

Research on the Innovation of College English Teaching Method in New Media Age

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Abstract: New media refers to the new forms of media appearing under the circumstance of informatization, which integrates information storage and dissemination with very distinctive features and advantages. The new media has a long-term and profound impact on people's daily work and study. In the field of education, the emergence of new media has also brought about great changes in education and teaching. This paper briefly introduces the characteristics of new media and presents the innovative methods to College English teaching under the environment of new media.

1. Introduction

The term "new media" is quite familiar to many people, but it is difficult to clarify the definition of new media. The so-called new media, in a sense, refers to the environment where everything is medium. In short, it is more of an environment. The new media almost covers all the current digital media forms, including traditional network, online media, mobile media, digital TV and newspaper and so on. Because of its wide content, the new media is a broader concept. As far as the current application of new media is concerned, it mainly refers to the utilizing of digital technology, network technology to provide information and entertainment services to specific users through the Internet, computers, mobile phones, digital TV terminals and other terminal devices. Therefore, the new media is also called digital new media.

With the characteristics of interactivity and instantaneity, the new media can disseminate massive and varied information between individuals and communities seamlessly. With the development of science and technology and the progress of the times, new media is increasingly attracting attention from all walks of life. The rising prosperity of new media has also caused widespread concern in the academic community. Many scholars have carried out a long and systematic study of the application of new media in the field of education and teaching and have made many bold attempts, which in a word, has achieved great effects. New media has become a powerful auxiliary means in education and teaching.

2. The Characteristics of New Media and its Influence on Traditional Education

New media has many advantages that traditional media cannot compare with. Firstly, the new media is novel and vivid. It is a three-dimensional communication carrier and means of communication, which combines diversified manifestations such as sound, image and text. In the process of communication, it presents the dull and graphic contents in a novel and vivid form through the ways of color, light and shadow and text interactivity. Secondly, the new media technology has the function of massive information storage and centralized display. Finally, compared with traditional media, the new media has very strong interactive function, which makes the new media not only display contents passively, but also achieve the point to point communication and interactivity among parties. These characteristics and advantages the new media possesses make it widely applied in the field of education and teaching.

With the rapid development of new media technology and the deepening of technology, the use of new media for education and teaching has been widely applied in many universities. The application of new media technology poses a strong challenge to traditional education and teaching

in many fields. College English, as a strongly interactive course, is mightily affected by this kind of impact. New media technology is beneficial to the transformation of traditional education concept of College English, and the change of College English teaching mode, teaching system, teaching contents and teaching methods. With the popularization of new media technology in and out of the class, the teaching methods of College English can be continuously improved. These are of great benefit to the implementation of quality-oriented education, the reduction of the academic burden of students and the motivation of the students' interest in learning. All in all, the impact of new media on traditional College English education can be summarized as follows:

2.1 To promote the reform of traditional English teaching methods

Under the environment of new media, the initiative of students can be fully guaranteed, and they can independently participate in and cooperate in learning. The new media uses the networking platform as the learning tool where plentiful learning resources can be collected and collated by students. This mode breaks traditional teaching method which focuses on teachers and highlights the students' subjectivity. At the same time, new media technology will also help teachers renew their ideas. With today's rapid development of science and technology, teachers are shouldering a special historical mission in cultivating students' innovative spirit. To cultivate the innovative spirit of students, the teachers themselves should be good at innovation. Otherwise, the subject will lose its soul and motivation. The application of new media technology in education and teaching contains lots of cutting-edge scientific and technological achievements. To some extent, the English course under the environment of new media is a totally new course, which, based on information technology and network technology, extends to every field. To adapt to teaching through the new media, teachers must integrate and improve their knowledge structure and broaden their horizons. This is the process for English teachers' self-improvement and self-remolding, as well as the process for enhancing their self-innovation. This will deeply influence English teachers' understanding inwardly towards College English in the new media environment, which is not only an extension of ideological knowledge, but also a practical experience.

2.2 To optimize lesson efficiency and improve the quality of teaching

The application of new media can effectively improve the demonstration and interactivity of teaching methods for complicated knowledge in the process of teaching, making the tremendous growth of the content and capacity of teaching. Under the environment of new media, college teachers can make high-quality courseware with plentiful contents and diversified forms, which meet students' preferences via modern technological means. Communication between students and teachers is no longer limited to time and space. It can occur anywhere and anytime. Teachers have no need to use chalks or a blackboard as they used to, but use computers, projectors and network terminals to push information such as pictures, texts, sounds, and images constantly. The College English Course under the new media environment has undergone great changes in the structure of information transmission and students' understanding, the integration of classroom time, and the ways of communication between teachers and students. Abundant and interesting teaching methods and teaching contents greatly arouse students' interest in learning and lead students to explore the unknown. Under the environment of new media, knowledge is no longer a dull symbol, but a fresh individual, which can stimulate students' cognition and understanding of English, and can effectively improve the students' learning efficiency and memory, so as to optimize classroom efficiency and improve the quality of teaching.

