Research on the Innovative Development Path of College English Education from the Perspective of New Media

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Abstract: Under the background of the new media era, college English education is facing new challenges and opportunities. With the diversification of students' learning needs and information acquisition methods, the traditional classroom teaching mode is no longer suitable. Therefore, it is particularly important to study the innovative development path of English education in colleges and universities to meet the educational needs in the new media environment. In college English education, teaching optimization and innovation combined with new media can change the original teaching ideas, improve English teaching quality and change students' learning environment by combining online and offline methods. This paper briefly analyzes the present situation of English education in colleges, and analyzes English teaching in the new media era. At the same time, the author puts forward personal views to promote the integration of new media and college English education and realize the modernization of college English education.

1. Introduction

As political, economic, and cultural exchanges between China and other countries become more frequent, the importance of English as a universal language has gradually become prominent[1]. In order to meet the needs of foreign communication in the new era, it is particularly important to improve the English ability of college students through innovative thinking, therefore, while enriching the teaching content of English education, colleges and universities also need to innovate the English education teaching mode represented by new media, so as to stimulate the enthusiasm of college students for English learning [2].

New media is a communication method that has emerged with the development of the Internet and digital technology. Compared with traditional media, new media are more diverse, more interactive, faster and more widely covered [3]. With the rapid development and wide application of Internet technology, it has become more convenient for people to obtain information and communicate online. Internet provides a broad communication platform and infrastructure for new media.The continuous progress and application of digital technology has promoted the development of new media. The popularity of digital cameras, smart phones and audio-visual equipment makes it easier and more convenient for individuals to create and disseminate content. This also leads to an Internet era, where users change from passively accepting information to actively participating in content creation and sharing [4]. Users' doubts about authoritative information and their demands for diversified information have promoted the rise of new media. New media can spread in real time through the Internet and other platforms, and can update the latest information quickly. At the same time, users can interact and communicate with the author and other users through comments, likes and sharing, forming an information ecosystem with multi-participation. The new media adopts various communication channels, including social media, video sharing websites, digital publishing platforms, etc. These channels cover the global scope, enabling information to spread across national boundaries and greatly expanding the audience.

Under the background of the rapid development of new media, teachers gradually introduce new media resources into curriculum teaching, so as to realize the innovation of English education mode and meet the needs of English talents training in colleges [5]. However, there are still some problems in the actual process, such as: written teaching process, lack of practical teaching, students' lack of learning initiative and so on. Faced with these problems, it is suggested that teachers should readjust the position of new media resources in English education as an important basis for innovative English teaching, thus improving the current English teaching environment, promoting the information development of English courses, greatly improving the English education level in colleges, cultivating students' comprehensive English ability and meeting the actual needs of society for English talents [6].

2. The Development of English Education in Colleges

2.1 The Use of New Media Lacks a Mature Model

In the process of college English education in China, especially after the reform and opening-up, college English education in China has been greatly improved in terms of the number and quality of talents [7]. Especially with the increasing enrollment ratio of college students in China, English talents in China have become the world leader. However, due to many reasons, there are still some deficiencies in the current English education in China universities in terms of educational methods and effects, especially in the use of media [8]. Based on the analysis of the emergence and development of new media, it is not designed specifically for educational needs, especially in terms of function realization, it mainly follows the logic of digitalization, informationization and networking. From this point of view, the application of new media in college English education lacks unified theoretical support, which leads to the fragmentation of practical dimensions. In other words, although college English education from the perspective of new media widely accepts new technologies, new equipment and new resources, it has not formed a mature model. Teachers can use new media to impart English knowledge at will, and at the same time, they can completely prevent new media from appearing in English classes [9]. In view of this feature, the value of new media is often used shallowly. For example, in classroom teaching activities, the use of new media to display teaching content is no different from "writing on the blackboard", and in oral and listening teaching activities, the use of new media to display video and audio is no different from tape recorders and teachers' oral broadcasting. Starting from the innovation level of English education in colleges, the first problem is to construct high-quality new media application modes according to professional characteristics, students' psychology and social needs, such as "online+offline" mixed teaching mode and flipping classroom teaching mode.

