Research on the Innovation and Development of College English Education Integrating Network Technology in the Age of Media and Information

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Abstract. English is an important common language in the world nowadays. Based on the accelerating process of globalization, English language is becoming more and more important in the world. In recent years, China has paid more attention to college English education and achieved excellent results by adopting the corresponding teaching reform, which has improved college English teaching and students’ English level as a whole. However, there are still some problems in many colleges’ English teaching in China. Therefore, this article analyzes the impact of the integration of network technology in college English education in the era of media information on my country's college English teaching, and puts forward some suggestions on the development and innovation of college English education in the era of media information.

Keywords: Media Information, College English, Innovation Development, Network Technology

1. Introduction

Since the reform and opening-up of our country, our country’s economy, culture and many other parts have been developing rapidly and there are more and more diplomatic or cross-cultural communication between the rest of the world. Moreover, in today’s world, English is still a general international communication language. Therefore, in our country, such as politics, business and other industries, there is a growing importance to learn English in all fields. With the development of multimedia information technology, college English education has become one of the most important components in the teaching class[1]. Through the application of multimedia in the course of teaching, the traditional teaching idea and method are effectively changed and there are more innovative
teaching modes, methods and ideas in the college English teaching class and the overall reform of our college English education is effectively realized. In addition, based on the application of the multimedia technology in the information age of the media, the disadvantages and problems of the traditional college English teaching are highlighted so that the innovation and reform of the college English teaching are the main direction of the future college English teaching reform.

2. The present situation of College English Education

2.1. The teaching idea is old and the environment is poo

Because of the deep-seated influence of the test education in our country for many years, the English education of most universities in China is still the main content of the training of the students’ test skills while the ability of the students to study English and the practical application ability of English are low, although students have been promoted to the university[2]. In addition, the course of college English teaching is very limited and the students’ learning basic English knowledge can only be realized through the traditional teaching class. If students can do some listening after class, the training, the efficiency and the quality can be well achieved.

2.2. On the Cultivation of English Practical Ability

In the current process of college English teaching, the main purpose of college English teaching is to cultivate students’ good reading ability, which leads teachers to pay too much attention to the cultivation of basic English knowledge while neglect the cultivation of students’ practical ability in listening and oral English[3]. Thus, it will inevitably lead to the inability of college English teaching to adapt to the current national goal of cultivating students’ English practical ability. Moreover, students can not get good training in listening and speaking and naturally can not use English to communicate well, so the phenomenon of "mute English" in senior high school and junior high school is still very obvious.

2.3. Lack of good English language environment

With the rapid development of China’s economy and the continuous enhancement of national strength, the demand for talents is particularly urgent. At the same time, the quality of population in our country is also improving with the development of economy, more and more students are admitted to universities to receive corresponding education. Based on this situation, universities are also constantly increasing the intensity and scale of enrollment, but in this process, the requirements for the cultural knowledge literacy of college students are relaxed. Students do not have a good English foundation, which leads to more problems[4]. The main reason is that they do not have a good English language environment.

2.4. The influence of traditional Teaching Mode

In the traditional college English teaching classroom, teachers are the main body of teaching and students can only accept what teachers say through the teaching classroom, but most college English teachers have not changed and reformed their own teaching mode in the light of the development of the times. They are still applying the traditional infusion teaching method, which can not enhance students’ interest in learning and naturally can not produce good teaching results. Moreover, many
students study for the purpose of passing the exam, so in the process of learning, they also focus on word recitation, repeated exercises and so on, which naturally can not improve students’ English practical ability[5].

3. The application of media information technology to the development of college students’ English teaching

3.1. The Application of Media Information Technology in College English Teaching

Now we have entered the media information age, in college, we also began to widely use multimedia and network technology in English teaching. For example, we use video, images, animation and so on in the teaching of auxiliary classroom teaching while the traditional teaching relays on blackboard, homework, notes and other teaching models. We need to reform, which can not only effectively enrich the teaching content of college English, but also enhance the interest and enthusiasm of students to learn English based on the advantages of network technology and multimedia technology. Moreover, through the good application of network technology, the distance education mode of college English teaching is realized and thus the limitation of time and space is escaped.

3.2. The Influence of Media Information Technology on College English Education

The traditional college English teaching mode has the obvious inhomogeneity. Teachers play a role in the knowledge transmission in the teaching process while students only need to carry out passive and mechanical study[6]. There is not enough space for teachers and students to exchange and interact in the teaching class so that students’ interest of learning can not be stimulated and even the students’ anti-back, laziness and learning psychology can be triggered. In the information age of the present day, through the effective application of the technology such as network, multimedia and so on, it is possible to realize the interaction and exchange of teachers and students so as to arouse the students’ interest in English learning and to exercise the students’ thinking ability.

4. The Development and Innovation of College English Education in the Media Information Age

4.1. Perfecting College English Education

If we want to realize the overall reform and perfection of the current college English education, we must first reform the traditional English curriculum so as to finally realize the goal of college English teaching. In the requirements of College English Curriculum Teaching in China, it is clearly pointed out that in the process of college English teaching, its main goal is to effectively exercise students’ practical comprehensive ability to use English. Therefore, it is necessary to cultivate and exercise students’ good listening and speaking ability as the important goal of teaching so as to promote students to use English fluently and skillfully in daily communication. However, the present benefit model in traditional teaching can be avoided through curriculum design, which can finally solve the situation of "mute English" and cultivate students’ good practical English application ability. We should add special English listening and speaking courses and consider increasing the overall class hours of listening and speaking courses according to the actual needs.

4.2. The Innovation of College English Teaching
In contemporary college English teaching, the application of network technology has achieved good results through multimedia, but for the application of multimedia and network technology, it is not only to update the corresponding teaching equipment but to completely change the concept, method and mode of traditional college English teaching. And then we can constantly innovate the teaching mode to improve the effect and quality of college English teaching. First of all, in the process of applying multimedia and information technology in college English teaching classroom, teachers should change the concept of traditional teaching and change the one-way teaching mode with their own core. We should actively use multimedia and network information technology to cultivate students to form good interaction, communication and construction of interactive teaching, which can help students actively participate in teaching activities and promote their ability to form good independent thinking and learning.

Secondly, in the course of college English teaching, through the practical application of multimedia and network information technology, it is possible to create a good English language learning environment for students in the teaching class and the context (as shown in Figure.1, for the English teaching class of a university in Tianjin). In that background of the current media information, teachers should study the multimedia information technology in-depth to be familiar with the application and combine the relevant teaching materials with the modern English of the current era. Moreover, they should construct the reasonable and scientific teaching methods according to the teaching content and the actual situation of the students. In addition, through the good application of the multimedia and the network equipment, good interaction and communication between the student and the teacher, studying environment can be promoted so that the problem that the student can only write in the "dumb English" state can be avoided. Students can dare to say, ask, and speak and can be actively engaged with the teacher. It is necessary to form good and English language learning and teaching environment in the course of teaching.

![Figure 1. English teaching class in a college in Tianjin](image)

5. Conclusion

To sum up, under the background of the current media information age, the field of education in our
country should also be reformed and innovated with the development of the times. In the process of college English teaching, we should not only realize good curriculum reform to achieve the goal of promoting the overall college English teaching means and technology, but also create a good English language learning environment for students through the effective application of multimedia-related technology. Finally, we integrate network technology under the media information technology to change the traditional teaching mode, and constantly innovate the college English teaching mode.

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