On the Management Mode of College Classroom Teaching in the New Media Environment

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Abstract: In the new media environment, the traditional classroom teaching mode has not adapted to the needs of the development of the times. In traditional classroom teaching, teachers are the main lecturers, and students just sit below and passively listen and accept knowledge, which is not as effective as active learning. Under the new media environment, the source of information has long been less strict with the content of traditional media, and the anonymity of the network, the lack of legal constraints and moral standards, the lack of credibility and objectivity of online information. This paper will make a detailed analysis of the current classroom teaching management mode, and put forward specific suggestions to improve the classroom teaching management mode by using the Internet. Through these suggestions, the effectiveness of classroom teaching in China will be strengthened, and students will participate more actively in the teaching process.

1. Introduction

New media is sweeping the world with an irresistible trend. New media is based on digital technology, computer technology and modern communication technology. Traditional media must present business services that keep pace with the times, colorful and full of personality to meet the challenges of new media[1]. In the new media era, we should combine new media with the education, management and service of universities, make full use of information and communication technology and Internet platform, tap the functional value of new media, and create a new development ecology of higher education. In order to develop better under the network environment, we must combine network technology with school teaching management, build a new classroom teaching management mode, and improve our teaching management ability on this basis.

2. The Reform of College Classroom Teaching Mode under the New Media Environment

Under the traditional learning mode, students' access to knowledge or information is limited to textbooks and classrooms, and teachers usually take discipline requirements as the core content of organizational work, thus forming a management concept of promoting learning through management. In this environment, students' interest in learning is difficult to be mobilized, and classroom teaching management will also fall into a vicious circle of chaos and strict management of learning[2]. With the rapid development of the Internet and the full popularity of smart phones, the instantaneous dissemination of information has become a normal life. Nowadays, the Internet has become the main source of information and knowledge. The rapid development of information technology in the new media environment has brought unique technical support for curriculum teaching, which also means that the school classroom teaching management model is also facing new needs.

As soon as the new network media appeared, it greatly influenced people's work, study and life, especially contemporary college students, by virtue of its advantages of digitalization, multimedia, real-time and interactivity. The emergence of new network media not only makes them gain more knowledge, but also makes their world outlook, outlook on life and values undergo profound

changes. With the advent of the new media era, college counselors, as college students' educators, must explore a new way of education management through new network media in order to better guide and serve the growth and success of college students.

While quietly changing the traditional way of studying, living and working for college students, the new media also has a great influence on the current teaching management in universities, which is highlighted by the changes in the traditional classroom teaching management mode and various relationships formed in the teaching process[3-4]. Especially for the main undertakers of university education management, they should innovate teaching management methods, be familiar with new media actively, improve their self-accomplishment and ability to use new media, give full play to the functions and values of new media in teaching management, help teachers and students to obtain more high-quality and rich teaching resources, and carry out innovative exploration and practice of teaching management supported by new media technology, so as to lay a foundation and provide guarantee for improving the quality of university education and teaching.

3. Current Situation of College Classroom Teaching Management under the New Media Environment

3.1 The Network Informatization Construction is Not Perfect Enough

Under the new media environment, the source of information has long been less strict with the content of traditional media, and the anonymity of the network, the lack of legal constraints and moral standards, the lack of credibility and objectivity of online information. The network system of universities is not perfect, the construction level of the whole network system is not very high, the construction and planning efforts are seriously insufficient, and the cooperation between various departments of teaching management is not enough to carry out systematic work, which seriously affects the work efficiency and becomes a fundamental problem to be solved urgently. Theoretical teaching can not be organically integrated with practical teaching, nor can it comprehensively evaluate students' learning situation, nor can it effectively implement the classroom teaching management system in universities, and conduct in-depth observation. The teaching management effect in universities has never reached the ideal standard[5].

3.2 Teaching and Learning Are out of Touch

Under the new media conditions, the traditional classroom teaching methods can no longer meet the requirements of the times. In traditional classroom teaching, teachers are the main lecturers, while students just sit under the stage, passively listen and passively accept knowledge, and can't achieve the effect of active learning[6-7]. Under the traditional educational ecology, teachers and textbooks are "authoritative sources" and "teachers and textbooks" are "subjectivity". At present, most teachers still use traditional teaching methods, which occupy most of the class hours. In the school, the management of teachers is relatively loose. Under normal circumstances, teachers leave after class, and students and teachers have little intersection.

3.3 Insufficient Construction of Management Team

Teaching organization refers to teachers' curriculum planning and their interaction with students. In the traditional teaching mode, teachers usually organize the teaching content in strict accordance with the knowledge scope of textbooks, and urge students to study hard by means of discipline management and regular examinations. The traditional educational concept holds that strengthening discipline management and maintaining a unified behavior mode are effective means to cultivate students' collectivism spirit[8]. Therefore, in some schools in our country, there are still strict discipline requirements. At the same time, universities are also short of professional computer technicians and network technicians, which leads to the fact that in the actual teaching management, although the network-based university classroom teaching management system is constructed, it can not be operated efficiently, and the practical role of the teaching management system can not be brought into play.

4. The Construction of College Classroom Teaching Management Mode under the New Media Environment

4.1 Enhance the Use of Internet Technology

The way of online learning has the advantages of rich network information resources, convenient and fast communication, friendly interaction, etc., but the classroom without teachers lacks a learning supervisor and the learning effect is not as ideal as expected. In the classroom, teachers can use the Internet to enhance the attractiveness of classroom teaching. Through the strengthening of attraction, students' interest in learning will continue to improve and classroom management will be more effective[9].

