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Research on Enhancing the Professional Literacy of College Teachers under the Background of New Quality Productivity

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Abstract: The new quality productivity is the product of the development of science and technology to a certain stage, the starting point in the “new”, the key in the “quality”, the essence is advanced productivity, productivity from quantitative change to qualitative change a major transition. This paper intends to start from the perspective of new quality productivity, comprehensively understand the current status of college teachers’ professional literacy, accurately identify the main problems and bottlenecks existing in adapting to the development of new quality productivity, and propose specific paths to improve college teachers’ professional literacy under the background of new quality productivity, so as to promote teachers’ professional development and stimulate innovation potential.

Keywords: New quality productivity; College teachers; Professional quality

The proposal of new quality productivity is the innovation and development of Marxist productivity theory, which not only represents advanced production technology and production mode, but also a brand new ideology and value orientation. As the key intersection of science and technology, talents and innovation, colleges and universities must also be placed under the vision of new quality productivity, undertake new missions, explore new laws and complete new tasks. As far as the professional development of college teachers is concerned, there are some pain points and difficulties, and the improvement of teachers’ professional quality has become an important issue facing the education work in colleges and universities. The purpose of this study is to explore the professional quality of college teachers under the background of new quality productivity, which is of great significance for building a high-level teaching team that meets the needs of high-quality development of higher education.

1. The connotation and structure of college teachers' professional accomplishment under the background of new quality productivity

1.1 Teachers' moral accomplishment

College is a critical period for students to grow up, and the moral quality of teachers in colleges and universities is directly related to the formation of students' moral quality, behavior habits and values^[1]. Under the background of new quality productivity, teachers in colleges and universities have higher requirements for their ethics, and should have a high sense of professional identity and mission, be strict with themselves and set an example.

1.2 Teaching accomplishment

The job of college teachers is to teach and educate people, and teaching quality is an important symbol of teacher education and teaching quality, and also the key point to measure the professional development of teachers. To be specific, teaching quality includes solid subject knowledge, diverse teaching methods, proper classroom management and so on. In the context of new quality productivity, college teachers should not only be satisfied with improving their professional knowledge, but also constantly update and refine their knowledge concepts, familiarize themselves with the latest theories and trends of education and teaching reform, so as to ensure that the information imparts to students is accurate and cutting-edge.

1.3 Interdisciplinary literacy

Interdisciplinary literacy refers to the ability and literacy of teachers to cross the boundaries of their own professional disciplines and comprehensively apply multidisciplinary knowledge, skills and methods to conduct interdisciplinary teaching and research in the process of education and teaching. It includes interdisciplinary knowledge integration ability, interdisciplinary teaching design ability, interdisciplinary

research ability, etc. In the context of new quality productivity, improving the interdisciplinary literacy of college teachers is conducive to the all-round development of students, the improvement of teachers' education and teaching level, and the promotion of educational innovation and development.

1.4 Information literacy

With the development and application of cloud computing, big data, Internet and artificial intelligence, the era of smart education is quietly coming. In this information environment, higher requirements are put forward for college teachers' information literacy^[2]. In the context of new quality productivity, only with high information acquisition, selection and criticism literacy can college teachers creatively use information to develop new teaching resources and methods, efficiently integrate teaching resources, and promote continuous innovation in education.

2. The Problems of Professional Literacy of College Teachers under the Background of New Quality Productivity

2.1 Limited awareness of individual communication between teachers and students

According to the survey, the entry degrees of new teachers introduced by colleges and universities are basically doctorates, postdocs, turtle scholars, etc. The educational structure and academic background of teachers are constantly being optimized. However, due to the lack of practical experience in teaching, it is generally difficult for young teachers to take into account the individual differences of students in teaching activities, fail to adopt the concept of differential teaching, students are not the main body in curriculum education, and the individual communication with students after class is limited. The reasons are as follows: First, the management of teachers in colleges and universities adopts a flexible time management system. Many teachers come to the school when they have classes, but they do not see anyone when there is no class. Second, college students, as adult learners, have strong independence and autonomy in the learning process. With the rapid change of teaching technology under the new quality productivity, this kind of problem is gradually becoming common.

2.2 The teaching effect needs to be improved urgently

With the rapid development of society and the constant renewal of knowledge, traditional teaching modes and methods are difficult to meet the needs of current students. Moreover, the existing "either rise or go" system in colleges and universities emphasizes scientific research results, and scientific research has gradually become the conscious behavior of young teachers with high degrees. The improvement of teaching effect in colleges and universities is an important issue facing the current education field. In recent years, it is common for young teachers to attach importance to scientific research and ignore teaching. As a result, their research on teaching concepts and teaching methods is far less than the research on subject content, they have insufficient interaction with students, and they have limited use of digital technology resources. As a result, they have single teaching methods and lack of innovation in teaching methods, and it is difficult to form their own teaching style.

