Application of Multimedia Technology in College English Teaching Practice

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Abstract. In the context of global economic integration, English teaching practice is an important part of college teaching curriculum. Improving the quality of college English teaching is conducive to promoting students' all-round development and improving their comprehensive ability. This paper first analyzes the application of multimedia technology in college English teaching practice, and discusses the specific measures and paths of English teaching mode innovation for readers' reference.

Keywords: Multimedia Technology, English Practice, Cramming, Multicultural

1. Introduction
With the development of information technology, multimedia technology has been widely used in various fields. In the practice of college English teaching, the use of multimedia technology can reform and innovate the traditional English teaching, enrich the teaching resources, and improve students' interest in learning English [1-3]. At the same time, it promotes the digitalization and intelligence of college English teaching practice.

2. Application analysis of multimedia technology in college english teaching practice

2.1. Advantages of multimedia technology in college english teaching
Due to the long-term influence of traditional Chinese teaching, English teachers in China tend to emphasize theoretical learning in their teaching, but ignore the application of living skills. So far, traditional Chinese cramming and cramming teaching methods still prevail in the classrooms of colleges and universities [4-6]. This method of teaching ignores students' subjective initiative and stifles their enthusiasm and sense of innovation in learning. Statistics show that college students' English proficiency is generally fair in reading and writing skills, but relatively weak in listening and speaking skills. After the introduction of multimedia into teaching, a vivid and real language environment is created by the combination of sound, image and text. Teachers can select a large number of interesting and suitable audio-visual materials for students, so that students can combine listening and speaking in a fresh learning environment. Because multimedia often presents the real context in which English is used, students often show a high degree of enthusiasm and concentration in the learning process. They will also try their best to understand the language of materials that are closely related to the real society, and imitate the idiomatic pronunciation, thus improving their...
learning efficiency. Therefore, college English teachers can combine the corresponding teaching methods and activities of multimedia teaching design to integrate audio-visual training into English teaching, so as to effectively improve students' listening and speaking ability. The improvement of audiovisual ability is not only conducive to English exams, but also enables students to have a strong interest in college English courses (FIG. 1 Multimedia Teaching English Class).

2.2. New mode of multimedia network technology combined with teaching

Cognitivism emphasizes that learning is not a process of passively forming a stimulus response, but a process of actively forming a cognitive structure, that is, letting students think independently, reorganizing materials, automatically discovering knowledge and mastering principles. The multimedia network technology environment enables students to independently use computers for learning. In the learning environment, students can feel different teaching modes instilled by teachers as the main body, so that students can play the main role in the learning process, be interested in solving English problems independently, and give play to their enthusiasm and initiative. In this new teaching mode, not only the positions of teachers and students have changed, but also the concepts of "teaching technology" and textbooks have been greatly expanded, and the corresponding teaching advantages are also very obvious.

First, multimedia teaching is more intuitive than textbooks to highlight the key points and difficult points. Teachers can demonstrate on the basis of original text textbooks and combined with multimedia technology, so as to deepen students' impression and understanding of complex English vocabulary and sentences. College English teaching, for example, you can use the PPT, showed the paragraphs on the screen, to emphasize the difficult language points in the sentence or pop-up links detail processing, and then in the text part of knowledge need to extend or more performance, add voice, image, video and other materials, using the multimedia teaching of excellent performance, help students better memory of the usage of the English vocabulary, analyzing sentence structure, etc., so that the teaching contents by insipid blackboard into three-dimensional display knowledge. It can shorten the time for students to understand and memorize complex words and sentences and improve their learning efficiency. Especially for the difficult grammar explanation in English teaching, if teachers use multimedia technology to make vivid electronic courseware with sound and picture, it will be easier for students to pay attention to it at first, and it will also be easier for students to understand it. Although the making process of multimedia courseware is relatively complicated, for teachers, it is equivalent to increasing the amount of lesson preparation. However, compared with the traditional chalk and blackboard, the amount of information taught to students in a class is as much as twice or even more than that of traditional teaching. Therefore, the application of multimedia teaching can also make the teaching rhythm more compact and the teaching process smooth, so that students will not be idle in learning.

