

# Research on Strategies for Improving Classroom Teaching Effectiveness in Colleges and Universities under the Background of Education Informatization -- Taking International Trade Major as an Example

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**Abstract:** The arrival of the information age has greatly promoted the classroom education facilitation, and higher schools are more and more aware of the information education to college classroom the importance of teaching. at present, colleges and universities are committed to establishing the effectiveness of classroom teaching, and applying the information mode of education to the effective reform of classroom teaching and learning in high schools is conducive to realizing the goal of educational modernization and educational informatization. however, by investigating the current situation of classroom teaching in colleges and universities under the background of education informatization, it is found that there are some problems, such as the single form of intelligent teaching, the obsolete content, the lack of professional teachers and the lack of endogenous motivation of students. therefore, it is necessary for high school teachers to use information and information technology, integrate high school teaching and learning resources, create new teaching and learning form, complete good and intelligent teaching and learning content, stimulate students' learning initiative, so as to obtain good teaching effect.

## 1. Introduction

At the fourth Plenary Session of the 19th CPC Central Committee, it was mentioned that socialism with Chinese characteristics has entered a new historical period, and all sectors of society should make concerted efforts to march forward to a new journey of socialism. Moreover, in 2019, the "Strategic Research on Educational Informatization" seminar was held in Beijing, which focused on a series of issues such as the basic theory, core technology and specific application of educational informatization in the future, providing theoretical support for the large-scale implementation of this education mode in colleges and universities<sup>[1]</sup>. Beijing normal university, yu sheng spring, marin scholars such as the depth and breadth of the information technology application, the intelligent information technology in the course of the integration, and it can be divided into three different phases: knowledge stage, capital source for the heart to heart stage and integrated curriculum in the integration phase, to carry out intelligent education provides a clear direction for colleges and universities. In this context, colleges and universities need to adapt to the trend of The Times and apply educational informatization to the reform of specialized education in colleges and universities, so as to improve the teaching quality and promote the reform of teaching in colleges and universities.

Since the reform and opening up, the level of economic globalization has been constantly improved, the coverage of information technology has been expanding, and social associations have been developing Gradually showing a variety of forms, such as this background, high school education urgent need to change. In the present stage of higher education reform process To improve the effectiveness of classroom teaching in colleges and universities has always been the focus of the majority of educators, is to affect the teaching of college education Quality is an important factor. And educational informationization is an important external force to promote the effectiveness of teaching and to realize the effectiveness of teaching Informatization has far-reaching significance for enhancing the effectiveness of classroom teaching in colleges and universities. It is embodied in: 1. It is conducive to the realization of education informatization

And the modernization drive. Teachers in colleges and universities can innovate teaching methods by using video teaching in the teaching of international trade. Information project teaching and other intelligent teaching contents are presented to students, so as to accelerate the process of education information and modern teaching.<sup>2</sup> There are Conducive to further education and teaching reform. Under the background of the development of educational informationization, colleges and universities apply various teaching methods to education and teaching The reform has greatly improved the professional courses of the high school and promoted the establishment of the curriculum, which provides an innovative platform for implementing the reform of teaching and learning policies and improving the teaching quality of students.<sup>3</sup> It is conducive to the cultivation of high-quality professional talents. Under the background of quality-oriented education, colleges and universities are faced with the practical dilemma of talent training. Integrating artificial intelligence and other information technologies into the education and teaching reform can broaden the scope of colleges and universities The path of talent cultivation.<sup>4</sup> It is conducive to promoting multimedia course resources The development and application of. In the process of carrying out education informationization, colleges and universities need to To improve the high school information construction, through the campus network, into Advanced information technology equipment, in this process, can be rich enough Media course teaching resources provide convenience for the development of teaching activities.

## **2. The Framework of Teaching Effectiveness in High Schools under the Background of Educational Informationization**

The so-called “effective”, refers to the teacher in a period of time after the teaching, the specific progress or progress achieved by students. Under the background of education informatization, the effectiveness of classroom in colleges and universities is rapidly improved. Advanced educational concepts and teaching methods are presented in the classroom through cloud platform, big data, artificial intelligence and other high-tech technologies in college and university teaching, creating good conditions for the transformation of teachers' teaching methods and students' learning methods.

