Research on the Innovation of College English Teaching Theory in the New Medium Era

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Abstract: With the continuous development and progress of society and IT, IT is increasingly being popularized and applied in various fields, and new medium are increasingly appearing in our daily life and work. Today, with the surge of IT, new medium technology has become a technology with great influence and worldwide influence. In the new medium era, the modes and channels of English education have changed. Universities must combine the quality requirements of English professionals, make good use of the positive factors of teaching in the new medium era, and make innovations and reforms as much as possible to ensure the quality of CET in the new medium environment. CET under the new medium environment puts forward higher requirements. After analyzing the current situation of CET, this paper puts forward some suggestions and strategies for CET reform under the new medium environment, and analyzes the innovative path of English education and teaching theory.

1. Introduction

With the rapid development of social economy and information technology (IT) and the deepening trend of globalization, the demand for international exchanges in various industries and fields is more frequent. As an international common language, English has greatly increased the demand for English professionals [1]. With the change of the demand for talents in the market competition, the traditional educational ideas and teaching methods can not fully meet the learning needs of students [2]. In College English teaching (CET), teachers' use of new medium technology can effectively improve the interactivity of teaching. With the continuous application of new medium in science teaching reform, under the requirements of this new form, new medium IT is more and more widely used in English Teaching in Universities [3]. The emergence and development of new medium not only provides a new way for CET reform and innovation, but also brings valuable opportunities. The rational use of new medium can not only improve the interest of English teaching, improve the singleness and dryness of traditional English classroom teaching mode, improve students' learning enthusiasm, but also enrich teaching resources and carry out personalized teaching to a certain extent [4]. Colleges and English teachers should comply with the trend of historical development, strive to explore and innovate, find an efficient way of development and countermeasures, and promote the faster development of CET.

With the continuous change of talent training objectives in Universities and the development of Internet technology, traditional teaching methods can no longer meet the needs of students. College teachers apply new medium technology to English classroom teaching, which can improve the interaction between teachers and students through new medium teaching, make the classroom more vivid and interesting, and better stimulate students' interest in learning English [5]. The new medium environment puts forward higher requirements for CET. English subjects in Universities have constantly updated their English teaching ideas, improved teaching means and teaching methods in the new medium, and tried to change the traditional boring and single English classroom teaching mode through the continuous integration of new medium and College English subjects, so as to continuously improve university students' interest in learning English [6]. College English in the new medium environment continues to reform and innovate, making full use of the characteristics of new medium in teaching, further stimulating students' English learning motivation and improving the efficiency and quality of CET [7]. In this regard, after analyzing the current

situation of CET, this paper puts forward some suggestions and strategies for CET Reform under the new medium environment, and analyzes the innovation path of English education and teaching theory.

2. Advantages of new medium resources in Teaching

2.1. Rich teaching resources

With the rapid popularization of the Internet, students can obtain a large number of learning resources on the Internet. University students have a high interest in new medium. In the process of teaching, college teachers can effectively apply new medium technology to English classroom. In such a teaching process, teachers and students can not only realize information sharing, but also help students develop healthy network thinking habits. The so-called new medium refers to a new way of information dissemination with the development of IT. It not only includes words and sounds, but also includes media forms such as images and videos, which has changed the traditional influence of time, space and region, making the speed and scope of information dissemination faster [8]. In contrast, under the traditional teaching mode, a single teaching method is not conducive to improving students' thinking ability and learning interest, while CET under the new medium environment can effectively improve students' learning enthusiasm. At the present stage of CET, new medium, as an auxiliary teaching means, has played a great role in CET and has been highly recognized and favored by colleges and educators. The application of new medium in CET has brought great challenges to the traditional English teaching mode and teaching methods. There are many ways to display new medium technology, which can be displayed in the form of pictures, words and so on. Students learn in this way, which can better improve classroom efficiency and help improve students' desire for knowledge [9]. In the new medium environment, there are many methods that can be used to carry out students' oral English practice. Students interact and communicate on the new medium, which is more interesting, students' participation has been greatly improved, and classroom teaching efficiency and teaching effect have been greatly improved.

2.2. High teaching efficiency

In the new medium era, students have a higher pursuit of diversified learning methods. In order to meet the needs of students to learn English well, it is necessary to use new medium technologies and platforms to stimulate students' learning motivation and mobilize students' learning initiative as much as possible. After the establishment of the WeChat platform and the English teaching platform of new medium, students can learn more independently and from the heart, and they can enhance their good feelings for English learning by downloading and collecting materials by themselves. In the new medium environment, students' learning is more flexible and free, and the ways to obtain English learning resources are more diversified, which is not only conducive to promoting the development of teaching informationization, but also conducive to improving students' practical English application ability, so that students can feel the charm of English learning under the stimulation of multiple senses [10]. During the development of the new medium era, it has a great impact on the education and teaching work of universities. Moreover, the teaching advantages and characteristics of the new medium itself can also meet the diversified learning needs of students, so that universities can improve the educational effect and quality in the new medium era.

