



# A Study on the Innovation and Impact of New Media Technology on English Education and Teaching in Universities

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**Abstract.** In today's society with the continuous development of media technology, universities are making more and more demands on education and teaching in order to adapt to the new media era of the 21st century. With the development and application of new media technology, new media are gradually promoted and applied in college English education. English teaching under new media technology focuses on quality and innovation of English teaching at the same time, which provides a certain impetus to the reform of English education in China. Various emerging micro-media penetrate into students' daily learning and life, and change students' learning and lifestyle while being highly sought after by college students, bringing new opportunities for the innovative development of English education in colleges and universities. This paper outlines the concept, characteristics and significance of new media in English education, analyzes the problems of English education in colleges and universities, and proposes countermeasures for high-quality development of English education under new media technology from the perspectives of effective use of micro courses, formation of learning salons and interest groups, and emphasis on promotion and training of new media.

**Keywords:** New Media Technology · Educational Applications · College English · Innovation

## 1 Introduction

New media is a new product formed with the progress and development of social science. Applying new media technology in college English teaching can effectively break the shackles of traditional teaching mode and has high practical value. Compared with primary and secondary schools, English education in colleges and universities is more inclined to practical and pragmatic thinking. New media is a major variable affecting English education in colleges and universities. The emergence of new media has caused a series of changes in English teaching methods, contents and forms, as well as being one of the important conditions for creating diversified scenes that help improve college students' comprehensive English usage ability [2]. The teaching of English with new media technology in colleges and universities can make the high-quality development of English education in colleges and universities more obvious while innovating English

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teaching methods and teaching concepts. The new media technology in English teaching in colleges and universities can make the high-quality development of English education in colleges and universities achieve more obvious results.

## **2 New Media in English Education**

### **2.1 The Concept of New Media**

New media refers to the use of digital technology through computers, network, satellite and other channels as well as digital TV sets and other terminal devices for information dissemination. The use of digital compression and network technology in new media has improved the operability, real-time and interactivity of information. Also, it has improved the operability, real-time and interactivity of information, and the new media technology is not limited by space and time. The new media technology is not limited by space and time, which helps the media.

### **2.2 The Significance of the Application of New Media in English Education**

With the creation and continuous development of new media, new media is gradually promoted and applied in English education in colleges and universities and has an irreplaceable role in English education. First of all, classroom teaching needs to be student-oriented, and teachers can use the rich contents and audible expressions of new media to stimulate students' interest in English learning. New media teaching can bring more direct sensory experience to students, add color to the classroom, and also promote students to better understand and internalize the teaching content. New media can combine the teaching content with music and art to motivate students in teaching activities and improve their English learning efficiency [6]. In addition, language education in the new media era is not limited by time and space, and students can browse and download learning materials through websites or communicate with teachers and peers anytime and anywhere through WeChat and QQ software in mobile terminals.

### **2.3 New Elements of English Teaching in College in the New Media Era**

With the arrival of the new media era, in order to promote the effectiveness of English teaching in colleges and universities, new elements must be reasonably integrated into the teaching process. New elements, such as self-media, media resources, short videos, teacher training and information promotion, must be reasonably integrated into the teaching process [3]. The main characteristics of these elements are summarized in Table 1.

**Table 1.** New Elements of English Teaching in College in the New Media Era

	New elements	Main features
1	Self-media	Strengthen the integration between new media and English teaching, and bring teachers and students closer together
2	Media resources	Reinforcing students' active learning awareness
3	Short videos	Reinforce the modernization and intelligence of teaching
4	Teacher training and information promotion	Increase teachers' access to learning and promote the development of education informatization

### 3 Strategies for High-Quality Development of English Education Under New Media Technology

#### 3.1 Effective Use of Micro-courses to Optimize English Education Resources

Universities need to attach great importance to the integration of new media technology in English teaching. In particular, the emergence of micro-courses has not only further accelerated the speed of teaching information dissemination, but also increased students' enthusiasm to participate in the classroom. Micro-courses are new to students, and teachers can make use of students' curiosity to replace part of the traditional classroom teaching content with micro-courses [1], improve the boring classroom through micro-courses, stimulate students' active level of thinking, help students better memorize basic English knowledge, and thus reduce students' fatigue in English learning. In addition, micro-courses can create a relaxed atmosphere for students' English learning and make up for the shortcomings of traditional classes.

