The Application of Multimedia and Network Technology in Practical Writing Teaching of Higher Vocational Education

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Abstract. With the rapid development of global multimedia technology and Internet technology, the world has entered a new information age. The great development of the Internet industry, information equipment and intelligent mobile equipment has brought new impacts and opportunities to people's lives and has a great impact on people's daily life, work and learning. These also deeply affect and urge the educational progress and development of higher vocational colleges in China. The practical writing in higher vocational colleges is the basic course of higher vocational colleges, and the development of its teaching mode has been in the bottleneck for a long time. This paper aims to analyze the advantages and feasible measures of the combination of practical writing teaching and the advantages of multimedia and network technology in the information age, to express my own opinions on the development of the practical writing teaching mode in higher vocational education.

Keywords: Practical Writing; Information Age; Multimedia and Network Technology; Higher Vocational Education

1. Introduction
Due to the phenomenon that students attach great importance to technology and skill courses in higher vocational education, practical writing teaching has not been carried out smoothly in higher vocational schools. Reflecting on this phenomenon, it can be found that there are many problems in the education of practical writing in higher vocational colleges. First, the teaching teachers lack practical experience, the teaching content is rigid and less vivid. Second, the arrangement of teaching materials lacks professional pertinence. At present, practical teaching materials lack the emphasis on the practical part of practical writing, teaching materials have no prominent characteristics, and cannot actually guide writing teaching. Third, the process of students' class is boring, the teaching hours of practical writing theory are few, and students' attention to practical writing is not enough. Fourth, the students' rote learning of practical writing format makes them very difficult to learn and have no interest in learning. Therefore, it is necessary to reform the teaching practical writing in higher vocational colleges and explore new ways of teaching practical writing [1-3].
Nowadays, although the traditional multimedia technology is widely used in the public practical writing teaching of higher vocational colleges, such as computer, television and other multimedia technology, which has brought a certain degree of influence to the traditional teaching mode, method and even the education system, the traditional multimedia teaching has received great attention, and the promotion and implementation of this teaching mode has produced a wide range of significance for a long time once, but in recent years, with the rapid development of multimedia technology and network technology [4], the traditional multimedia teaching mode lost its previous freshness, and the multimedia teaching has been stuck for a long time. It is urgent to find a new way to improve the quality of multimedia teaching.

The brand-new multimedia technology is based on computers, smartphones, smart TVs, 3D experience devices and other carriers to process data information, such as images, digital, audio, video and so on. By 2020, the combination of the brand-new multimedia technology and the education system presents more paths, more efficient and higher quality information processing capabilities in the education reform, which provides sufficient development space for vocational education to meet the educational needs of education in the new era.

Network technology including high-performance computers, storage resources, data resources, information resources, knowledge resources, expert resources, large databases, networks, sensors, etc., realizes the overall sharing and organic cooperation of resources, enabling people to use the overall capacity of resources transparently, obtain information on demand, and construct a regional network, enterprise internal network, LAN network, even home network and personal network. Today's network technology not only enriches the resources of all aspects of the Internet of things but also creates many education modes, such as online education [5], live class and so on. Its unique and unparalleled advantages, if used in teaching, will definitely help the development of higher vocational applied education and traditional education.

Therefore, this paper focuses on the analysis of the significance of introducing brand-new multimedia technology and network technology in the practical writing teaching of higher vocational education, and give the recommended application and promotion measures combining with practical writing teaching in higher vocational education.
2. Advantages of Introducing Brand-new Multimedia Technology and Network Technology into Practical Writing Teaching in Higher Vocational Education

The application of multimedia technology, especially the brand-new multimedia technology and network technology, can greatly promote the life and visualization of teaching content and stimulate students' interest in learning. In the daily life of the public, there are more and more contacts and dependence on the new multimedia and network technology. For example, computers, smartphones and smart TVs play more and more important and inseparable roles in people's daily life. The same is true for students. The more teaching information students get from their brain, smartphones and smart TVs, the stronger their understanding and mastery of knowledge [6-7]. The applied practical writing teaching in higher vocational education has a strong ideological, educational, humanistic and abstract nature, and it is difficult to improve the classroom teaching efficiency of traditional teaching activities. Multimedia and network technology can transfer the knowledge learned to students vividly through pictures, sounds, interaction, scene simulation demonstration and other forms of different styles and techniques, to enable students to participate in the learning with multiple sensory systems, which greatly improves the learning efficiency.