2.2 Nowadays, the Teaching Form of New Media is Relatively Simple

Today's teaching form is relatively simple, mainly based on traditional face-to-face teaching. In the traditional teaching mode, teachers usually explain knowledge and make demonstrations to students in the classroom, and communicate and ask questions with students through classroom interaction. Students acquire knowledge and improve their understanding ability through listening, taking notes and homework. Although the traditional teaching form has its own advantages, such as direct knowledge transfer and instant feedback, there are also some limitations. For example, teaching resources are limited, and the geographical location of teachers and students limits the scope of teaching; The educational resources are not balanced, and the quality of education obtained by students from different regions and schools may be different; The learning style is relatively simple, and it is difficult to meet the learning needs and interests of different students. In most college English education scenes, the teaching forms and teaching methods based on new media are too single, which is mainly manifested in the high degree of binding with the teaching content, resulting in the defects of "excessive concentration and insufficient divergence" in the application of new media. In fact, the new media can not only be used as a tool and medium for imparting English knowledge in colleges, but also be a platform for communication and interaction between

teachers and students in English education activities. According to the requirements of the deep integration of information technology and subject teaching, new media should be reflected in all aspects of English education in colleges. For example, teachers can use new media tools to investigate students' interest in English learning, and after understanding students' English foundation, personality characteristics and other information, they can avoid the asymmetry between teaching and learning in English education activities. In addition, new media can also enrich the related fields of English teaching. For example, according to the construction of professional groups in colleges, new media equipment and resources are used to build a "school-based English resource library", and English is used as a link and new media is used as a way to strengthen the connection between related majors, which is helpful to cultivate compound talents.

3. Innovative Development Path of College English Education from the Perspective of New Media

3.1 Innovative Teaching Forms, Innovative Micro-Courses, and Optimization of Teaching Resources

In order to realize the innovative development of English education in colleges, teachers should make full use of the advantages of new media teaching and innovate micro-classroom teaching methods to get rid of the traditional single English teaching mode. Doing so can enrich students' classroom learning process and create a good learning environment for them. In the process of teaching, teachers should make appropriate teaching plans for new media courses, and provide students with high-quality teaching situations with the help of multimedia teaching tools and new media teaching platforms to attract their attention and deepen their learning experience. Figure 1 below shows the innovative teaching form of new media.

New media teaching form

Remote live classroom

Blended teaching

Educational mobile application

Social media platform

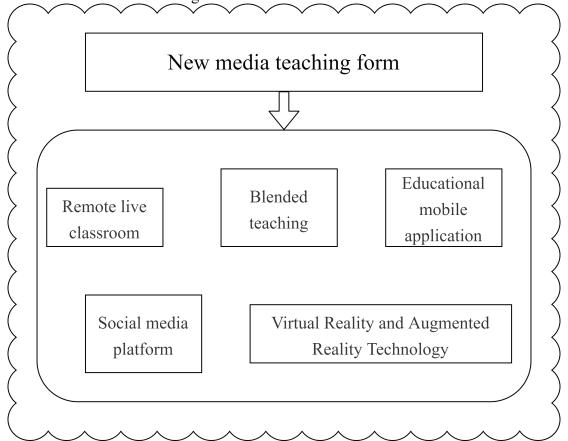Virtual Reality and Augmented Reality Technology

Fig.1 New Media Innovative Teaching Forms

The so-called "micro-lesson videos", that is, a series of teaching videos with short time and concentrated information, are highly consistent with the characteristics of information

fragmentation in the new media era, so they are more easily accepted by college students. As the representative of the new era, college students have the characteristics of loving and accepting new things, extremely active thoughts and short learning enthusiasm, and their learning time is relatively fragmented. The psychological fatigue caused by the traditional fixed learning mode in the classroom and the autonomous memorizing mode of English books can be solved by means of the entertaining nature brought by micro-courses. However, although micro-courses can provide students with relaxed teaching methods including media resources such as movies and TV in a short time, it is extremely difficult to construct and teach relatively complete knowledge points because of the relatively poor teaching resources of English micro-courses in colleges in China. Therefore, the leaders of colleges and universities and English teachers need to pay more attention and improve the teaching resources of English micro-courses in colleges. Teachers should integrate the existing teaching materials with the help of new media technology, carry out scientific deletion and expansion, and integrate teaching resources with human characteristics, such as local teaching culture and campus English theme activities, so as to make the content of micro-courses more core and refined and improve classroom teaching efficiency.

