

Research on Innovation Concept and Practice Teaching of Higher Vocational Education under the New Media Background

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Abstract: The arrival of the information age gives people more information sources. As one of the products of the information age, new media has a profound influence on the information acquisition and ideology of higher vocational students. The rapid development of new media also gives new opportunities and challenges to the education work in higher vocational schools. Under the background of new media, the education work of higher vocational schools must keep up with the pace of the times, actively carry out reform and innovation, connect with the information age, combine with new media technology, and realize practical teaching, so as to improve the quality of education in higher vocational schools. This paper mainly studies the concept and characteristics of new media in the information age, analyzes the problems existing in higher vocational education under the background of new media, and probes into how to innovate and practice.

1. Introduction

The arrival of the information age gives people more information sources. As one of the products of the information age, new media has a profound influence on the information acquisition and ideology of higher vocational students. The rapid development of new media also gives new opportunities and challenges to the education work in higher vocational schools. Under the background of new media, the education work of higher vocational schools must keep up with the pace of the times, actively carry out reform and innovation, connect with the information age, combine with new media technology, and realize practical teaching, so as to improve the quality of education in higher vocational schools.

2. Internet New Media Overview

2.1. Concept of New Media

New media is a new form of information dissemination based on Internet technology. In general, new media with the help of digital technology, through computer networks, wireless communication networks, satellite networks and other communication channels, using computers, mobile phones, digital television and other terminal equipment, want end users to provide information and services a form of communication. From the media point of view, the new media has broken through the traditional media such as radio and television, newspapers and magazines based on space and time constraints, with the help of the rapid development of high-tech and strong technical support in the Internet era, showing its powerful digital information storage capacity, real-time transmission of information, real-time information interaction and other characteristics, so as to achieve cross-regional, cross-temporal global integration of information dissemination mode and information sharing mode [1].

2.2. Characteristics of New Media

New media technology is the embodiment of deep integration application of digital technology,

network technology and big data technology, which is mainly manifested in the following characteristics [see Table 1]:(1) the trend of individualized development. Relying on big data technology, new media can deep ploughing vertical subdivision field, facing groups or individuals, customized personalized content output, compared with traditional media unified content output, more flexible personality. (2) Audience-driven. Under the new media operation mode, the user can be the receiver of the information or the publisher of the information. The new media can screen and push the information according to the needs of the user, and to a large extent, the information audience determines the type of information accepted. (3) Diversity of manifestations. The expression of new media is not only limited to text, but also includes audio and video, and combines text, sound and picture in one, all-round to meet the needs of users. Digital storage mode plays an unparalleled role in the transmission and sharing of information. (4) Real-time synchronization of information. New media can achieve real-time information release, update, interaction and so on, break through the limitation of time and space, real-time processing and publishing, using powerful Internet technology and big data technology, can easily achieve audio and video real-time synchronization, millions of people at the same time online and other scene [2].

Table 1 Features of new media

New Media Characteristics	New Media Advantage
Personalization	Personalized push, share and release information based on user behavior data
Digital	Digital storage and efficient transmission based on Internet big data technology
Real time	Time difference-free synchronization between information release and information reception
Interactive	Information recipients can interact with information publishers

2.3. Types of New Media

At present, the main types of mainstream new media are mobile media, digital TV, Internet new media, outdoor new media and so on. Among them, mobile phone media mainly rely on network communication technology and mobile phone application technology, which can provide convenient information transmission for end users anytime and anywhere; digital television, relying on satellite and digital communication technology, can broaden the channels of information reception in television media, thus bringing more abundant information content to television users; the rapid development of new computer Internet technology has provided a more open space for the development and expansion of new media, and the channels of information transmission are diverse, the information content changes rapidly, and the media channels are constantly being renovated, which has become an important content of outbreak in the information age [see table 2][3].

Table 2 Distribution of new media types in the information age

Type	Advantages	Examples
Mobile Media	The extension of network media, easy to carry and use, real-time synchronization of information, view.	Internet Mobile Phone Applications
Internet New Media	All kinds of media based on the rise of Internet technology closely follow hot spots, rich content and novel forms.	Weibo, video, live broadcast, electronic magazine, etc.
Outdoor New Media	New materials, new technology, new equipment, widening the media publicity window of offline public space	Building TV, bus TV, advertising screen, etc.

