

## **The application and evaluation of network new media technology in Business English Teaching**

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**Abstract:** With the rapid development of modern information technology, Internet new media technology has been widely used in business English teaching. Based on this, this paper briefly expounds the application significance of Internet new media technology in business English teaching, and puts forward the application strategy of Internet new media technology in business English teaching according to the practical characteristics of business English, paying attention to skills training, innovating the concept of teaching, highlighting the teaching characteristics of business English, promoting the cooperation between schools and enterprises, exploring the advantages of Internet multimedia technology and respecting the students' subjectivity.

### **1. Application of Internet New Media Technology in Business English Teaching**

With the development of economic globalization, English proficiency is particularly important, it is the main language of communication between people, all colleges and universities should fully realize the importance of English teaching, pay attention to the cultivation of English application ability, and enhance students' market competitiveness. To this end, the author combines their own teaching experience, put forward the following thinking.

#### **(1) To ignite students' enthusiasm for business English**

The integration of Internet new media technology and business English courses meets the learning needs of business English majors and helps to ignite students' interest in business English learning, which can break through the shackles of previous business English teaching. In the actual teaching activities, teachers need to adhere to the scientific principle and develop the scene of teaching practice on this basis to guide students into the virtual learning scene and make them devote themselves to the learning link. With the support of Internet multimedia technology, it can effectively stimulate the thinking of college students, make students study business English with full emotion, fully respect students' main position, reduce their resistance or resistance to English learning, and improve the quality and efficiency of English teaching [1].

#### **(2) Improving the practical level of students**

By combining education technology and multimedia technology organically, it is also beneficial to improve students' practical ability. For students majoring in business English, the main purpose of learning English is to accumulate the skills in business English and lay a good foundation for future study, work and life. However, there are some problems in the study of business English in our country, which is because in the communication and communication of instructions, students seldom have the opportunity to apply business English, can not consolidate the knowledge of business English in their life, and can only learn the relevant knowledge of business English in class, so teachers need to find ways to provide practical opportunities for students in practical teaching work, and the application of Internet multimedia technology can meet this requirement.

#### **(3) to enhance students' awareness of autonomous learning and cooperation**

The application of Internet multimedia technology in the teaching of business English, giving play to the auxiliary teaching role of this technology, is conducive to the cultivation of students' autonomous learning spirit. For example, when students use the Internet to collect relevant

information, they need to master the method of using the search engine first, and then integrate and analyze the materials they need. In this process, students will realize the joy of hands-on, which will help to stimulate their self-learning consciousness. Moreover, the Internet can also provide students with a variety of chat tools, students can use these chat tools and other students to explore problems and share the gains in learning, as shown in figure 1. Under this kind of learning mode, it can improve the students' practical ability of business English. While communicating and sharing with each other, it can also enhance students' cooperation consciousness and team spirit, which is conducive to improving students' comprehensive literacy.



Figure 1 Learning using Internet technology

## 2. Evaluation of Internet New Media Technology in Business English Teaching

(1) Pay attention to skills training in accordance with the practical characteristics of Business English

Different from other courses, business English is very professional, therefore, for business English students, should focus on improving their English practice. In the actual teaching process, business English teachers need to make full use of network resources, combine English knowledge with business content organically, and exercise students' respective English practice level in different environments. Let the students have a further understanding and understanding of business English, and according to the uniqueness of business English, firmly grasp the skills and abilities contained therein, integrate the various learning resources, and put forward the teaching plan pertinently. To realize the sharing of teaching resources, to provide students with a large number of learning and training opportunities, and then to improve the efficiency and quality of business English teaching, and to lay a good learning foundation for the follow-up practical teaching.

In the actual teaching link, give full play to the application value of Internet multimedia, English teachers should encourage students to actively use intelligent app or online dictionary, for example, in the translation teaching link, need to shift the focus to Google translation results, further improve the accuracy and scientific nature of translation. Teachers can also introduce microvideo teaching methods to show the key content of the classroom in front of students with multimedia (Figure 2), which can attract students' interest in learning, make it easier for students to understand and accept, and ensure the effect of classroom teaching.[2].



Figure 2 Multimedia learning in class

(2) To innovate the concept of teaching and highlight the teaching features of business English

In the previous business English teaching mode, most students will pay too much attention to students' achievement when learning business English, but the demand for business English talents in the society not only has higher requirements for achievement, but also requires students to have certain social practice ability. Therefore, in the actual business English teaching, teachers should not only pay attention to the teaching of theoretical knowledge, but also use the Internet multimedia technology to develop some software that can enable students to learn independently, rely on the Internet platform, integrate disorderly resources and scattered resources, integrate the training of students' listening, speaking, reading and writing ability into it, at the same time, pay attention to the combination of basic content with business, create efficient classroom, ensure the effectiveness of English learning, and actively organize relevant training activities on business knowledge and English skills to highlight the characteristics of business English. With the continuous development of modern science and technology, business English should follow the changes of the times, change the traditional educational idea, make the teaching activities make substantial progress, teachers should give students scientific professional guidance according to the actual situation, and then improve their practical ability of business English.

English teachers should also realize the edification value of the environment to the students, and actively improve the educational environment on this basis. For example, it is possible to put up beautiful English short sentences in the corridor of the school, and organize students to watch the video of English grammar and English writing together every once in a while, so as to create a good English learning atmosphere. In addition, schools should regularly organize English-related competitions, such as English song competitions or English writing competitions, to encourage students to take an active part in English writing competitions. Figure 3 shows that by designing a variety of English-language activities, students can really enjoy English learning and be willing to take the initiative to read after-school after they are aware of their shortcomings, thus improving their English performance [3].



Figure 3 English speaking competition in a university

(3) To promote cooperation between schools and enterprises through the use of network platforms

After the students have mastered certain business knowledge and English language skills, teachers should also actively create practical opportunities for students to apply the contents they have learned in practice interaction. For example, the school-enterprise cooperation model, this is an ideal teaching model with the function of education and practice. The cooperative development project between the school and the enterprise can make the school give full play to its own advantages of talent education, linked with the enterprise platform, and can provide some convenience for the practical teaching of business English. In this way, the enterprise can use the business English talents provided by the school to expand its own business, and the school can further exercise the students' practical ability with the help of the enterprise platform. In this process, students can not only accumulate rich knowledge, but also continuously improve their own ability to realize the cooperation between the school and the enterprise. This cooperative mode has obvious advantages, so it can be used as the main method of business English teaching under the

background of Internet.

Explore the advantages of Internet multimedia technology and respect students' subjectivity

Teachers can dig deep into all kinds of information resources in Internet multimedia technology to support students' learning ", and give students the ability to choose, use and control the media, which means that teachers need to teach students the right way to collect information, use information and organize information. The application of Internet multimedia technology in business English can improve the single problem of classroom teaching mode in the past, improve the openness of classroom teaching, make English classroom more dynamic, and enrich the information quantity in classroom teaching. The application of modern information technology in English teaching activities can respect students' main position. Business English majors are very interested in starting companies and managing companies, and are willing to devote themselves to the corresponding business activities. The application of Internet multimedia technology has stimulated the enthusiasm of students to practice, and in the process of practice, students will gain a sense of achievement, which can enhance their confidence, help to cultivate students' innovative consciousness and ability, and make students become the master of learning activities.[4].

### **3. Conclusion**

To sum up, the application of Internet new media technology in business English teaching can ignite students' enthusiasm for learning, enhance students' practical level and enhance students' awareness of autonomous learning and cooperation. Therefore, we can fully refer to the above content, in the actual business English teaching activities to maximize the application of Internet new media technology advantages, to promote the overall development of students.

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