Second, multimedia network teaching environment can use a variety of different forms of training methods, such as listening training wearing headphones, oral training on the microphone statement, but also can record students to hear their own problems more directly. So as to create an open,
multicultural and real foreign language learning environment for students. Third, after the use of the limited classroom teaching time, through the network multimedia technology, the after-class learning process that cannot be ignored in the teaching can be better planned. With network technology, teachers can check students' learning status after class through online channels such as chat tools, EMAIL and Weibo, and encourage students to actively use these tools to communicate with themselves on learning issues. At the same time, teachers can also conveniently recommend good learning websites and bibliographies to students through the Internet, so that students can have more professional choices of materials during independent learning, and strive to create a second classroom for students (Table 1 opinions of a university on English teaching).

| Option           | Number of people | percentage |
|------------------|------------------|------------|
| dissatisfied     | 23               | 23%        |
| Not really       | 22               | 22%        |
| commonly         | 15               | 15%        |
| just so so       | 22               | 22%        |
| like it very much| 18               | 18%        |

3. Specific measures and paths of English teaching mode innovation

3.1. Make use of information technology to reform and innovate English curriculum system

The reform and innovation of English curriculum system is an important link in the innovation of teaching mode. First of all, English teaching materials should be optimized or recompiled. In schools, textbooks are the main tool for students to learn and the main channel for them to know the teaching content. Therefore, it is very necessary to optimize or re-compile reasonable and systematic English textbooks. We can use network technology to collect business English materials from the Internet, sort out and analyze these materials to optimize the content of business English textbooks, or re-compile and update the contents of textbooks. Besides, on the basis of the printed textbooks, the electronic version can be compiled by computer technology, which is convenient for teachers and students (Figure 2 multimedia courseware teaching resources).

3.2. Make use of information technology to reform and innovate teaching methods and means

At present, the information age has arrived, but there are still some English teaching schools continue to use chalk and blackboard teaching method, this method of teaching has been unable to ascend to adapt to the current education environment, there is not much to the promotion of the students' interest in learning, to student's practical ability also does not have the slightest effect. Therefore, it is an urgent task for business English teaching to reform and innovate existing teaching methods and means.
With the support of information technology, the reform and innovation of teaching methods and means can be carried out in three aspects. First of all, Internet technology and computer technology are used to increase the amount of information in teaching and simulate the situation of business activities. The development of the Internet has brought the advantages of convenient and fast flow of information. The use of Internet technology can easily find the information you need in the mass of information, so as to provide more and richer learning information for students, create a better learning environment, and enable students to learn English knowledge faster and better. Secondly, use information technology to create a good learning environment and guide students to carry out independent learning. In order to meet the needs of modern society, English learning must be personalized to the direction of learning, learning can be anywhere at any time, which requires students to be able to carry out independent learning. The development of information technology, especially the development of Internet technology, has realized a new realm of individualized English learning that can be learned anytime and anywhere. For example, teachers can use multimedia and network technology in the classroom to play Video or picture materials related to English on multimedia devices, so that students can learn English under the guidance of these materials, thus creating a good learning atmosphere. At the same time, when students encounter problems in learning, they can make use of the abundant learning resources on the Internet and download the English knowledge they need to solve the problems and improve their comprehensive quality.

3.3. Highlight practice and pay attention to improving learning effectiveness.
Multimedia technology has a long-term effect on students' auditory and visual systems, which tends to make students quickly turn to the state of inhibition after high excitement. Once the external stimulus is gone, the student's interest in learning will soon fade. Therefore, students' feedback exercises must be arranged in the design. On the basis of the systematic presentation of the content of this lesson, teachers can summarize and review the knowledge points, and ask students to fill in the answers and check the right and wrong on the spot by following English words and writing them down and reading comprehension of English extra-curricular activities, so as to check the students' feedback on the teaching content. Teachers can also make courseware. The homework is printed out and assigned to students to complete independently after class, and communicate at any time through certain instant messaging tools after class. The teacher will get the feedback after correcting the students' homework. Make comments in time for the next class, and students can quickly correct their mistakes.

4. Conclusion
To sum up, with the development of the information age, college English teaching practice should make more use of multimedia technology to improve the quality of college English teaching. At the same time, combining with the actual situation of English teaching, English teaching mode is reformed and innovated to lay a foundation for training more English talents and meet China's demand for English talents.

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