The application of multimedia technology, especially the brand-new multimedia technology and network technology, can greatly promote the flexibility, real-time and interaction of teaching methods, and increase the sense of integration of students' learning and life. The vigorous development of brand-new multimedia technology and network technology has brought our learning into a more flexible and instantaneous learning era. Various functions of personal smartphones, mobile computers and other devices make it possible to try and discuss practical writing teaching in higher vocational colleges, such as: camera function, audio, video playback and other functions for class teaching videotaping, recording, etc., to carry out a real-time review for follow-up comparison, or live class broadcast through network technology, to achieve remote teaching, interactive participation and other teaching modes. The use of personal intelligent equipment and network technology can realize real-time interaction and information sharing between students, teachers and students, teachers and teachers, making them play greater roles in education and teaching, and also serve class management and subject teaching, improve the efficiency of teaching and learning, provide a new mode for students' learning, and make students learn practical writing in higher vocational education with more flexibility and sense of life.

The application of multimedia technology, especially the brand-new multimedia technology and network technology, can greatly promote the communication between students and teachers, enhance the feelings between teachers and students, and improve the online and offline interaction of practical writing teaching in higher vocational education. College teachers usually come during class and leave at the end of class. Generally, it is hard to find the class teacher after a class. Although we have so many ways of communication now, the communication between students and teachers is very few. Through the brand-new multimedia technology and network technology, such as mobile phones, WeChat, QQ, Weibo, Tik Tok, etc. teachers and students can use the social software of personal computers and smartphones to become real-time online friends on the network.
For example, if students can't communicate with teachers in time in a class of practical writing teaching in higher vocational education, students can interact with teachers online at any time for an in-depth communication; this online interaction mode between teachers and students can enable students to learn practical writing online or communicate with teachers in time through the social network when encountering practical problems in practical writing, and practical writing collaborative teachers in higher vocational education can also provide targeted guidance for each student through the social network promptly.

The application of multimedia technology, especially the brand-new multimedia technology and network technology, can greatly promote and expand the resources for students and teachers to master learning and practice, and broaden the ways and ideas for students' learning and teachers' practical writing and other subject teachings in higher vocational education. The vigorous development of brand-new multimedia technology and network technology has promoted the resources related to class teaching to be put on the Internet, forming the big resource network data of teaching, education and practical application. These data can be accessed, downloaded and studied by students and teachers at any time through mobile phones. The teaching of practical writing in higher vocational education can also be managed by multimedia technology and network technology. For example, a school establishes a teaching management platform, creates classes and schools, and even larger practical writing network, forming network resource sharing platform and teachers and students management platform, to facilitate the sharing and interaction of teaching resources. At the same time, the process of practical writing teaching in higher vocational education can be managed by some teaching software. The entire teaching process is fully assistant managed by the network platform, and resources are shared among schools, educational institutions and individuals. In the context of the era of big data, we can do better in practical writing teaching in higher vocational education, and teachers and students can feel the convenience of obtaining resources and communication, as well as humanization of management.

The application of multimedia technology, especially the brand-new multimedia technology and network technology, can make the most of the fragmented time outside the practical writing teaching in higher vocational education, and the mobile learning process with modern network technology using multimedia elements such as smartphones and smart mobile devices has strong interactivity, real-time and portability. In the time outside the class teaching, students and teachers can make use of spare time for supplementary learning. In the era of knowledge explosion, new knowledge, new technology and new terms are constantly emerging. If we do not accept new knowledge in time and introduce new knowledge and new equipment into our own relevant teaching practice, our teaching mode and teaching thinking will be abandoned by society. Under the modern fast-paced lifestyle, multimedia technology, especially the brand-new multimedia technology and network technology can actively guide students to make full use of their spare time for learning. College students can learn autonomously at any time and place by connecting the wireless network with their smartphones, which completely breaks the time and space constraints of college students' learning. College students can also choose learning content according to their own interests and knowledge structure level, control the learning process, and get timely feedback of learning effect. This learning method will become a trend for college students to learn.

3. The Plan of Introducing Brand-new Multimedia Technology and Network Technology into Practical Writing Teaching in Higher Vocational Education

Multimedia technology, especially brand-new multimedia technology and network technology, has strong advantages in the application of practical writing teaching in higher vocational education. The development of brand-new multimedia technology and network technology is diverse, which makes teaching resources and teaching methods diversified and complicated. Therefore, how to extract and summarize specific measures and implementation plans suitable for practical writing in higher vocational education from numerous multimedia resources is more important, and it is also a key link to apply multimedia technology and network technology to practical writing teaching. Therefore, based on the characteristics of practical writing and the advantages of multimedia technology and
network technology, this paper puts forward some feasible plans and measures for the application of multimedia technology and network technology in practical writing teaching of higher vocational education.

The application of multimedia technology, especially the brand-new multimedia technology and network technology, starts from the courseware of modern practical writing and the content of lesson preparation in higher vocational education. Teachers can use multimedia technology and network resources to prepare multimedia courseware, and further integrate teaching resources to make novel courseware through network channels, such as mobile phones, computer and VR technology. At the same time of improving the application level of multimedia technology and constantly learning the knowledge of multimedia, collect the teaching resources, practice cases and application scenarios related to network practical writing, and use multimedia technology to simulate the specific scenarios of practical writing, so that students can learn, practice and integrate while learning. At the same time, teachers, teachers and students can share their own courseware, through the evaluations and proposals of other teachers and students to better improve the courseware. See Table 1 for specific executable multimedia production forms and content sources for higher vocational education.