In addition, microcourses can create a relaxed atmosphere for students' English learning, make up for the shortcomings of traditional classrooms, integrate and optimize educational contents, and improve students' learning efficiency [5]. However, in the process of using microcourses to integrate English teaching resources in universities, there are insufficient microcourse resources and incomplete construction of English knowledge points in microcourses, and teachers also have certain defects in microcourse teaching, so teachers need to have a more in-depth understanding of microcourses, learn and train, make use of new media to make some resources. Therefore, teachers need to have a deeper understanding of microcourses, learn and train, reduce and expand some resources with the help of new media, and develop high-quality resources more suitable for students' learning. Therefore, teachers need to have a better understanding of micro-courses, learn and train, reduce and expand some resources with the help of new media, and develop high-quality resources that are more suitable for students' learning, so as to promote the high-quality development of English education in universities [10].

### 3.2 Sharing English Resources in Universities

In the era of new media, universities must optimize traditional English teaching in order to improve the quality of English teaching. New media not only gives more teaching resources to English teaching, but also enables the sharing of educational resources with the help of information technology, thus further improving the teaching effect. English resources under the guidance of new media are very rich, such as graphic resources, audio and video resources can be an important resource in English teaching. These resources can not only stimulate students' interest in learning, but also greatly improve their ability to use English [8]. By putting various English learning resources on the new media platform, not only can teachers and students share resources with each other, but they can also share English resources across schools through the association between universities, which can further increase the amount of English resources and improve the quality of English teaching at the same time [4]. In the innovative development of English education and teaching, a large number of learning materials are the basis of English teaching, and a large number of resources can be used to optimize the English teaching mode and improve the flexibility of education when teaching English.

### 3.3 Conducting Practical Activities

Practical teaching activities are the most effective strategy to check students' learning achievements and can help teachers get an objective and comprehensive understanding of students' mastery of English knowledge. In the era of new media, universities should actively upgrade hardware and software facilities and introduce advanced information technology while equipping advanced new media equipment, so as to lay a solid foundation for the full implementation of English teaching reform [7]. At the same time, colleges and universities should further strengthen the English practical teaching activities.

They should give full play to the value of internal and external media resources in English practical teaching activities, hold various forms of English communication practice activities from time to time, help students accurately recognize their knowledge shortcomings in the practice activities, help students constantly improve themselves and optimize themselves in the practice activities, lay a solid foundation for cultivating students' oral communication ability, and promote the in-depth development of English teaching reform. In addition, colleges and universities should actively carry out extension training to increase English communication among students and encourage students to go into the society and carry out practical training to enrich students' oral communication experience and lay a solid foundation for students to integrate into the society. Colleges and universities should also combine competition activities with practical teaching in English teaching, organize students to participate in English competitions to improve English proficiency, and teachers should adopt material rewards or spiritual rewards to promote students to enthusiastically participate in competition activities, which not only can broaden the path of practical teaching [8], but also can provide students with a platform to communicate with others and practice opportunities to effectively improve students' English literacy.

### 3.4 Focus on the Promotion and Training of New Media and Reform the Curriculum

Universities need to cultivate and regulate teachers' awareness of new media teaching and provide them with regular training to help them improve their classroom management concepts and innovative classroom teaching methods. The trial and promotion of new media in education requires teachers to change their concepts, use new media and help students accept new media teaching, enrich classroom content, active classroom atmosphere and carry out various practical activities through new media teaching. At the same time, universities should also strengthen the infrastructure construction of schools to lay the foundation for campus informatization construction [9]. The application and promotion of new media in the field of education not only enriches classroom content and teaching methods, but also promotes the curriculum reform of English in colleges and universities, which in turn is conducive to the high-quality development of English education in colleges and universities.

## 4 Conclusion

New media is not only an educational tool, but also promotes the construction of an innovative development path for English education in colleges and universities, and plays a supplementary role of platform and ecology, which is conducive to improving students' English proficiency. In a word, English education and teaching in the new media era is bound to usher in new changes, and combining information technology to realize the joint development of online and offline teaching can make the quality of English education and teaching further improved. I believe that as more people realize the importance of innovative development of English education and teaching, English teaching in the new media era will have further developments.

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