3. Significance of Applying New Media Technology in Higher Vocational Education

3.1. Innovative Educational Concepts and Awareness of Innovation

New media technology is the product of the rapid development of the information age, and the concept of "innovation" is an important symbol of new media. Therefore, the application of new media technology in higher vocational education helps to innovate the teaching idea of higher vocational colleges. Teachers can help teachers master the ability of information integration and information output through the study of new media release and operation, and strengthen teachers' innovative consciousness and teaching output ability.

3.2. Optimizing Classroom Teaching and Improving Teaching Quality

In classroom teaching, the use of new media is undoubtedly a great attraction for students, which can effectively stimulate students' interest and enthusiasm in learning. The application of new technology can also effectively improve the ability of presentation and interaction of teaching media, enrich the way of content presentation in classroom teaching, promote effective communication between teachers and students, and thus form a good classroom teaching atmosphere and improve the quality of education and teaching in higher vocational colleges.

3.3. Promote Education to Keep Pace With the Times and Adapt to the Changing Times

The ultimate goal of education is to train all kinds of talents who meet the requirements of national social development, especially higher vocational education. Therefore, in the teaching process of higher vocational education, it is necessary to introduce advanced technology and characteristic representative products developed in the current era, and strengthen the link between campus education and the development of the times. Applying new media technology in higher vocational education can promote education and teaching to keep pace with the times, help teachers and students to understand and master the development characteristics and laws of new things in real time, help students adapt to the changes of the times, and train more high-quality talents that meet the requirements of social development[4].

4. Innovative Strategies Higher Vocational Education Teaching under the Background of New Media

4.1. Abandon Traditional Models and Innovate New Teaching Concepts

In order to meet the needs of social development and the speed of the development of the information age, under the background of the new media on the Internet, teachers in higher vocational colleges should pay attention to abandoning the inefficient teaching concepts and methods in the traditional education mode. Through the innovation of the new concept of education and teaching, to complete the transformation and evolution of the teaching process, to provide students with a richer and more advanced teaching experience.

4.2. Explore the Advantages of Internet Teaching and Innovate Teaching Contents and Methods

Under the environment of Internet new media teaching, teachers should pay attention to and master the new teaching methods based on Internet and new media technology, such as flipping classroom, live broadcast course, efficient classroom and so on, fully explore the teaching advantages of Internet new media, extract the factors that are beneficial to teaching and students' personal development, enter the classroom teaching process, and innovate the teaching contents and teaching methods of higher vocational colleges so as to improve the teaching effect. As an example of efficient classroom [see Fig .1], the key points and difficulties of teaching are refined by disassembling teaching objectives into several parts; guiding students to think positively and substituting into classroom learning atmosphere by introducing related problems before the beginning of the course; exploiting students' thinking mode by quoting network teaching resources; encouraging students to explore independently, communicate and cooperate, etc., so as to break the

dull atmosphere of traditional teaching classroom and create a better and more active student atmosphere, thus promoting students' positive thinking and autonomous learning [5].



Figure 1 " Five-step teaching method "in efficient classroom

4.3. Create Efficient Communication Channels Between Teachers and Students and Innovate Evaluation Mechanism

Under the traditional teaching mode, the communication between teachers and students is limited to the degree of "students' questions, teachers' answers ", and the way teachers evaluate students is basically limited to the level of written examination, and the students' learning effect is evaluated by examination results. However, in today's highly informationalized, simple theoretical examination results can no longer be used to evaluate students' personal development and learning ability. Therefore, teachers need to create efficient communication channels between teachers and students, innovate new student evaluation mechanisms, and fully understand and master students' development trends, so as to promote students' all-round and healthy development and become high-quality talents to meet the requirements of modern social development.

For example, the online course system based on the birth of the Internet new media platform can record and count the students' learning track well. In the daily teaching and learning process, teachers can use the chat system of the online course platform or WeChat group, QQ group and so on, establish an equal communication and communication platform with students, pay attention to the students' life dynamics other than study, and supervise and guide the students' healthy development in an all-round way.

5. Concluding Remarks

Under the new media background, the higher vocational education has ushered in the huge challenge and the development opportunity, this has put forward the higher request to the higher vocational college educator, the higher vocational college educator should seize the opportunity, innovates the education idea, exerts the practice teaching function, according to the teaching goal and the teaching content, uses the new technology, the new idea, selects the teaching media and the teaching way which suits the student group development characteristic, creates the good teaching environment, provides the high quality teaching content for the higher vocational college student, thus trains the student to become the high quality talented person which conforms to the social development need.

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