2.3 To deepen teaching service and expand teaching space

At present, Chinese institutions of higher education have basically set up campus network. We should make full use of this resource, and then build new media curriculum system with school characteristics and features of related majors. At the university level, it should fully mobilize the enthusiasm of English teachers and students, encourage teachers to work together, draw up new media programs in line with the development planning of relevant majors, organize teachers to

collect, sort out and make related educational resources of College English, and establish a database of College English education. At the same time, students can be organized to sort out the collected learning materials, while teachers store their own courseware and other resources at specific addresses, which include audio resources, video resources, pictures and texts. Universities can launch the related teachers of science and engineering to develop simple and easy-to-use clients which meet the need of students, so that students can get access to the information system anytime to obtain information quickly and effectively. In the meantime, the functions of interactive software and message board in the new media environment can open channels for the communication between teachers and students. Under the environment of new media, teaching and learning have broken the limitation of time and space, greatly expanding the space of education and teaching, and providing a practical guarantee for deepening teaching services.

2.4 To improve students' practical ability effectively

New media, derived from traditional media but with higher level, is the combination of media and technology. The new media is constantly changing. With the integration of Internet, mobile phone network and TV network, we have new channels and means to cognate and practice. Compared with traditional teaching modes of College English, the most essential characteristics of College English education in the new media environment is interactivity, and more and more College English courses are based on it. Interactivity enables students to professionalize and customize the English learning, and change the traditional teaching ways where teachers play a leading role, making students explore actively rather than passively accepted, so as to improve students' practical ability when seeking knowledge. Obviously, this seemingly free education and teaching method can give full play to the initiative, enthusiasm and creativity of the students, and lay a solid foundation for the improvement of students' practical ability and the cultivation of their innovative ability.

3. The Innovation of College English Teaching Method in New Media Era

The new media provides a wide space and convenient way for the innovation and transformation of English teaching methods. The new media, based on digital technology and network technology, has the characteristics of all-weather and all-round services, which not only meets the needs of the teachers and students, but also caters to the teaching reform and the innovation and development in the field of education. According to the requirements of the innovation and reform of College English Teaching in the new period, we should abandon the traditional English teaching methods and carry out an open mode of English teaching in a deeper and more extensive field. Under the general requirements of quality education, we should adhere to the people-oriented educational concept, highlight the leading role of students, utilize the plentiful resources of new media combined with tasks to drive teaching, scientifically, rationally and orderly arrange the students' learning tasks inside and outside the class, dig the students' potential through various ways and stimulate students' enthusiasm and initiative in learning, continuously cultivate students' ability to independently learn and lay a solid foundation for them to be qualified for jobs and to cultivate good habits. Our College English teaching should not only undertake the basic task of College English teaching, but also have the obligation to shape students' personality, conduct and so on, so that students have good thinking habits, higher cultural qualities, and strong sense of social responsibility and sense of mission. English Teaching in the new media is a three-dimensional education mode, which can well adapt to the need of transformation of education and teaching. In the new media era, the innovation of College English teaching should focus on the following aspects:

3.1 To optimize and enrich teaching contents

Under the teaching environment of new media, the introduction of interactive devices makes teachers have chances to offer more learning resources to students. The application of audio-visual and graphical materials has made teaching free from insipidity. Students' enthusiasm in learning

can be fully aroused in the new media environment, and the teaching contents convert from plane structure to three-dimensional and diversified structure. For instance, when we play an English video in the classroom, we can discuss the content of this video. Students can communicate with the teacher in real time at the interactive terminal for problems they meet, and teachers can organize discussions on some questions. If there are some topics that students are more concerned about, teachers can ask students to find out the answers by utilizing the repository of the new media.

3.2 To expand the teaching space outside classroom

In traditional College English learning, students are easily constrained by time, space and other circumstances. The new media, in the support of network technology, is not restricted by time and space, so that teachers and students can make flexible and convenient classroom interactivity anytime and anywhere. In this way, students can make full use of their spare time. For example, the popular micro class nowadays is a very successful case of the expansion of teaching space under the environment of new media. At the same time, the application of teaching method of new media can effectively reduce the differences in learning ability caused by individual differences. Traditional College English teaching always ignore the differences of students, but to focus on teaching and pursue the standardization and consistency. Because of that, our education tends to stifle students' individuality and freedom, which harms to teach students in accordance with their aptitude. The new media technology makes the teaching idea of people-oriented become possible, and students can explore learning resources independently and specifically according to their own tastes and choices.

3.3 To cultivate students' English practical ability

As a communicative language, English will lose its basic function without its communicative nature. The after-class exercises, English writing and Chinese-English translation is hard to improve students' English practical ability in essence. Moreover, the practical approach of English learning for students' is quite simple that many of them are tired of it. The new media expand wide space for students' practice. The creation of micro film, film dubbing and sound alignment are effective and convenient, and are popular among students. At the same time, students can also exercise their teamwork and innovation abilities in these activities.

4. Conclusion

The new media-oriented modern teaching method is an irresistible trend of the future English education. The wide application of new media technology must promote the modernization of College English teaching. The application of new media technology in College English teaching can effectively expand students' comprehensive ability and quality, enrich students' cultural view, strengthen the students' practical ability, and play an important role in improving the efficiency of College English teaching.

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