Research on College English Teaching Based on Wechat Platform

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ABSTRACT. *WeChat platform has been widely used in various fields due to its rich functions and mature technology. In addition to being used for timely communication, the integration with education and teaching has also been explored. College English teaching based on WeChat platform plays an active role in the construction of teaching resources, innovation in teaching methods and improvement of teaching efficiency. Based on the function and characteristics of WeChat platform, this paper proposes a college English teaching scheme, fully considering the reality of college English teaching.*

KEYWORDS: *Wechat, College english, Teaching*

1. Introduction

With the development of information technology, especially the arrival of the mobile Internet era, people's daily life has been changed. It is the development of the mobile Internet environment that makes college English personalized and active teaching possible. In particular, with the help of blogs, Weibo, WeChat and other carriers, students can learn English anytime and anywhere, which greatly improves the efficiency of English teaching. WeChat is powerful. It can use the network to quickly spread information such as voice, pictures, video and text, and supports single-person private chat, multi-group chat, real-time intercom and information subscription. Based on the powerful functions of WeChat and the characteristics of college English teaching, this paper proposes a college English teaching method based on WeChat platform, which realizes the liberalization of college English learning space and the popularization of learning content, which provides the possibility of innovation in college English teaching mode and method. .

2. The Importance of Wechat in College English Teaching

2.1 Access to Massive Learning Resources

As a network information dissemination platform, WeChat has the characteristics of large information capacity, fast propagation speed, wide coverage and strong interaction. WeChat is no longer a monotonous text in information dissemination, but a combination of text, pictures, sounds and animations, making information display very intuitive and information dissemination very convenient. In addition, the WeChat public platform also has a powerful sharing function, which can coordinate the teaching resources on the network and disseminate it to learners through two-dimensional code and push functions, thereby realizing the effective use of learning resources.

Based on the above functions, teachers can arrange learning tasks in advance through the WeChat group before class, and share the entire semester English teaching plan as much as possible, so that students can understand the study plan and prepare for the pre-class preparation. Teachers can also push some pre-study materials before class. These materials should be in the form of video and audio as much as possible, so that students can first feel a relaxed and pleasant learning atmosphere.

At the same time, teachers can also find learning content that is conducive to the development of the course by sharing links to the English learning webpage. This fragmented learning style helps students improve their listening and reading skills.

2.2 Strengthen Teacher-Student Interaction and Communication

WeChat can provide rich and colorful interactions in English teaching. WeChat has features such as free chat, real-time message and message push. These functions can be one-on-one or one-to-many. On the one hand, based on the horizontal and vertical platform of WeChat interactive communication, students can discuss English learning problems with teachers at any time and any place, and teachers can give feedbacks to students quickly and promptly. On the other hand, students can also share information through groups and circle of friends, organize more people to discuss English learning in an open environment, and make suggestions to their own problems in learning. This kind of interactive communication is no longer the exchange of traditional teaching and learning, but the exchange of pluralism and multi-subject, including classroom, extracurricular, teachers and students, students and students, students and friends, and so on. When students are discussing their interested topics in the classroom, students can express their opinions and ask their own questions. Teachers can fully understand the students' inner thoughts and learning situation in the interaction, help students to answer questions in time, and then modify the teaching strategies and contents according to the specific teaching situation and teaching effect.

2.3 Inspire Students' Initiative in Learning

The WeChat platform can not only be applied to the study of various subjects, but also has many entertainment functions. Integrating entertainment and learning is another advantage of the WeChat platform applied to English teaching. Learning in entertainment can stimulate the subjective initiative of students' learning, enhance the memory effect, and facilitate the learning of English. In English learning, students can see a variety of information in the form of text, pictures, audio and video sent and received in real time. This kind of information bearing, especially pictures, audio and video, is more easily accepted by students. The integration of college English teaching content into pictures, audio and video can increase students' interest in learning English.

2.4 Implement Personalized Teaching

Through the WeChat platform, teachers can establish their own official account to carry out teaching work, and can also recommend some informative and accurate English learning WeChat official accounts for students, such as "English Fluent", "English Speaking", "EF Pocket English", "Fashion English", etc. Students can also pay attention to the public language according to their hobbies and interests. In this way, students can obtain relevant learning content in real time and dynamically according to their own needs, and realize the personalization of learning [1].

2.5 Promote the Adjustment of Teaching Methods

The application of WeChat platform in college English teaching strengthens the communication between students and teachers. Teachers can grasp the students' personality, psychology and learning behavior habits in detail, which can be used as the basic information for improving teaching methods. For college students, learning ability and habits are different, and teachers need to implement teaching according to the actual needs of students. The application of WeChat platform realizes the real-time communication of information. Teachers can find out the problems of teaching in time according to the discussion and results, and then adjust the teaching in time.

3. College English Teaching Program Based on Wechat Platform

The college English teaching scheme designed based on WeChat platform mainly considers the following five factors: function module, teaching content, learning method, teaching process and teaching evaluation.