At the same time, when teachers use information technology, they can also improve their own information teaching quality, improve the quality of classroom teaching<sup>[2]</sup>. Thus it can be seen that education informationization has great teaching value, which creates an opportunity for the improvement of teaching effectiveness, enhances teaching effect, improves teaching efficiency, displays teaching charm, and makes classroom teaching more efficient and rich.

### **2.1 Effective Teaching -- Effective Goals**

The effective role of teaching is to make students learn happily and easily through the teaching process of teachers. Teachers can also be relieved from the heavy work, and have the energy to arrange or supplement higher-level teaching content. In this process, teachers need to set clear and practical teaching objectives to ensure the completion of teaching tasks within a limited time.

When preparing lessons, teachers should set goals around teaching tasks. For example, the teaching goal of international trade major is to train students to be competent professionals in the fields of foreign-funded enterprises, international trade department, international marketing and international business. Based on this goal, teachers should give full play to the goal-oriented role in teaching, strengthen students' theoretical knowledge and practical guidance, and strengthen the effectiveness of professional teaching goals.

### **2.2 Valuable Teaching -- Effective Content**

Value is one of the important contents of teaching effectiveness. In the classroom teaching and learning in colleges and universities, the content taught in a class is more or less. There are hard and fast rules, because if you talk too much, it is difficult for students to dissipate their knowledge, and less is more. Therefore, to improve the effectiveness of classroom teaching<sup>[3]</sup>, teachers should control all the changes of classroom teaching schedule, follow the laws of education and the actual situation of students, and rationally arrange the contents of teaching and learning. Only in this way

can the teaching content give full play to its value and realize the effectiveness of teaching.

### **2.3 Efficient Teaching -- Scientific and Efficient**

Speed and income are the important factors of teaching effectiveness. Speed refers to learning time, income refers to learning results. In the actual teaching process, the faster the students learn and the higher the teaching efficiency, the less time they spend on teaching and learning. Therefore, in the teaching and teaching of international trade major, teachers must make full use of the limited time in classroom teaching and improve the learning quality of students' unit time in order to save learning time and improve teaching and learning efficiency. At the same time, to specific content of teaching Be accurate, after the student passes study, the change that place produces, obtain progress is bigger, explain teaching quality and teaching efficiency are higher<sup>[4]</sup>. This is reflected in the fact that students have changed from not knowing to knowing, from not knowing to knowing, from not knowing to knowing, from not being able to being able to. Therefore, in order to improve teaching efficiency, teachers need to pay attention to students' learning results and help students gain something in every class.

### **2.4 Teaching is Attractive -- Active Participation**

Knowledge is attractive, and the process of knowledge education is more attractive. The effectiveness of college teaching is also reflected in giving play to the charm of teaching and stimulating students' enthusiasm for active participation. Take international trade professional teaching to say, under the instruction) message back view, to teach the teacher can use artificial intelligence robot technology, education and other technical data reading and analysis of teaching content, and enter the students' learning goal and to complete the teaching task, the formation of instruction teaching form, in the hall of class to use, can make students enough to concentrate essence of god in the classroom, password intelligent machines by completing the task, improve students' classroom participation, so as to realize the teaching effectiveness.

## **3. Problems in the Effectiveness of Classroom Teaching in Colleges and Universities**

Along with the economic globalization and the education internationalization process is speeding up day by day, the society also has more and more strict requirements to each specialized skilled talented person. Taking international trade professional education as an example, the arrival of the era of cross-border e-commerce has greatly increased the demand for this professional, and raised higher requirements on the professional quality and comprehensive quality of students. However, at present, there are many phenomena in international trade major in most universities, such as irrigation teaching and theoretical teaching, etc. The application degree of information education is obviously insufficient, which results in the quality of trained talents does not conform to the social needs, and greatly hinders the improvement of classroom teaching effectiveness in colleges and universities under the background of current information education.

### **3.1 Students Lack Endogenous Motivation in Learning**

Before, in high school teaching and learning, students generally exist in the degree of reassessment is not enough, learning product pole is not high and so on, has a great impact on the smooth development of educational information activities. At the surface of the international trade professional, for example, because of, the international trade easily designed industry stakeholders and the theory content is more, and grey acerbity difficult to understand, gave birth to the whole palm grip is difficult to learn, teachers in the teaching process does not pay attention to students' actual situation, not flexible intelligent, information-based teaching methods, making students' learning enthusiasm, will affect students' learning enthusiasm and continuous learning motivation. On the other hand, college students are not familiar with educational informatization. Teachers use information technology to carry out teaching activities, which may attract students' attention, but students' attention is usually only focused on the level of intelligent technology, and they do not get much knowledge. The implementation of information technology, to a certain extent, distracts

students' attention to the study of international trade, which is not conducive to students' understanding and internalization of knowledge.

