Reform of College Public English Teaching Management in the New Media Era

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Abstract: The continuous derivation of new media promotes the major colleges and universities to speed up the innovation of English teaching and management. This paper expounds the influence of new media on public English teaching, comprehensively analyzes the current situation of college English teaching in the era of new media, and thus explores and discusses the strategies of college public English teaching management reform.

Keywords: New Media, College Public English, Teaching Management, Strategy

1. Introduction

In the process of college education and teaching, English appears in the form of a public course in students' curriculum learning. With the continuous improvement of the international development level, the value of college public English teaching has become increasingly prominent. At present, with the rapid development of network technology in China, the emergence of new media has not only brought great impact on the development of society, but also brought revolutionary development force to English teaching management. The comprehensive application of diversified media in English teaching management can highlight the characteristics of the times and educational value of English Teaching, and enable students to establish cross-cultural learning awareness in diversified English teaching, so as to better realize the talent training goal of college public English teaching and management. However, through the analysis of relevant investigations and studies, it is not difficult to find that at this stage, there are still some defects in the reform of college public English teaching management in China, which require schools and teachers to make scientific adjustments, and explore effective teaching management reform strategies in practice, which can solve the defects in college public English teaching, explore appropriate and targeted teaching methods from the perspective of students' learning and development, and improve the system construction of college public English teaching, so as to realize the scientific and orderly development of English teaching.

2. The influence of new media on college public English teaching

New media refers to the media that is obviously different from traditional media. It mainly brings targeted and humanized information services to users with the help of Internet data, modern intelligent technology and intelligent devices. Its internal communication forms are also relatively diverse, and it is widely disseminated in the form of comprehensive use of images, pictures, audio, etc. At the same time, it can break through the limitation of time and space and realize the cross time, real-time and interactive dissemination of information. [1]It is precisely because of the special advantages of new media that it has brought great impact on the teaching and management of college public English. First, it breaks the confinement of the original teaching mode and realizes students' efficient learning. With the common development of Internet and intelligent technology, students can get the information resources they need anytime and anywhere with the help of iPad, mobile phone, library computer, etc., and a scientific and efficient sharing platform can be built, which comprehensively realizes the effective sharing of resources. Second, it enriches the teaching forms and improves the efficiency of English teaching. Teachers can take advantage of the technical advantages of new media to bring students rich content and diverse forms of English teaching, and use video, audio, video and other forms to vividly show students, fully mobilize students' learning senses, and effectively realize the scientific development of college public English teaching.

3. Current situation of college English Teaching in the new media era

3.1. Teachers cannot adapt to English teaching in the context of new media

The emergence of new media has brought changes to teachers' teaching work. In the long-term teaching practice, most teachers' teaching forms and methods have formed a set pattern, which may make great changes in a very short time, and it is impossible to effectively delegate teaching power to students. Even, some teachers turn a blind eye to new media teaching forms, and do not adopt such new teaching forms in the process of teaching. Some teachers are more willing to adopt the original teaching forms and means because they lack the corresponding ability to use media to complete the original teaching tasks and objectives.[2] In addition, some colleges and universities lack the cultivation and improvement of teachers' teaching skills, leading to some teachers can not use modern teaching technology to carry out teaching, which seriously affects the quality and overall development of public language teaching in colleges and universities.

3.2. There are defects in students' performance evaluation and comprehensive assessment

After long-term teaching practice, the public teaching of college English in China has made good teaching achievements, and the efficiency and quality of students' English learning have been improved. With the implementation of higher education reform, the new evaluation criteria and evaluation mechanism are also gradually improving. From the original result oriented to the current process oriented, scientific and generative evaluation has been achieved. However, some colleges and universities lack scientific decisions in the process of dealing with summative evaluation and generative evaluation, resulting in the overall evaluation effect is not good enough.

3.3. Poor interactive teaching effect

The traditional narrative teaching has brought serious constraints to college English teaching, and the interaction between students and teachers is not high. For example, when conducting listening and speaking training, some teachers only select individual students to practice, and the rest of the students are in a state of observation and waiting, with little time and opportunities for interactive communication. College teachers carry out teaching with the help of multimedia. In order to give consideration to the operation of textbook knowledge and equipment, teachers flow less in the classroom and cannot fully grasp the learning situation of each student, making it difficult for interactive English teaching goals to be achieved in the classroom.

4. Reform strategies of college public English teaching management in the new media era

4.1. Improving the information quality and ability of teachers and students

In the era of new media, all kinds of information are spreading rapidly, which puts higher requirements on the information ability of teachers and students. Therefore, colleges and universities should strengthen the improvement of teachers' and students' information literacy, and better realize the deepening reform of college public English teaching management. First, we can innovate teachers' teaching ideas, guide teachers to recognize the opportunities and values of teaching reform brought by new media, so as to promote teachers to change the original teaching forms and combine English teaching with real life. [3]At the same time, we should strengthen the cultivation of teachers' modern teaching ability, improve teachers' operational skills in information technology, and fully introduce media resources into English classroom teaching to achieve the in-depth development of college public English teaching. Secondly, we can strengthen the guidance of students' information awareness, help students establish a correct learning concept, and guide students to use new media to carry out autonomous learning. We can also let students gradually get rid of their dependence on teachers, carry out English communication and dialogue with the help of new media, and gradually improve students' English learning level.