3.1 Function Module

WeChat teaching should build function modules based on teaching content, student needs, and platform positioning. The function module of the ordinary WeChat teaching platform is shown in Figure 1. As shown in the figure, the WeChat teaching function modules are mainly divided into two categories: teaching modules and interactive modules. The teaching module needs to be considered from both the teacher and the student perspective. For example, setting the management module to manage the teacher and student WeChat account, learning record and teaching is an important measure for the teacher to arrange the teaching plan and supervise the students' learning progress [2]. The interactive module is mainly based on the push and subscription

functions of the WeChat official account, wherein the communication module includes one-to-one communication and one-to-many communication. The information push module includes basic functions such as information push, information query and interactive interaction.
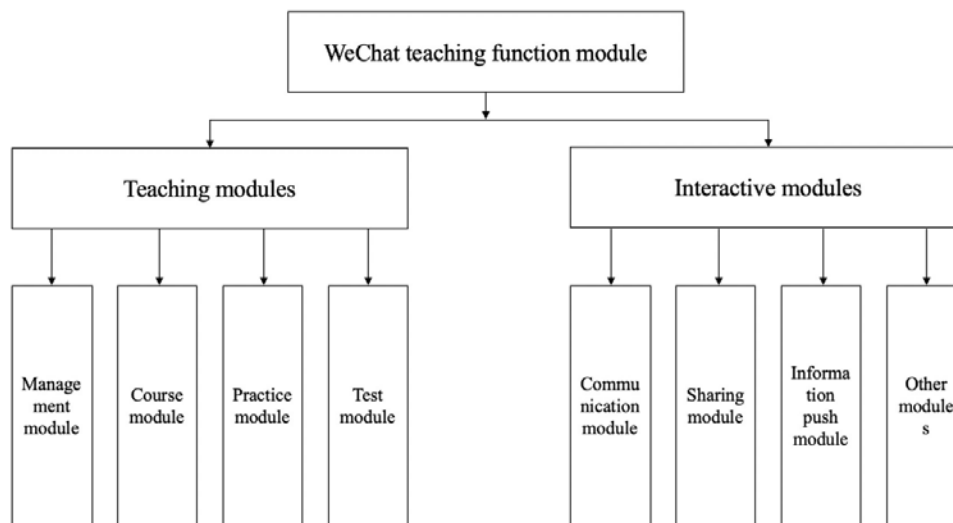

Fig.1 Module of the Ordinary Wechat Teaching Platform

In addition to the basic functional modules mentioned above, WeChat also needs to add some extended functional modules for English teaching to improve the entertainment and fun of learning. For example, a game module, a personalized coaching module, an intellectual development module. The design of these modules can stimulate students' interest in using the WeChat platform for English learning, improve students' enthusiasm and initiative in using WeChat platform, and provide students with good learning support.

3.2 Teaching Content

Considering the purpose of the WeChat platform applied to college English teaching and the setting of functional modules, this paper believes that the teaching content can be considered from three aspects. First, the teaching content on WeChat should reflect the "micro" characteristics as much as possible. Most people who use the WeChat platform to learn are using short fragmentation time to learn. If the learning content is too much and complicated, it is not good for learning. Second, the automatic reply function should be set in the communication module. The WeChat function already supports automatic reply of 200 keywords. For English learning, English keywords need to be set, and the corresponding response should be designed according to English keywords. Third, in the format of the design content, we should make full use of the various functions of WeChat. Formats such as text, images, voice, and video can carry English learning information. The most attractive format for students in English teaching is the video format, which is easier to meet the needs of college students for English learning. According to the above analysis, the content design of WeChat platform English teaching includes two aspects: the design of English course content and the design of English teaching function. The former is mainly about the English knowledge that students need to master, including listening, speaking, reading and writing. The latter is mainly about the WeChat function that assists students in mastering English knowledge, including information transmission, information bearing format, instant messaging and so on. The two are independent and closely related, and need to be considered comprehensively to reflect the uniqueness and superiority of WeChat applied to college English teaching [3].

3.3 Learning Methods

WeChat teaching supports students' individualized learning. According to the learning characteristics of college students, students can build personalized learning files. Students can get the information they need to learn by using content search and keyword settings on WeChat. It is also possible to combine a WeChat group, a circle of friends, and a public account to build a learning discussion group for collaborative learning. These flexible learning methods have created favorable conditions for college students to actively learn English.

Therefore, the application of WeChat to English teaching should fully consider the way students learn [4].

3.4 Teaching Process

Teachers should tell students about the use of WeChat for English teaching before class, publish the teaching WeChat official account or QR code for each student to add, and establish a learning WeChat group. In this way, each student can add each other as a friend and open a WeChat circle of friends. Teachers can classify students according to the English learning foundation, learning level, gender, etc. on the WeChat public platform, input the "micro" teaching courses and save them.

The teacher publishes the "micro" teaching course on the public platform, requiring students to complete the study within the specified time and complete the corresponding inspection test. After completing the inspection test, the students will send the results to the teacher. The teacher will give answers and suggestions based on the test results submitted by the students in the background. In addition, during the teaching process, students can communicate with other teachers in the WeChat group, or they can communicate one-on-one. For some skills that need to be strengthened, such as vocabulary and reading comprehension, the teacher should also arrange the practice tasks. According to the degree of the learning foundation, the students respond to the corresponding keywords and obtain the corresponding learning and practice materials to complete the practice tasks.

3.5 Teaching Evaluation

It is indispensable to use the advantages of the WeChat platform to conduct systematic and scientific teaching evaluation. First, students must read the assignments of other students and give their own suggestions and opinions. Secondly, students can modify the assignments in time according to the results of the peer assessment, and then send them to the teacher in the form of texts and pictures. The teacher receives, reviews and submits comments through the background, and then feed back to the students. Finally, the teacher can choose a representative assignment to explain according to the results of the completion of the study. In addition, there are special inspection tests in the "micro" course, including self-test and teacher supervision tests. For example, vocabulary and speaking can be self-tested, and reading, translation, and writing can be tested by a teacher. This can timely identify problems in the student's learning process and provide a basis for the next course teaching.

4. Conclusion

In the process of college English teaching, the application of WeChat platform has obvious advantages. It makes up for the shortcomings of traditional English teaching and innovates the teaching mode, especially for students' independent learning. However, since WeChat itself is used for information exchange, its various functions need to be further developed.

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