3. Present situation of CET

At present, English teaching in universities in China is relatively backward in both teaching mode and teaching philosophy. However, it is undeniable that most of English teaching in universities in China still adopts cramming and indoctrination. In the process of teaching, it is inevitable for students to regard English as a subject that needs assessment, rather than a skill. In traditional CET, most teachers still use traditional teaching methods, which seriously affects the

diversification of teaching methods. In the limited classroom teaching time, too much written teaching resources will directly affect the training of students' English skills. If teachers want to cultivate students' listening, speaking, reading, writing and translating abilities, they need to constantly supplement online learning resources for students, and mobilize students' learning enthusiasm through multimedia teaching methods. In college English class, the phenomenon that theory outweighs practice is quite prominent. Many CET can't abandon teaching materials, paying too much attention to the content of teaching materials and excessively pursuing writing, which is not conducive to the exertion of students' subjective initiative to some extent. English is a highly practical subject, which aims at communication, and the communicative ability is improved through continuous practice. However, influenced by exam-oriented education, many teachers pay attention to the cultivation of students' reading and writing skills, while ignoring the improvement of oral expression and intercultural communication skills. There is a certain gap between single online teaching and traditional offline teaching, which makes it difficult for teachers to achieve the established teaching objectives through a single teaching method. Only when educators apply multimedia technology in teaching reasonably can they further improve the systematicness of CET in multiple dimensions and realize the organic integration of online and offline English teaching.

4. Innovative approaches to CET

4.1. Teaching development under New Medium Technology

By applying new medium technology to CET, teachers can make English teaching no longer restricted by time and place. College English teachers can apply new medium technology in the teaching process, comply with students' demands for diversified teaching resources, and create multi-dimensional learning space for students. In the traditional teaching process, CET arrangements are mainly designed by teachers. The outstanding feature is that they pay attention to the study of basic knowledge, but fail to highlight the training of oral practice and English application ability, which restricts the cultivation of students' core literacy to a great extent and is not conducive to their future development. Because the application of new medium technology has high openness and flexibility, teachers can easily grasp more comprehensive student information if they apply it to English classes in daily teaching, so as to quickly formulate targeted teaching plans and teaching contents. In the new medium environment, in accordance with the requirements of the new curriculum reform and quality education, the cultivation of students' comprehensive quality and comprehensive ability should be put in the first place. Teachers constantly adjust and optimize teaching plans and actively use new medium technology to create a good learning environment for students' learning, and innovate teaching models and teaching methods.

4.2. Pay attention to targeted teaching

In the traditional single English teaching class, students are passively receiving knowledge for a long time, and the whole class basically revolves around teachers' theoretical teaching. Although teachers will ask some questions after class, which can promote students' reflection to a certain extent, this question-and-answer teaching mode is rather boring. In the long run, students' burnout for English learning is increasing, and teachers' enthusiasm for English teaching is exhausted. Under the background of new medium technology, teachers can actively carry out English flip classes. In the current educational process, it is an inevitable trend and development trend to carry out targeted teaching. Therefore, college English teachers should actively change their concepts, establish correct modern educational concepts, formulate scientific and reasonable teaching plans, and carry out targeted teaching based on students' actual conditions to meet the individualized learning needs of students at different basic levels. Figure 1 is an overview model of English teaching research.
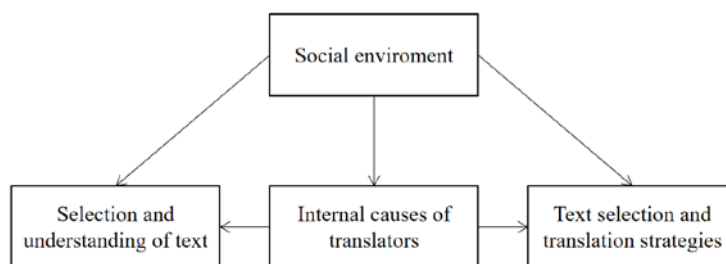
Figure 1 The overall model of English teaching research

Flipping classroom makes students become masters of learning and subjects in the teaching process. Teachers use new medium to give timely guidance, and students use new medium to show their achievements. Such a colorful flip classroom is an effective way for universities to achieve the teaching objectives of the new curriculum reform. Turning over the classroom makes the communication between teachers and students no longer confined to the classroom. Teachers can also make full use of the convenience of online communication, and guide students to carry out various learning and communication activities for reference, thus further consolidating students' leading position in English learning.

5. Conclusions

With the continuous development of the times, more and more new things begin to appear and provide new possibilities for social development and industry progress. The advent of the new medium era is not only an opportunity but also a challenge to the reform and innovation of CET, which has a profound impact on the life and study of university students. Under the background of the prosperity and development of new medium, the English teaching contents in universities are constantly innovating and reforming, which is not only the embodiment of the development of the current educational model, but also the necessary measure of the teaching reform in China. Teachers should keep pace with the times, make full use of the openness and convenience of new medium, break through the shackles of traditional teaching models, improve the interest and effectiveness of English teaching through high-quality teaching resources, and constantly explore new English teaching methods and concepts. Making good use of the superior conditions of the new medium environment to reform and innovate English teaching in universities is the only choice to promote the development of English teaching in the future. Applying this technology to the classroom can not only improve the classroom quality, but also improve students' comprehensive qualities, which can not only make students become the main body of the classroom, but also improve students' comprehensive English application ability.

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