3.2 The Establishment of Study Groups to Accelerate the Transformation of Interest

In the application process of new media, teaching resources can be shared, and the traditional teaching mode can be reformed to form a mixed teaching method integrating new media technology, so that all kinds of learning resources can spread rapidly and students can learn at any time. As "aborigines" in the Internet age, college students' subjective consciousness is more intense from the perspective of new media. It is no exaggeration to say that with the support of new media channels, tools and resources, the information held by English education teachers in colleges may not be more diverse and rich than that of college students. Based on this, we should further use new media to stimulate college students' learning motivation, and it is a good choice to establish English learning groups. You can find classmates or friends with similar learning interests and goals by setting up study groups. This combination can provide support and motivation in common learning and make learning more interesting and meaningful. In the study group, everyone can define their study goals and make plans and timetables with the team members. Through mutual consultation and discussion, we can ensure that each member works together towards the goal and is not easy to slack off. According to everyone's advantages and interests, tasks can be allocated reasonably. In this way, everyone can focus on their own areas of expertise and interest, form a cooperative mechanism, help and supervise each other, and promote learning progress. Members of the study group can inspire and encourage each other and share their learning experiences. This kind of communication and interaction can promote the collision and inspiration of thinking, help each member to improve constantly, and better understand and master the learning content. The English training mode of the study group is shown in Figure 2.

The organization mode of corporatization can fully guarantee the consciousness of college students, especially driven by interest, students can accelerate the transformation of English knowledge and skills. English teachers in colleges first investigate the types of English culture that college students like through questionnaires, and extract works of art, such as film and television dramas, which best meet the goals of college English education, as the basis for establishing English study groups. For example, there are some English learning clubs in domestic universities. Some of the reasons for their establishment are based on the members' love for a certain American drama. Teachers can give reasonable suggestions according to the comprehensive judgment of college students' majors and the language characteristics of American drama. In the study group, you can give positive feedback and support. Members can encourage and appreciate each other's efforts and progress, which helps to establish a positive learning atmosphere, enhance self-confidence, and at the same time correct mistakes and improve learning methods in time. Regular discussion and interaction is an important part of the study group. In these activities, we can solve the problems encountered in our study together and provide new ideas and viewpoints. Through brainstorming, we can broaden our learning horizons and understand and apply knowledge

from different angles. By establishing a study group, you can work together with others, share experiences, encourage each other, and accelerate the transformation of interest and the progress of learning.
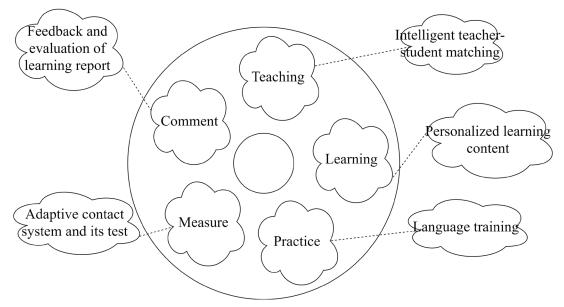

Fig.2 English Training Mode of Study Group

4. Conclusions

The application of new media has promoted the continuous innovation and development of higher education, and provided development impetus for various educational work. At present, with the support of new media technology, college English teaching presents a trend of reform. In the classroom, students are placed in a dominant position, which promotes the role change between teachers and students and stimulates students' awareness of active learning, thus improving the efficiency of classroom learning. At the same time, in the process of new media application, we can realize the sharing of teaching resources, reform the traditional teaching mode, and create a mixed teaching method that integrates new media technology, so that all kinds of learning resources can spread quickly and facilitate students to study at any time. In this new teaching mode, students and teachers can interact and communicate in real time through the learning platform, which improves the utilization efficiency of teaching resources. In college English teaching, combining new media to optimize and innovate traditional education methods can change the original English teaching ideas, improve English teaching quality and improve students' English learning environment by combining online and offline teaching. Therefore, in English education in colleges, new media technology should be reasonably used to form diversified teaching models, realize the goal of cultivating high-quality comprehensive talents and promote the continuous improvement of English teaching quality.

Acknowledgement

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