For example, teachers can increase the frequency of using multimedia tools in teaching. It is an important way to promote the reform of university education to develop applicable software with the help of the actual function of database, so as to reduce the workload of staff and work intensity to a greater extent, and then gradually improve the management efficiency. The creative practice link is shown in Figure 1:
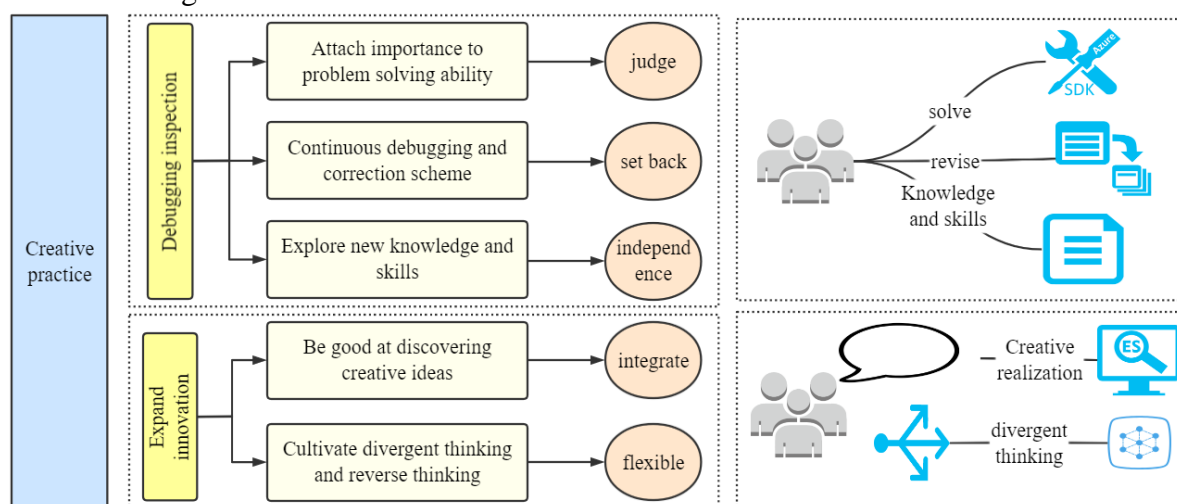

Fig.1 Creative Practice Link

Teachers in universities should establish the post-modernism concept of teacher education, so that teachers and students can participate in the classroom equally, so as to improve the quality of classroom teaching. Teachers should pay more attention to students' application ability and innovation ability, which requires teachers to have a higher level of education and teaching ability, a deeper understanding of modern educational technology and a comprehensive understanding of all aspects of teaching in order to meet the new educational requirements in the new media environment.

Taking advantage of the curiosity of contemporary college students about new things, at the same time, integrating the entertainment and humor of new online media into it, and actively catering to the psychology of college students as young people will not only make students more receptive, but also increase the fun in the process of education management.

4.2 Create a Professional Teaching Management Team

Educational administrators are the implementers of a series of educational administrative activities and an important guarantee for the smooth development of educational administrative activities. The professionalism and professionalism of university teaching administrators are directly related to the effectiveness of university teaching management. In class, teachers can invite students to explain the course. After the students explain, they can ask questions and invite teachers to answer them. Through this teaching mode, the time of preview before class will be effectively used, and students' interest in learning will also be improved[10].

Teaching administrators must actively adjust their own mentality and enhance their service awareness and professional ability, while universities should provide appropriate welfare benefits

for teaching secretaries and pay attention to effective training for teaching administrators. Especially under the condition of new media, they should constantly improve the management concept of administrators and enhance their working strength, so as to build a more stable, professional and high-quality teaching management team.

4.3 Using New Media to Change Classroom Atmosphere

In the traditional teaching concept of our country, classroom atmosphere has never been paid enough attention, which makes it difficult to make a breakthrough in teaching management in the new period. Therefore, schools should pay more attention to the classroom atmosphere and apply Internet tools to the classroom. Therefore, it is an important measure to advocate autonomous learning with the goal of promoting the subjectivity, initiative and independence of college students. Enhance learning effect and improve learning efficiency through cooperation and mutual assistance. Finally, in autonomous learning, students should actively communicate with teachers, which can not only enhance the friendship between teachers and students, but also enhance the effect of students' autonomous learning. We adopt the methods of students' cross-school course selection, mutual recognition of credits and reasonable flow of teachers to realize the co-construction and sharing of high-quality curriculum resources and cultivate high-quality talents for the society.

Using network platform and new media information technology to organically integrate it with university teaching is a new challenge for university talent training in the new era, and it is also a new trend of university teaching and education reform. On the one hand, we should ensure the scientific optimization of the Internet environment in the application of computer technology, constantly innovate the management contents and forms, and formulate corresponding scientific management measures to comprehensively improve the efficiency of computer application and the management effect of Internet education; On the other hand, in the teaching management link, the specific teaching management requirements and work contents are clarified, which significantly improves the teaching management level of universities. The function of modern information technology is to scientifically analyze and process all teaching management information, and turn its abstract information into intuitive reports, which will help the innovative development of teaching management culture in domestic universities and ensure the timeliness and optimization of university education.

5. Conclusions

In the era of new media, new media has carried out efficient interaction with all aspects of university education, management and service, and combined information and communication technology with network platform, so that the role and value of new media can be brought into play, forming a brand-new development ecology of university education. The new media is quietly changing the traditional way of study, life and work in universities, and has a far-reaching impact on the teaching and management of universities. In order to avoid these problems as much as possible, as an educational administrator of a university, we must strengthen the education of college students on the new network media, build a healthy campus media system, and finally start with the administrators, build a university information management platform, and carefully build a team of campus network new media management to ensure the healthy and stable development of campus network new media.

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