### **3.2 Educational Informationization Teaching Content is Too Single**

At the present stage, some colleges and universities in Our country have too much information education content. Take international trade as an example Teaching content is mainly composed of general courses, division based courses, professional development courses, professional courses and practical courses cheng cheng basic types, such as colleges and universities is not according to the requirement of the education informationization to adjust and selection of the teaching material content, failed to timely update of knowledge, nor reference intelligent system to provide the course selection Suggestions, teaching practice stratification plane to carry out the relative lag, cause the course content is too old, cannot adapt to new in today's increasingly change shape. While some teachers according to their own teaching experience, the capacity to write teaching materials, and use the information technology in the classroom teaching, which to a certain degree meets the requirement of education informatization and students' learning needs, but the teaching content system, and the status quo of China's international trade and change also has great discrepancy, combined with information technology strength is insufficient, education informatization advantage is not reflected, causing students after graduation can't adapt to the social reality, and the social existence obviously out of line.

### **3.3 Education Information Model is Not Perfect**

Effectiveness is an important content in the process of teaching reform in colleges and universities, which requires schools and teachers to fully explore scientific teaching objectives and complete teaching methods, laying a foundation for the integration of information technology and classroom education. However, in international trade, due to the abstract content of professional courses, students will find it difficult to understand the working processes of trade without the assistance of information technology, which is not conducive to the learning of professional knowledge. However, teachers still adopt the traditional blackboard teaching mode and occasionally use multimedia for video projection, which is not innovative enough for information education. Advanced intelligent software such as learning monitoring system and robot have not been applied in actual teaching in colleges and universities, resulting in great difficulties in improving the effectiveness of teaching. In addition, in the course teaching of international trade, teachers do not use intelligent practical techniques for practical course contents, and the application of intelligent field modelling and trade trade to practical training is insufficient, which fails to give full play to the effective function of educational informatization.

### **3.4 Lack of Professional Teachers of Educational Informatization**

In the era of artificial intelligence, college teachers need to reconstruct the education, teaching and learning goals, and improve the quality of their professional knowledge Force to drive education reform to the right track. However, at present, some colleges and universities in Our country have big loopholes in the mechanism of teacher quality training and teacher talent introduction, which leads to most teachers' insufficient understanding of the importance of educational informationization mode. On the one hand, some teachers are in the dominant position in the classroom for a long time due to the long-term influence of traditional educational concepts, and lack of clear positioning, which leads to the neglect of students' subjective status. On the other hand, among the teachers in colleges and universities, some of them are engaged in educational work right after graduation from school and lack practical teaching and learning experience. The other part of the teachers are in school for a long time, and they are used to teaching in traditional mode, so there are some difficulties in the application of intelligent education technology, and there are even formal phenomena. The lack of double-qualified teachers in the whole team makes it difficult for education informatization to be carried out comprehensively.

#### **4. Strategies to Improve the Effectiveness of Classroom Teaching in Universities**

The application of information technology in college teaching provides a broader space for innovation in modern education reform, which enables students to have a more intuitive and vivid feeling of learning, so that they can actively participate in classroom teaching. At present, the application of information technology in teaching, although has made certain achievements, but the effectiveness of the use need to be further promoted, teachers need to adhere to the people-centered education informatization goal, the timely introduction of informationization in education, let a new message, teach children to learn, to create a intelligent good learning environment for students.