Table 1. Multimedia production forms and content sources for higher vocational education

| No. | Media courseware forms | Courseware carriers | Content sources | Courseware purpose |
|-----|------------------------|---------------------|-----------------|-------------------|
| 1   | Video or audio         | Mobile phones, computers, VR devices | Network | Visualize knowledge |
| 2   | Scene simulation       | Smart TVs, VR devices | Practice cases | Put knowledge into practice |
| 3   | Sharing resource       | Intelligent device  | Students and teachers | Sharing knowledge |

In the application of Multimedia technology, especially the application of brand-new multimedia technology and network technology, we should pay attention to interactive communication and education between students and teachers, teachers and schools, schools and society. A platform can be established between teachers and students for mutual communication in the practical writing teaching of higher vocational education, such as WeChat group, QQ group, teaching forum, etc., to facilitate students and teachers to conduct multi-dimensional communication on the problems existing in the teaching process and repeatedly confirm the explanation knowledge. At the same time, teaching groups can be established between teachers and schools to provide unified feedback and targeted treatment for teaching phenomena, especially for practical writing problems in higher vocational education. Some new problems and bottlenecks can be discussed in the groups to speed up problem-solving. There should also be a good interaction between the school and the society. For the practical articles commonly used by the institutions, enterprises and private companies associated with a school, the school can share them with the teachers in the group through communication with the social enterprises in time, and they will be screened, integrated and then shared with the students for practice and discussion, to make the process of practical writing teaching in higher vocational education form an ecological circle with positive interaction. The mutual relationship of members in a benign interaction ecosystem can be established through multimedia technology and network technology.
Table 2. The interactive ecosystem of multimedia technology and network technology application groups

|                          | Student | Teacher | School | Public institution | Enterprise, private unit |
|--------------------------|---------|---------|--------|--------------------|-------------------------|
|                          | Resource sharing | Learning and feedback | Knowledge learning | Practical application of knowledge | Practical application of knowledge |
| Student                  |          |         |        |                    |                         |
| Teacher                  | Knowledge transfer | Resource sharing | Feedback enhancement | Accumulate practical experience | Accumulate practical experience |
| School                   | Create a good platform | Work platform | Resource sharing | Combination of school and enterprise | Combination of school and enterprise |
| Public institution       | Human resources | Theory application | Combination of school and enterprise | Resource sharing | Business cooperation |
| Enterprise, private unit | Human resources | Theory application | Combination of school and enterprise | Combination of school and enterprise | Combination of school and enterprise |

In the application of multimedia technology, especially the brand-new multimedia technology and network technology, we should pay attention to the accumulation and analysis of our own resources to form the big resource data with the nature of sharing. The use of smartphones, tablet computers, smart TVs, which are inseparable devices in students' daily life, can help students to supplement the writing skills, writing templates and other resources and information of practical writing in higher vocational education at any time, increase the use of students' daily fragmented time, and integrate daily learning and life. At the same time, students can also independently access the big resource data through multimedia devices such as mobile phones and computers, to supplement, evaluate and discuss the data, and improve themselves in the comments.

Multimedia technology, especially brand-new multimedia technology and network technology, can also be developed in cooperation with software development companies based on the characteristics of practical writing in higher vocational education, to develop practical writing teaching software that combines teaching with pleasure. The software can provide students with the functions of competition, mutual comment and interaction between teachers and students so that students can integrate the practical writing knowledge of higher vocational education in the game.

Multimedia technology, especially the brand-new multimedia technology and network technology, has its own advantages in education and teaching but also has its inevitable disadvantages. In daily teaching, especially in the practical writing teaching in higher vocational education, we should be good at developing advantages and avoiding weaknesses, making full use of the advantages of multimedia technology and network technology in the new era, avoiding teachers and students from being dazzled by multimedia and taking measures, distinguish the focus and nodes of practical writing education. Therefore, it is necessary to set up a warning link in the process of applying multimedia and network technology in higher vocational education, remind teachers and students who teach knowledge at any time that the key point of teaching, and make rational use of the power of multimedia and network technology.
4. Conclusion
This paper introduced the advantages of multimedia and network technology in the application of practical writing teaching in higher vocational education and specific measures and plans. The introduction of multimedia technology and network technology in the new era into practical writing is very significant to improve the ability and effect of practical writing teaching in higher vocational education, which is also a key opportunity for higher vocative education to adapt itself to the development of the times and improve its social status. However, there will be some disadvantages in the application of multimedia technology and network technology in the process of practical writing in higher vocational education. Therefore, as the main body of teaching, schools and teachers should actively grasp the application and development direction of multimedia technology and network technology to avoid being misled by complex multimedia and network resources.

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