4.2. Building a distinctive English curriculum system

As a professional position for talent training, universities shoulder the basic responsibility of improving students' academic literacy and professional ability. The school should integrate English

teaching with students' actual development, and comprehensively improve students' English learning level and foreign cultural awareness. Therefore, schools should speed up the construction of a unique English teaching system to achieve the educational goal of cultivating high-quality talents. For example, to introduce other types of courses in schools and realize the integration of English teaching, we should not only set up basic listening, speaking, reading and writing courses, but also increase relevant business, education, management, computer, tourism and other courses, and strengthen students' English practice with the help of new media, guide students to experience foreign cultures, enhance the cultivation of students' abilities, and realize the real value of English learning. Another example is to build an online learning supervision mechanism for English teaching, we can make use of the advantages of new media to make personalized English teaching videos, which can be effectively disseminated through the school's interactive platform, so as to realize the efficient integration of western culture popularization and knowledge teaching[4].

4.3. Building a scientific and reasonable English evaluation mechanism

In the course teaching of colleges and universities, teaching evaluation plays an important role, which has an important impact on the setting of school teaching objectives, the development of management work, and the improvement of students' comprehensive development level. In the new media era, colleges and universities should speed up the improvement of the evaluation mechanism of English teaching and scientifically combine formative evaluation with summative evaluation. For example, we can guide students to complete learning tasks independently, and carry out efficient learning evaluation by means of student mutual evaluation and student self-evaluation. At the same time, with the help of the school's online learning platform, students can complete relevant test questions regularly, help students comprehensively grasp their learning defects and advantages, and better promote students to adjust their learning methods. In addition, we should also build a more macro evaluation system to systematically evaluate students' learning stages, comprehensive achievements, and learning progress, so as to better realize the deepening reform of college public English teaching.

4.4. Enrich the new media teaching resource library

University network of the construction and application of English teaching resources, is the current universities constantly explore a key teaching project, it not only provides teachers 'teaching convenience, more make students' English learning become more efficient and scientific, can cultivate professional and international vision of cross-cultural talents, in improve the students' English learning level and comprehensive quality at the same time, promote the new media education platform update. But some schools in the process of resource library construction, the lack of scientific selection of learning resources, a large number of commercial English teaching resources, did not fundamentally solve the problem of college English teaching resources demand, most teaching resources lack of scientific and reference value, even many school English resource library, is just a variety of teaching plans, courseware, test sets, test and other project material repeated superposition, not on the basis of the development of the public English teaching needs. At the same time, the public English teaching resource databases of some schools lack the characteristics of interconnection, which makes many excellent educational resources cannot be effectively shared, which seriously restricts the development of the public English teaching in universities. Therefore, the colleges and universities should start from the actual situation of their own education, build an English teaching resource database with their own characteristics, and bring the students into the scope of the builders of the resource database, not only to make the students become the users of the resources, but also to let the students become the builders of the school public English resource database.

For example, the school can start from the following modules to build a rich, diverse, scientific and effective English resource database. First, the subject is a brief introduction. This part mainly includes the basic introduction of the school public English curriculum construction, including curriculum implementation content specific outline, implementation schedule, teaching objectives, process method, evaluation form, etc., its main purpose is to guide students to master the implementation of the public domain curriculum and development process, help students to master better English learning methods, play to the main body consciousness of students in the public English learning. Second, digital teaching cases and information teaching courses. It mainly includes all kinds of teaching materials, cases and PPT handouts needed in the process of teacher implementation and development, which not only helps teachers to prepare courses, but also guides students to carry out independent learning and provides students with self-help learning help. Third, after-class exercises and comprehensive exercises. For

college students, it has more independent learning time and activity time, in the education and media platform upload related homework exercises, students to use free learning time for self detection and evaluation, at the same time teachers can also respond to the problems of students, to students complete homework correction and evaluation, improve the scientific and information level of public English teaching in colleges and universities. Fourth, film and television audio data. With today's rapid development of new media and the Internet, the richness of educational film and television resources is self-evident. In the process of selecting and introducing film and television resources, schools should pay attention to screening and screening, and select various educational resources that are highly related to public domain courses. For example, international English speeches, biographies of celebrities, foreign cultural film and television works, art and customs, etc., will help students to learn English knowledge during leisure and entertainment, help students to fully understand the cultural background of other countries, and comprehensively enhance their cross-cultural communication skills. Fifth, resource links. While building a public English teaching resource base, colleges and universities can note the network links below the relevant courses to provide an effective channel for students to carry out diversified learning.

5. Conclusion

To sum up, in the process of educational development in the new era, many emerging technologies have been derived, which have brought great impact on China's education and teaching. New media has a new and unique media technology, which has brought great impetus to the development of modern teaching in colleges and universities. Public English is an important teaching course in universities, which plays an important role in cultivating students' cultural awareness and language ability. In the era of new media, universities and teachers should firmly grasp the favorable opportunity of carrying out English teaching and management reform, take scientific measures to deal with various teaching problems, and orderly carry out the reform of public English teaching management, in order to gradually improve the information ability of teachers and students in the university. We can build English courses with school characteristics, build a scientific and reasonable English teaching evaluation mechanism, and cultivate students' good cross-cultural awareness and professional ability from the perspective of students' learning and success. From the perspective of college students' learning and development, we should adhere to the policy requirements of college education reform, closely follow the development pace of education, and fully display the value and advantages of new media in English teaching and management, in order to gradually improve the overall quality and efficiency of public English teaching in colleges and universities, and better achieve the grand educational goal of talent training in colleges and universities.

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