MOOC—A New Model of Internet Educational Communication

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Abstract: MOOC (Massive Open Online Course) is a new mode of education communication through network media. MOOC has incomparable advantages in traditional education communication. MOOC provides new opportunities and possibilities for teachers and students to teach and learn from content, channel to audience experience. MOOC's own open characteristics enable learners to enter learning at any time. Driven by the Internet, MOOC has become a new mode of educational communication with flexibility and convenience. People can participate in MOOC only with a computer or even a mobile terminal device capable of networking. MOOC is able to realize cross-time and cross-region teaching activities, which has attracted more and more attention and even occupies a very important position in the teaching of specialized courses in colleges and universities. This paper expounds discussion on the impact of the Internet MOOC model on the current education communication, and puts forward the reform strategy of education communication based on the analysis of the advantages and disadvantages of the Internet MOOC model.

1. Introduction

With the continuous development of the global Internet and e-commerce, MOOC, a large-scale open online course, has emerged and become the world's largest online education platform, bringing online education to a new level of development [1]. MOOC makes the communication between teachers and students greatly break through the limitations of the previous educational media, and can realize teaching and learning regardless of region, scale or even time period [2]. MOOC, as a new mode of Internet education and communication, breaks the traditional communication mode between teachers and students. MOOC is convenient to use, low in cost, suitable for a large number of people, and has very rich learning resources [3]. In the field of education, MOOC is undoubtedly the product of the deep integration of Internet technology and education. The rapid development of MOOC has brought about profound innovation in the mode of educational communication. MOOC is able to realize cross-time and cross-region teaching activities, which has attracted more and more attention, and even occupies a very important position in the teaching of specialized courses in colleges and universities [4]. What is the difference between the educational concept, the educational communication model and the traditional educational communication model embodied in MOOC? How to integrate the MOOC teaching concept into the traditional classroom is something that deserves our deep thought.

The new open learning model provided by MOOC network online education has won the favor of the majority of users, enabling people all over the world to participate in the study of massive curriculum resources through the Internet [5]. As the main body of communication, teachers pass knowledge to students through various media forms, accept feedback from students and adjust and then disseminate them, and finally achieve the purpose of education [6]. The MOOC model is widely used not only in education and training, but also in academic exchanges, and it is increasingly dominant in the teaching of professional courses in higher education institutions. The media is shaping the main body of communication, causing the communication subject under the original mode to make changes, resulting in changes in the role positioning [7]. The open nature of MOOC itself enables learners to enter the study at any time. Driven by the Internet, MOOC has

become a new educational communication mode with flexibility and convenience. Only a computer or even mobile terminal device that can be connected to the Internet is required to participate in MOOC [8]. As far as traditional education in China is concerned, the emergence and rise of this mode will lead to a revolution in learning, teaching and dissemination, which is worthy of our attention and consideration.

2. Communication Analysis of MOOC

From the perspective of communication mode, MOOC integrates interpersonal communication with mass communication, forming a multi-complex network communication. The network platform provides the possibility for the display of MOOC curriculum resources and the communication between participants of MOOC curriculum. MOOC online education platform is based on Internet technology, which is open to the public free of charge. Many local university teachers have not realized that the impact of MOOC knowledge dissemination mode on traditional knowledge dissemination mode will be fundamental, and will have a great impact on the teaching role and traditional positioning of local university teachers. The network platform is an important part of the MOOC online network platform, is a huge base area, carrying all the missions of the MOOC education revolution. Students understand and accept information on a voluntary basis and internalize it into knowledge they can master.

In the teaching method, the teacher's emphasis is no longer on rigid knowledge explanation, but more on guiding the students to have interactive discussions and troubleshooting, so as to enable the students to digest the knowledge points that should be mastered in this class. Because of the particularity of the network, MOOC education has outstanding characteristics and advantages. A preliminary comparison is made between the basic elements of Internet education and traditional education and teaching process.

Table 1 Comparison of the basic elements of the Internet education and traditional education teaching process.

	traditional education	Internet Education
Teacher	A course, a teacher	One lecturer and several tutors in a course
Student	Most of them are children and adolescents with similar age and learning basis.	Most of them are adults. They are very different from each other.
Content of courses	Presenting Teaching Contents with Textbooks	Presenting Teaching Content with Learning Materials
Teaching environment	Classroom-based collective teaching environment	Learners'personal space is dominant

Internet sharing is characterized by strong public participation and independent choice. Fully respecting the individual independent personality and independent choice of the educated has effectively promoted the status of the educated. From the perspective of popularity rate, the popularity rate of Internet users among the population with college education or above has been leading, and has been close in the past two years. As shown in Figure 1.
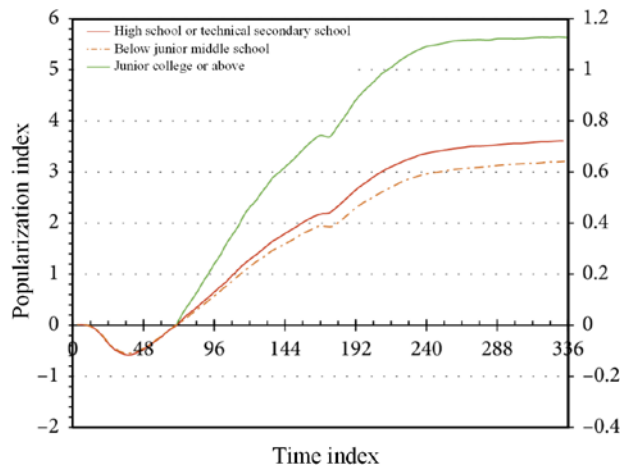
Figure 1 The popularity of netizens under different educational levels.

