

# *Exploration of college English teaching optimization model based on the multimedia*

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**Abstract**—with the continuous expansion of colleges and universities, interdisciplinary teaching pressure is also increasing at the same time. College English teachers always follow a one-to-many teaching mode, whose teaching effect is worse and worse; therefore, changing teaching mode becomes an important problem to be solved urgently in each college English teacher. With the advent of multimedia technology into college English classroom teaching, due to its audio-visual technology with excellent pictures and texts and all appropriate forms of activity, the multimedia application in the field of education is becoming a hot spot of the current English teaching reform. So to speak, the multimedia technology will change the English teaching mode, teaching content, teaching method, and even cause the fundamental change of education system, education ideology and teaching theory, finally realizing the optimization of college English teaching. Therefore, college English teachers had better apply multimedia in classroom teaching in pursuit of optimizing the teaching mode and improving teaching level.

**Keywords**—*multimedia technology; college English; optimization of teaching mode*

## I. INTRODUCTION

With the accelerating of the social development and the increasing competition, graduates are eager to improve their English level in order to enhance their competitive ability. In today's high-speed development of information, traditional teaching mode has been unable to meet the demand of students, instead, the introduction of multimedia can effectively meet the demand. Multimedia technology has the characteristics of graphic synchronous teaching, teaching resource sharing, distance education and teaching interaction, introduction of which can make up for the inadequacy of classroom teaching. How to make full use of multimedia technology to optimize English teaching mode and cultivate high-level talents conforming to the social demand in colleges and universities is an urgent issue for the current college leaders and teachers to seriously consider. The paper introduces four common modes of multimedia teaching to illustrate the superiority of multimedia teaching and explore the improvement measures for multimedia teaching.

## II. ENGLISH TEACHING MODE WITH THE AID OF MULTIMEDIA

The so-called multimedia teaching, by using modern computer equipment, present the teaching content incisively and vividly to the students, so as to strengthen students' memory of knowledge and improve the teaching quality. Compared with the traditional English teaching methods, the superiority of multimedia teaching can be reflected as follows.

### A. Subject conversion mode

Through the subject conversion mode, it can take the student as the main body to mobilize students' subjective initiative to study. With the help of the teacher, students can independently acquire knowledge and become a real subject of learning. Combining multimedia and English teaching, teachers can use multimedia devices to present the words, phrases and sentences, which can not only save a lot of teaching time, but also can strengthen the interaction with students.

Students become participants of class and gradually become the main body of English learning. In addition, English multimedia teaching can shape students an independent learning environment in which students can easily and happily interact in the class. With the augmentation of the students' subject consciousness, the students' enthusiasm of learning English will be improved. With the increasing of students' learning initiative to acquire knowledge, they will become the master of learning. The combination of multimedia with English teaching can provide a separate communication platform for students who are confused in learning. With the teacher's targeted guidance, they can fully improve the level of English learning.<sup>[1]</sup>

### B. Interest teaching mode

The so-called interest teaching mode makes the classroom teaching more interesting through the multimedia. College English teaching courseware uses PPT presentation and dynamic form of switching between words and images to make the teaching content become more interesting, therefore, the students can pay more attention to the coherent motion of PPT and the teaching quality can be thus improved. In addition to display English words and phrases,

multimedia devices can also present pictures, video and other teaching resources to the students in class. To understand the difficult words, it can be done by related video playback because students always show great interest in this form. Applying multimedia technology to English teaching such as PowerPoint tools can also give students a virtual environment and let the students to carry on the man-machine interactive learning, in this way, relaxing training and happy learning can come true in the absence of the psychological pressure in external environment. Besides, interesting games and interactive practice are also helpful to improve oral English level.

### *C. Resource sharing model*

Some scholars think that one of the advantages of multimedia teaching lies in its expanding classroom content and increasing the output of knowledge. In my opinion, multimedia classroom teaching puts emphasis on quality rather than quantity. The so-called resource sharing model requires college English teachers to make full use of multimedia and network and integrate each college English teachers' teaching resources, so as to realize the resource sharing. In combination with the practical situation of college students, the teaching content suitable for students can be selected. Aiming at the situation that the students' English levels are different, the teacher can provide students of different learning ability with teaching content of different depth. English teaching with multimedia network is to achieve the sharing of teaching resources, and students can search learning content from the Internet in their spare time to strengthen English learning and save time. In the process of optimizing the teaching content continuously, it can improve the quality of teaching, so, multimedia English teaching has its outstanding advantages compared with traditional teaching.