2.3 Lack of interdisciplinary integration

With the in-depth development of the curriculum reform in colleges and universities, more and more attention is paid to the integration of disciplines. However, the current college teaching is still restricted and influenced by traditional methods and concepts, and there are still big problems in the integration of disciplines. In the teaching process, teachers still only pay attention to the imparting and memorizing of knowledge, thinking that they only need to simply pile up knowledge of different disciplines together, while ignoring the cultivation of students' innovative ability and disciplinary thinking ability. Affected by the traditional teaching mode, some teachers are only familiar with their own professional field and have a narrow view. They subjectively believe that interdisciplinary integration is unnecessary, and even there is competition among different professional disciplines, which hinders the development of cooperative integration^[3].

2.4 Weak ability of information screening

The prevalence of new media provides teachers and students with multiple channels for information acquisition, while the mixed information field also brings many difficulties to everyone. In particular, teachers have a "gap" in media cognition and information transmission, which makes it difficult to meet the information literacy requirements of teachers in the new media era. A large amount of "entertainment-oriented" information erodes teachers' content selection and value judgment, dissolves mainstream value concepts, and poses a certain threat to correctly guiding students to be positive.

3. The Path to Enhancing the Professional Literacy of College Teachers under the Background of New Quality Productivity

3.1 To inspire teachers' humanistic feelings under the guidance of educating people

New quality productivity is an advanced productivity spawned by revolutionary technological breakthroughs, innovative allocation

of production factors, and deep industrial transformation and upgrading^[4]. In the teaching process, teachers should still adhere to the mind of educating people, take moral cultivation as the fundamental task of teaching, and respect students' individual differences. In professional classroom teaching, scientific research and social practice, teachers should pay attention to the cultivation of students' ideals and beliefs, core values, moral and legal concepts, in addition to preaching and receiving instruction to solve doubts. Teachers themselves should respect and care for students, and strive to equip themselves with the heart of help, watchfulness, empathy and tolerance. Only in this way can we cultivate high-quality technical and skilled personnel who meet the development requirements of the new era and promote the continuous development of new quality productivity.

3.2 Improving teachers' teaching ability on the basis of their core qualities

As the basic quality and ability that college teachers must possess in teaching practice, core quality is the inner driving force to implement the requirements of curriculum standards and the inner appeal of teachers to pursue professional development^[5]. First of all, teachers themselves should refuse to "lie flat", establish the concept of lifelong learning, constantly update and refine their professional knowledge, and constantly fill themselves. Secondly, college teachers themselves should balance the relationship between teaching and scientific research, correct the perceptual understanding of teaching and scientific research, and form the value position that teaching and scientific research belong to the same academic category. Both of them should be constructed and nourished in both directions. Finally, the school establishes a reward mechanism to give economic rewards to teachers according to their teaching achievements, students' feedback, teaching innovation and other evaluation indicators. At the same time, teachers with outstanding teaching performance are given faster promotion channels, so as to arouse everyone's enthusiasm.

3.3 Take "Internet Plus" as the platform to build a teacher learning community

In the context of new quality productivity, it is important for university teachers to recognize that digital teaching is not just a supplement to traditional teaching, but a key factor that may fundamentally change the teaching methods and content. Therefore, it is necessary to rely on the Internet as a platform to actively build a learning community, break the discipline barriers, and strengthen the integration of disciplines. First, teachers themselves need to combine online and offline, constantly learn new knowledge such as new educational theories, interdisciplinary teaching methods and technologies, and integrate interdisciplinary teaching concepts into the teaching of each course, so as to help students establish connections between different disciplines and expand their knowledge. Second, the school can provide more practical opportunities and support for teachers. Through the observation, discussion and analysis of excellent classroom teaching cases of interdisciplinary teaching design in the practice process, students can repeatedly understand how to integrate the contents and methods of different disciplines and improve the ability of interdisciplinary teaching design.

3.4 Using information technology as a method to improve teachers' information literacy

In order to adapt to the background of digital age and the rapid development of educational informatization, college teachers must have good information literacy. A variety of information provides a large number of teaching resources for teachers' teaching, which provides great support for teaching work, and also provides a variety of choices for teachers to obtain information^[6]. In the information world, first of all, teachers should have a clear awareness of information teaching. In addition to transforming traditional teaching contents into digital forms such as teaching videos, multimedia courseware and electronic books, they should also be able to automate the management of students' attendance, homework and exam results. Second, in this ocean of information, not all information resources can be used in classroom teaching, and the diversity of information also means that there are some negative information, which goes against the mainstream values of society. Therefore, in the context of new quality productivity, teachers should take information technology as a method to actively improve their ability to screen information, and strengthen information retrieval, evaluation and screening.

4. Conclusion

To sum up, new quality productivity, as a new product of the development of The Times, will have higher requirements for the professional quality of college teachers. If the consciousness of communication between teachers and students is not strong, and the teaching quality, interdisciplinary quality and information quality of teachers are insufficient, then the development of school teaching courses can only be a formality, and the two-way coupling of new quality productivity and education cannot be formed. In short, only by continuously strengthening teachers' professional ability, improving teachers' ethics, strengthening interdisciplinary integration and information literacy, truly advancing with The Times and being consistent with social development, can college teachers play a more important role in the educational cause of the new era.

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