##### **4.1 Adhere to the Goal of People-Oriented Education**

The students who enter the university have distinguished the teaching direction according to the major, which requires the teacher to develop from the student's Angle and stick to it People - oriented teaching principle. In order to improve the effectiveness of teaching and learning, teachers need to care about students' learning needs and psychological needs. With the help of information technology to realize their own value. First of all, the teachers in the teaching management at ordinary times, can use information technology to the students' basic information input system, according to the system to provide the students learning problems that may occur, interpersonal communication and emotional problems, etc., in a timely manner for students psychological counseling and spirit to guide work and to alleviate its academic, employment, and emotional stress. For example, according to the learning problems of students, teachers can set up teaching plans for students according to the methods suggested in the smart phone, and give them support and encouragement to help students regain their confidence in learning. Second, high school can also guide into into the equipment first, than if learn wisdom can monitor server, simulating teaching robots and self-help books such as equipment to carry out the teaching activity, use wisdom to machine, build information learning platform for students, encourage, support and guide the students to use these learning platforms and devices, achieve all-round education concept.

##### **4.2 Timely Update Information Teaching Content**

The ultimate goal of classroom teaching effectiveness research in colleges and universities should be based on the reform of teaching content, that is, colleges and teachers should take the initiative to understand the new changes of educational informatization, rationally plan and arrange the informationized teaching content, and carry out the content innovation with all their strength. Taking the international trade major as an example, teachers can input all the teaching materials in this major into the intelligent machine system, and design the teaching materials and courses from simple to difficult according to the teaching conditions and the characteristics of academic disciplines, the same grade and the learning conditions of students, so as to ensure that students have the ability to learn. Or in the theoretical and practical courses of transnational corporations, teachers can use intelligent machines to set up theoretical course learning plans and practical simulation scenarios for students, such as arranging students to conduct business negotiations, trade settlement and other practical contents with intelligent machines, so as to create practical learning contents for students. In addition, colleges and universities with the conditions need to customize a batch of small intelligent learning machines for students according to the changes of social situation and the development trend of international trade, and adjust the teaching and learning contents as time goes by, so as to meet the changing needs of social society.

##### **4.3 Innovate the Information-Based Teaching Mode**

At present, the informatization of education in colleges and universities requires teachers to give full play to the advantages of information technology and apply it to classroom teaching in order to improve the effectiveness of teaching. Therefore, teachers need to break through the limitation of traditional teaching mode, create a new model of information teaching and learning, and create a rich and diverse classroom teaching atmosphere for students. First of all, teachers can use information technology to make animation teaching videos to attract students' attention. To be

specific, teachers can make different animations according to the different contents of each chapter in the course of international trade to form a unique teaching style. For example, the theory of strong optional advertising animation, strong practical content is the choice of real people combined with the animation type. Secondly, teachers can also input the teaching content into the machine with the help of artificial intelligence machine, and ask students to complete the teaching tasks according to the instructions in the classroom, which not only reduces the burden of teachers, but also improves the quality of teaching and learning at the same time, which also contributes to the effectiveness of teaching and learning.

#### **4.4 Strengthen the Construction of Informationized Teaching Staff**

Under the background of education informatization, the effectiveness of classroom teaching in colleges and universities puts forward more strict requirements on teachers' quality. In this regard, only by strengthening the construction of informationized teacher team can we lay a good foundation for the improvement of teaching effectiveness. First of all, teachers themselves need to establish the concept of information teaching, actively learning and using information technology and other high-tech technologies. In the concrete teaching, the teacher can communicate with students more, understand a student usually familiar with the contents of the information technology and application, then the class actively collect students interested in information technology, and use the machine of artificial intelligence applied in the teaching of the course, so can and students to form a common information concept, can keep advancing with The Times in the teaching. Secondly, teachers can also participate in various computer training, information technology visits and other activities held inside and outside the school as well as the teaching information work exchange meeting, humbly to consult and learn from other teachers, in the classroom for students to display information teaching content, so as not Improve their own information literacy and information teaching ability, to provide a boost for the construction of information teachers team in college education.

#### **5. Conclusion**

Nowadays, the diversified development of information technology brings great convenience to the improvement of classroom teaching effectiveness in colleges and universities, which not only provides students with information learning platform, but also enriches the information teaching content in colleges and universities. With the change of times, the international trade specialty is facing new opportunities and challenges in the process of development. Can improve earnestly for the effectiveness of classroom teaching of the major, need teachers in colleges and universities on the basis of teaching reform, renew the content of the information education, innovation information teaching methods, strengthening the teachers team construction, information technology teachers to incorporate information technology and traditional classroom teaching depth, in order to promote university international trade specialized course teaching effectiveness to provide practical guidance, information platform for national talent of education high quality education.

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