Traditional classroom teaching is a typical interpersonal communication. Teachers use face-to-face direct communication and use MOOC online education platform. The entry threshold is very low. Unlike university classrooms, there are strict entrance examination restrictions and personnel screening mechanisms. Because of the network teaching, the learning time of MOOC students is no longer limited by the time and geographical scope of the course. The network can overcome the time and space constraints in the traditional knowledge dissemination model, make the high-quality teaching resources spread more widely, and expand the breadth of knowledge dissemination [9]. In the process of watching the video of the open class of the network, due to the lack of interaction between the communicator and the audience, the audience will not be able to complete the course knowledge after half-way. Education communication requires input costs, from hardware costs to media costs to labor costs, which in fact constitutes an obstacle to the popularization of education communication. Compared with the traditional Internet education model, although the MOOC model has been improved to some extent, many people in the education industry believe that simply relying on the Internet for talent training and communication between teachers and students is not a traditional teaching model.

3. Innovative Measures of MOOC Communication Model

3.1 Improving MOOC Teaching Quality

The accessibility of the network can greatly reduce the learning threshold and cost of learners, and enable more people to easily access high-quality teaching resources. In MOOC teaching, users can freely choose courses of interest and favorite instructors from a vast amount of course information. In the setting of the course, the scene can be created vividly and realistically, and the teaching method is fun and entertaining, further improving the teaching effect of the MOOC classroom. Under the impact of the MOOC wave, high-quality teaching resources are rapidly gathering, and the teaching resources of local college teachers are gradually decreasing. The learning needs of learners are rich and varied, and local college teachers can be targeted according to their own characteristics and on the basis of investigating the learning needs of learners [10]. After listening to some courses, once users think that the course can not meet their individual needs, they can stop the course and find a more suitable course. Regardless of whether the characteristics of MOOC online teaching are consistent with the curriculum, traditional universities can only deeply absorb and utilize these technologies, and transform the traditional teaching mode. The continuous excavation of teaching methods can make learners change from passive receivers to active attackers, and the teaching effect is greatly improved.

Non-verbal means such as speech, action, expression, words and eyes are used to convey information. There are more and more means and methods used by distance colleges to help students learn. Common distance learning patterns can be described as a "catalytic reaction" as shown in Figure 2.
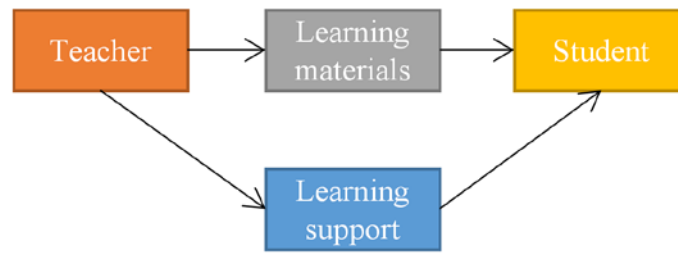
Figure 2 Catalytic reaction mode of distance learning.

3.2 Enhancing the Two-way Interaction of Online Learning

MOOC online online classroom learning can not achieve real two-way interaction, although online question-and-answer community can achieve communication, but the effect of face-to-face two-way interaction is incomparable. The teaching and assessment of a course are often completed by teachers independently. However, in MOOC platform, it is difficult for teachers to complete the whole course of teaching and counseling alone, as well as the assessment of teaching effect. Teams must be formed with other teachers to complete the teaching work. Online discussion system is very helpful. Students can get the opportunity to organize their thoughts and think carefully before answering the teacher's questions. When students encounter difficulties in watching a video or completing a test, they can interact with students and even teachers in the course discussion area to connect with any element in the communication chain. The audience is transformed from a passive recipient of knowledge into an active searcher of knowledge, with a higher degree of freedom to order personalized information. If the students have many problems that cannot be solved online, the teaching and teaching team can organize offline communication meetings to focus on solving the doubts of the students. The form of the offline communication meeting is not only flexible, but also the students are more familiar. The learning results are shared in a friendly communication atmosphere, and the two-way interaction effect is more obvious.

4. Conclusion

In the digital era, the torrential storm caused by MOOC is the embodiment of the information revolution in the field of education. MOOC is a new direction for the development of higher education in all countries in the world. MOOC will bring great changes to the traditional universities in many aspects, such as educational system, educational concept, teaching mode, personnel training, etc. MOOC is essentially a great change in the mode of human knowledge dissemination. This change takes the network as the media and takes the network platform as the substitute of the traditional socialized teaching mode platform, which reduces the learning cost of learners. MOOC, as a new type of educational communication mode, has realized the global sharing of educational resources and the opening of educational forms. Through the Internet, learners around the world can obtain a new learning experience. Future education will be more personalized and popular, and a new teacher-student relationship will be created under the popularization of MOOC's new network education. The Internet-based MOOC model has had a tremendous impact on education communication and has played an important role in promoting the reform of university education model. MOOC will combine with traditional higher education to promote the fair sharing of educational resources in colleges and universities and promote the internationalization of higher education.

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