A Study on Reform and Innovation in English Teaching in the Context of New Media

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Abstract: In the context of new media, English teaching reform and innovation in higher education have gained a better platform and background, realizing innovative development. The trend and direction of closely integrating new media with professional courses in higher education curriculum reform have become inevitable. This paper explores and analyzes the reform and innovation paths of English teaching in the context of new media, aiming to provide a reference for optimizing and upgrading the English teaching model in higher education institutions.
Keywords: New Media Context; English Teaching; Reform and Innovation

Introduction

Nowadays, the exchanges between China and other countries are becoming more frequent, and international connections are increasingly close. There is a growing demand for talent proficient in English. Conducting English teaching in higher education institutions is an inevitable requirement of the times and a focus in teaching. Implementing English teaching cannot just focus on simple knowledge transmission; it also needs to emphasize the cultivation of students' diverse abilities. Reform and innovation in English teaching in higher education using the new media environment contribute to the sustainable development of English teaching and the cultivation of more outstanding talents.

1. Advantages of Reform and Innovation in English Teaching in the New Media Environment

In the context of the new media era, higher education has undergone significant changes and has been greatly influenced. New media technology has unique advantages and characteristics that cater to diverse teaching needs and student interests, resulting in more efficient and high-quality educational outcomes. By implementing effective English teaching reforms, the distinctive values and features of the new media environment are demonstrated. Firstly, new media enriches the content and diversifies the methods of English teaching. It can create a unique platform for listening, speaking, reading, and writing in the new media era, allowing students to communicate and interact with each other seamlessly to achieve their learning goals. This platform can also facilitate discussions between teachers and students about English teaching content, merging online resources with traditional teaching methods to expand and extend teaching plans, leading to higher-quality teaching outcomes and offering students more learning space and opportunities. Secondly, it boosts student engagement. Students have diverse learning needs and desire more enjoyable learning methods. Utilizing new media technology platforms can open up various learning channels, enhancing students' autonomous learning awareness and motivation. Students can download and collect materials themselves, improving their efficiency in dynamic English learning.

2. Paths to Reform and Innovation in English Teaching in the New Media Environment

2.1 Utilizing New Media to Enrich Teaching Content

Higher education institutions face the challenge of providing simple English teaching content, offering relatively straightforward knowledge that limits the development of students' thinking. Therefore, it is essential to strengthen and expand the content of English teaching in higher education to achieve better and more evident results in cultivating English talent. The emergence of the new media era has dramatically changed the English teaching environment, breaking the spatial limitations of traditional English teaching. With the aid of new media technology, students can access more diverse professional knowledge and information that interests them, encouraging them to actively participate in English classes. To achieve this, teachers need to flexibly use the internet's search functions to obtain various teaching videos and multimedia materials related to the textbook content, enriching the curriculum and providing more information in class. This can open up learning and exploration channels for students and help them truly engage in the learning process. Additionally, teachers should use multimedia technology to build a teaching network resource library that includes a variety of English teaching resources in different formats. Students can log into their accounts to access the desired resources, broadening their horizons and extending their cognition. This allows students to encounter diverse

English knowledge and promotes their healthy and stable development.

2.2 Utilizing New Media to Simplify Student Communication

As an applied discipline, English knowledge is crucial as a communication tool between people from different countries and backgrounds. However, traditional English teaching in higher education did not place much emphasis on the communicative function of English. Even when it was addressed, it was often limited to the classroom, resulting in students having limited time to practice speaking English outside of class. Integrating new media provides a great premise and effective tools for students to interact and explore with each other, improving the quality of English learning. For example, students can use common social media apps such as WeChat and QQ to create English learning groups where they can communicate and interact with each other in English through typing or voice messages. This application of English knowledge allows students to gain more understanding and experience using the language more frequently. Furthermore, new media technology can help build a platform for communication between Chinese and foreign students, allowing them to engage in cross-cultural dialogue and exchange information about their respective cultures and lifestyles, thereby achieving the goal of intercultural communication.

2.3 Innovative Application of Micro-Videos

The new media environment broadens the scope for innovation in English teaching, offering a wide array of innovative modes. The integration and application of interactive teaching methods in English teaching can provide high-quality resources and materials, along with diverse forms of media, giving students unique learning experiences. Micro-video teaching has gradually developed in recent years, offering relatively short and simple-to-produce videos that students can participate in recording and creating on their own. They can also watch these videos anytime, anywhere, to acquire the relevant knowledge. This teaching approach enriches the context of English, strengthening students' autonomy and enhancing their English abilities. Teachers can incorporate micro-videos into English teaching as a distinctive format to attract student participation and engagement. Teachers can set English themes based on teaching content, encouraging students to use their imagination for diverse creativity, such as creating and performing English short plays, allowing students to use English more frequently and have richer experiences.

2.4 Strengthening English Pronunciation Practice

Higher education English teaching sets certain expectations for students' ability to use English for communication. However, many English words have similar pronunciations, and students may struggle to accurately distinguish them, which can hinder their ability to express themselves clearly and may lead to misunderstandings during communication. For instance, the words "right" and "write" have similar pronunciations, which can impact students' English expression if they can't accurately pinpoint the correct pronunciation.

Therefore, when conducting higher education English teaching, teachers should pay attention to guiding students in pronunciation, using diverse methods to encourage them to practice and correct their mistakes. In the current new media environment, there are an increasing number of English oral pronunciation training software programs available. Teachers can download and carefully select a professional pronunciation training software to recommend to students, helping them improve their pronunciation skills. Additionally, pronunciation practice should be reinforced in class to assess and evaluate students' pronunciation, encouraging them to continually adjust their pronunciation and methods. Through consistent practice, students can master and apply pronunciation rules more proficiently, improving their overall pronunciation level.

3. Conclusion

In summary, higher education institutions should fully integrate the current new media environment into English teaching reform, leveraging the various technological advantages of the new media era. By providing students with more opportunities and unique platforms to showcase and improve themselves, the advantages and value of new media can be fully realized. Students can enhance their learning quality while experiencing the enjoyment and confidence that comes with learning English.

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