### *D. Interactive teaching mode*

Interactive process in traditional English teaching class is a single communication mode between teacher and students in the classroom. The large number of blackboard writing content occupies a considerable amount of class time, which greatly affects the efficiency of classroom teaching. The so-called interactive teaching mode is to use the multimedia network teaching to play courseware for communication between teachers and students. In this way, the interaction between teachers and students is realized, the efficiency of the classroom is also improved.<sup>[2]</sup> After class, students can also realize the interaction between teachers and students through the network to exchange opinions with the other students. In addition, students can also take the way of human-computer interaction, to communicate virtually with machines and strengthen their autonomous learning ability

## III. COLLEGE ENGLISH TEACHING IMPROVEMENT MEASURES BASED ON MULTIMEDIA

The above four multimedia teaching modes are widely used, which shows the advantages of multimedia teaching. They each have space of application, but in the process of

application, there is still much to be improved. In terms of English teaching with the tools of multimedia, the first thing is to let the teachers and students fully understand and master the multimedia technology. Secondly, it should be combined with English teaching situation in each college, and then improve all-round rectification process in the aspects of teaching environment, curriculum, assessment and the application of multimedia teaching mode, etc. The organic integration and optimization of external and internal teaching conditions can let the multimedia teaching play an efficient role in college English teaching.

### *A. Increasing popularity and strengthening the technical training*

Even if computer technology has been popular at the present, there are still quite a few students and even teachers unfamiliar with multimedia technology. A few English teachers used to traditional teaching mode think that multimedia teaching is grandstanding and even cannot achieve good teaching effect. Based on the situation, it is necessary to carry out the popularization of multimedia teaching mode for the teachers and students in colleges and universities and make them fully realize the irreplaceable role of multimedia technology in English teaching.

In addition, to strengthen the training of teachers and students of multimedia technology, it can achieve long-term efficiency on college students' English learning to let the teachers and students truly master the multimedia technology and use it freely and independently in searching teaching materials. According to the regulations of the ministry of education, the premise of college students with the bachelor degree is to achieve college English test level 4 and computer level 2, and some universities require students to reach at least computer level 1. So, many colleges and universities establish computer basic courses, teaching students to master PPT, Flash, Word and other office softwares. In such conditions, the application of multimedia technology can assist English teaching.

### *B. Adjust the college English curriculum arrangement and teaching methods*

Redesign of English course is not to get rid of the original curriculum, instead, under the condition of considering the multimedia English teaching, it is arrangement of the original course changes appropriately. For example, the multimedia network teaching helps English teachers arrange listening training courses in the computer classroom, which can effectively improve the efficiency of listening training.<sup>[3]</sup>

In addition, on the basis of not being divorced from the traditional teaching mode, teachers try to arrange the teaching task after class and explain the main teaching contents in class and answer students' difficulties in extracurricular autonomous learning at the same time. In addition to the after-school learning task, teachers can give full play to the advantages of multimedia teaching and set up the network course, in which teachers and students can discuss over questions and answers by chat tools to realize

network teaching. It greatly improves the teachers' work efficiency, which is believed as an undoubtedly effective way to relieve heavy teaching task of university teachers.

#### C. Innovate students' English level evaluation system

Currently, the evaluation standard of college students' English level in colleges and universities is mainly based on test certificate and the final examination scores of students. This is a one-sided evaluation system, in which students' English communication ability is failed to be detected and comprehensive English level can't be revealed. Evaluation team should be set up by college English teachers using multimedia as a new system of evaluating academic level of English. On the one hand, this system can design man-machine dialogue, then, the teacher, according to the reaction ability, pronunciation, vocabulary of students, give a comprehensive evaluation. On the other hand, it can use the computer to show a dialogue topic and let students comment on the topic so as to test the students' ability, train the students' reactive ability and improve students' English application ability.<sup>[4]</sup>

#### IV. CONCLUSION

In the advancing process of multimedia teaching mode, the problem in the use of multimedia in English teaching in colleges and universities has been exposed, for example part of the teachers are unfamiliar with multimedia technology but some teachers rely too much on multimedia technology

and completely get out of the traditional teaching methods. Along with the unceasing enhancement of internationalization level, closer exchanges with foreign countries makes enterprises take a fancy to the candidates choose with a high English application abilities, which has also created more chances for the use multimedia technology to improve students' English level. Now, level of multimedia teaching in colleges and universities still has greater progress space, which requires college English teachers to continuously explore, innovate and sum up a more efficient way for English teaching and cultivate more high-level English talents for the society.

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