

On the New Media Technology-based Professional Development Model of English Teachers in Universities and Colleges

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Abstract: Network and information technology give the development of new media technology a further boost. As a new technology platform, new media influences a lot for our work and learning. Recently the studies on the professional development model of English teachers in universities and colleges have already become a hot topic in the academic circles at home and abroad, and have been used widely. However, as a whole, these studies are frequently limited to traditional areas, so there is little success in integration with new technologies. The present century has witnessed the rapid development of new media technology, however, how to make the best of the technological and promulgation superiority of new media and how to develop and innovate the professional development model of English teachers in universities and colleges is a real and urgent issue to be solved ahead of every English teacher in universities and colleges.

Along with the economic and social development, China's higher education has turned into a new seed time. At the present stage, in particular, under the background of initiating quality education, the teachers in universities and colleges, as the implementers of educational ideas and processes, their ability, literacy and professional development level has already become crucial that whether China's higher education level will take a new step and realize a great-leap-forward development.

Since the reform and opening-up, there is an explosive growth momentum of the demand for foreign language talents. It has proved to be an essential part in the development and reform of 's higher education that fostering professional foreign language talents and teachers. In 2004, the Ministry of Education introduced guidance specifically targeted for College English curriculum reform and teachers' professional development.

Teachers are the basis and core of China's higher education system. If we would like to transform any advanced educational concept and achievement into the practical effect of education and teaching, it must be achieved through the teacher's instruction. Without high-quality teaching staff, the quality of education can not be raised effectively. The teacher's own ability accomplishment, including the language competence, the teaching concept, the theoretical level and so on are all the key factors which restrict the teaching effect. For this reason, it is so important to study the professional development model of English teachers in universities and college.

1. The scientific connotation of teachers' professional development

What is teachers' professional development, does it have standards and what is its essential connotation? For these questions, different scholars have different points of view, which may be said that every one thinks in his way. At the present, the mainstream views are nothing more than three. Firstly, it describes the question from dynamic state and static state. The scholars who hold the view point out that, in terms of dynamic state, teachers' professional development mainly means that the teacher gradually grows into a professional talent who makes a difference in his major through strict professional training and autonomous learning; while in terms of static state, teachers' professional development refers that the teacher's learning outcomes are recognized by the society. Secondly, it defines teachers' professional development from two aspects. One is professional aspect, the other starts from the teacher individual. On the one hand, the definition of professional aspect includes such factors as knowledge ability, professional level, professional development and so on are all applied for reference to evaluate teachers' professional development level; on the other hand, in terms of teacher individual, his professional development refers that the teacher regards teaching as a kind of career through his personal effort, and continuously perfects and develops his own teaching ability in his career. Thirdly, it divides teachers' professional development into two stages, they are organizational development stage and professional development stage.

Teachers' professional development runs through the whole stage from preservice teacher education to retirement. Under the modern educational idea, teachers' professional development is endowed with deeper and broader connotation. Teachers' professional development is not so easy like just learning skills or accepting training, it generally refers helping teachers to learn new skills, to broaden their horizon and explore new or more advanced educational concepts and resources through certain modes and methods.

2. The characteristics of new media technology

If we want to do well the research on the new media technology-based professional modes of English teachers in universities and colleges, above all, we should gain some understanding about characteristics of new media technology. Firstly, new media technology breaks traditional one's limitations in dissemination and representation of information. Its form is novel and its image is vivid. New media technology efficiently pulls together such factors as voice, video, character and so on, and it shows them through various manifestation modes. The information, which is showed by new media technology, has flexible and diverse, lively and vivid features. Secondly, under new media technology, the storage of information has been greatly strengthened. New media technology can be combined with massive storage information, and the access and exploration of information can be efficiently and conveniently conducted. Finally, new media technology is so interactive. Under new media technology, information is no longer just passively showed, but it can achieve real-time communication and interaction between the information transmission parties. New media technology will be introduced into the professional development of English teachers in universities and colleges, which can effectively broaden the way of professional development of English teachers in universities and colleges, can break the limitations of time and space, can change the stiff image of traditional mode and transform the boring process into vivid new media information. The characteristics of new media technology can strengthen the flexibility of professional development of English teachers in universities and colleges, and even solve the bottleneck of traditional one in ideas and technologies. The characteristics make professional development of English teachers in universities and colleges move towards new fast lane.

