroom learning, and achieve a comprehensive improvement in the quality of student learning.

4. Conclusion

To sum up, the innovation of English teaching in colleges and universities under the perspective of new media needs to be realized through the implementation of flipped classroom, the construction of learning platform, the strengthening of oral teaching and the innovation of assessment methods. Through the innovative teaching path, students' learning initiative and innovation ability can be improved, students' English application ability and cross-cultural communication ability can be enhanced, and a solid foundation can be laid for cultivating more English talents with international competitiveness.

Conflicts of interest

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

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