3. The innovation of new media-based professional development mode of English teachers in universities and colleges

In the new media era, if we want to do well the innovation of professional development mode of English teachers in universities and colleges, we should mainly focus on the following aspects:

3.1 Transform the traditional educational and teaching ideas

The change of ideas does come first, because our professional development of English teachers in universities and colleges and foreign counterparts are still some gaps for a long time. Although new media technology has many advantages, in the final analysis, it needs human's control and design. Therefore, if we don't touch it from a deeper point of view, it is difficult to combine the technology with the demands of professional development of English teachers in universities and colleges. We should change the thinking of professional development of English teachers in traditional universities and colleges, keep pace with the times, be good at innovation, bold reform and forge ahead. We should apply various advanced innovative ideas and educational and teaching thoughts into the reform and innovation of professional development of English teachers in universities and colleges, and use advanced ideas to guide the implement of professional development of English teachers in universities and colleges. Recently, many scholars and educators have effectively explored and attempted how to change the traditional professional development mode of English teachers in universities and colleges in terms of theory and practice, and achieved good results.

3.2 Use new media technology to break traditional way of professional development

Compared with traditional professional development mode of English teachers in universities and colleges, new media technology-based one has obvious advantages. Under the traditional professional development mode, school or department is a driving force of teachers' professional development. They need improve their professional qualities through various ways in the limited time, and most teachers are passively accepted. Although this mode is criticized for a long time, it is always continued to use. The teachers' professional development under this mode, makes massive teachers gradually lose their autonomous thinking and are not able to efficiently improve their comprehensive ability and quality. New media technology efficiently extend the implementation of teachers' professional development in time and space. For example, in recent years, Micro-Course Online Video has developed into the important auxiliary means of teachers professional development under new media technology. Micro-Course Online Video refers to micro course designed for a certain teaching content. It usually take video as the main carrier, and it records the excellent teaching processes around a certain point of knowledge. Its duration is generally short and often controlled within ten minutes, but it is not micro, it plays a very important role in new media teaching. With the popularization of network technology, especially the construction of high-speed network, network is no longer the bottleneck of limiting the delivery and communication of information, which provides good environment for the spread of Micro-Course Online Video. It has become the core of educational and teaching reform of many universities and colleges that develop and take advantage of Micro-Course Online Video and let massive teachers be able to explore knowledge and information related to studying professional development on computers and mobile phones and at any time and any place. The introduction of Micro-Course Online Video fully arouses the learning enthusiasm and initiative of massive teachers, and it will change the professional development mode that takes administration as the leading factor into the learning mode that takes autonomy as the leading factor. Teachers will have both strengthened the theoretical knowledge and

exercised the practical ability through self-study and independent thinking.

3.3 Use new media technology to integrate resources of teachers' professional development in universities and colleges

New media technology, which relies on the network and information technology, can achieve long-distance transmission and resource sharing of information. New media technology-based professional development system of English teachers in universities and colleges can fully integrate with educational and teaching resource related to science. Massive teachers can fully take advantage of various educational and teaching resource through network channels. Meanwhile, these resources should be updated at regular intervals instead of invariance. We should fully encourage massive teachers to participate the integration of teaching resources.

3.4 Strengthen the technological training of the majority of teachers

As a kind of modern educational and teaching auxiliary means, new media proposes higher operating requirements towards massive teachers. English teachers generally graduated from professional foreign language colleges and universities, and they are likely to have so high qualities in terms of English knowledge, however, they are deficient in computer and information technology. There are still imperfections for many English teachers in universities and colleges to use high and new technology-based teaching means. Massive teachers should have professional knowledge so that really control these equipment and realize their functions. Teachers' technological training is the important section to improve new media-based teaching quality. Moreover, teachers who engage in culture teaching usually feel pretty helpless when they are making courseware. Although they have good ideas, it is so difficult for them to achieve. Sometimes they could only ask teachers of another subjects for advice. It is very necessary for schools to organize massive teachers to train new media operation and courseware making on a large scale.

4. Conclusion

With the advance of society and changing of times, our demand for English teachers' abilities and qualities in universities and colleges becomes higher and higher. As the important content of English teachers' careers in universities and colleges, professional development plays a crucial role in the whole higher education system. Traditional development mode of English teachers in universities and colleges have been unable to meet the demands of social development and progress for the improvement of teachers' ability and qualities. How to improve the massive English teachers' comprehensive language abilities and how to practically improve their abilities and qualities is a great topic to be solved in the new historical period. The arrival of new media era provides a very broad platform for the innovation of professional development mode of English teachers in universities and colleges. New media continually enriches and influences our all fields of work, learning and life at an unjustifiable rate. As an English educator in universities and colleges, it is increasingly urgent and important that how to seize the opportunities brought by new media, how to fully exploit its technological advantages and characteristics and how to effectively promote the sustainable development of professional development work of English teachers in universities and colleges.

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