Innovation in the Application of New Media Technology in English Education

Tong Liu[1,a,*]

[1]School of Humanities, Sichuan Agricultural University, No. 46 Xinkang Road, Yucheng District, Ya'an City, Sichuan Province, 625099, China

a. 2282946054@qq.com

*corresponding author

Abstract: With the continuous development of information technology and internet technology, the application of new media involves various fields. However, traditional English education methods lack innovation, emphasize mechanized teaching, and neglect cultural background education. It is no longer in line with the trend of the times and is not conducive to the progress and development of English education. The many functions of new media bring many new possibilities to the methods of English education. This study explores how new media can be applied to English education to create new and effective educational methods. This article uses case analysis methods and literature analysis methods. Relying on new media technology can create a pleasant learning atmosphere and efficient and exciting learning methods. Creating an immersive learning environment that allows students to immerse themselves, enhances their interest in learning, effectively addresses the shortcomings of the current English education model, and expands educational resources and tools by utilizing video-sharing platforms and learning apps to enrich English classrooms, integrating VR and AR technology with the classroom to expand educational scenarios and promote students' comprehensive understanding of English. The ultimate goal is to improve the quality and effectiveness of English teaching and cultivate English professional talents.

Keywords: Teaching method, New Media education, Innovation, English Education

1. Introduction

New media is a form of media that has emerged under a new technological support system. New media technology is increasingly closely related to our lives and is gradually being applied in education. However, the education model lacks practical context and focuses on teaching knowledge points, neglecting cultural background education lacking creativity and personalization. Applying new media technology to innovate educational methods is significant for enriching teaching methods, improving teaching status, and developing English talents. Therefore, the many functions and technologies of new media urgently need to be efficiently applied in English education practice to improve the shortcomings of the old education model. There have been studies in similar directions before this article, but they still need to be updated and improved. For example,In Yuan Sha's Research on the influence of new media on College English education in the information age,there is no classified discussion on new media technology, no detailed description of the specific methods of applying new media technology to English education, and no detailed

division of the teaching methods and unique advantages corresponding to each technology. Based on this, this article uses case analysis and literature analysis methods to explore the innovative methods of using new media in English education. It analyzes how different technologies can leverage their advantages and integrate with English teaching practice. The effects of different types of applications were described in more detail by analyzing examples.By utilizing technology, teachers and students can utilize the vast video-sharing platform, learning apps, and AR and VR technologies of new media to innovate English education methods, ultimately improving students' interest in learning and the quality of education and cultivating English talents. This article can provide a reference for studying English education methods and provide more teaching methods for teachers. Promote the development of the English education industry.

2. Current Development Status of New Media

2.1. Definition and Characteristics

New media is a new form of media that connects terminals such as computers and mobile phones through the Internet, and users use terminals to connect to the Internet to obtain information[1]. It has the characteristics of real-time, interactivity, and platform diversity. New media meets the needs of people to quickly obtain information and interact with people anytime and anywhere through various platform media. Through social media platforms such as Weibo, WeChat, Facebook, and Instagram, users can publish content, interact with other users, and share information.Users can upload, watch and share various types of video content on YouTube, TikTok, Bilibili and other video-sharing platforms, and at the same time, they can express their views on videos and give opinions to uploaders, which makes people more closely connected. The emergence of new media has changed the way people obtain information. It breaks traditional media's time and space limitations, making information dissemination more rapid and widespread. Therefore, new media also provides users more opportunities to participate and create, allowing them to interact, share content, and express their opinions at any time.

2.2. Technology

Based on the rapid development of the Internet, the application and development of new media technology are becoming faster and faster. In the innovative application of new media, it is necessary to rely on Internet platforms and use technologies such as big data, cloud computing, and the Internet of Things [2]. Data analysis and artificial intelligence technology play an essential role in new media. They can help new media platforms analyze user behaviour, provide personalized content recommendations, and improve user experience. Therefore, the rational use of new media technology can provide teachers with ideas to improve classroom content and teaching methods, which is significant in teaching practice.

3. The current situation of English education methods

3.1. Emphasis on teaching knowledge points and lack of practical context

The vast majority of English teachers in universities pay more attention to the English grades of college students. However, they do not pay enough attention to their oral communication skills and cannot fully consider their enthusiasm for participating in English learning. Most focus on completing teaching tasks, with the main teaching goal of improving students' English grades. [3] Neglecting the practical application of English teaching and the cultivation of language communication skills for students has led to some students having high written test scores but poor

expression abilities. An educational approach that places too much emphasis on knowledge points and grades makes it difficult for students to understand and to flexibly apply the knowledge they have learned.

3.2. Lack of cultural background education, limiting in-depth understanding of language

The relationship between language and culture is very close, and understanding the cultural background of a language is crucial for learning it well. As a result of being in a country's cultural background and social environment for a long time, it will naturally have an exceptional dependence on its own culture, which will cause it to reject the cultures of other countries [4]. However, the existing English education methods lack education on the culture and background of English-speaking countries. Students only focus on how to express correctly without understanding the history of the development of English-speaking countries, people's customs, values, etc. However, these cultural backgrounds can reflect English-speaking families' logic and thinking methods, thereby affecting their word order and writing methods when expressing themselves. It has an undeniable and subtle impact on English learning. The lack of cultural background education will limit their ability to understand English and develop cross-cultural communication.

3.3. Lack of creativity and personalized teaching

Many universities still adopt traditional teaching methods, such as duck feeding, imitation teaching, demonstration teaching, etc. This teaching method emphasizes using systematic and detailed explanations to enable students to master much knowledge with a single form. Students are in a passive state for a long time, and the quality and efficiency of learning are generally not high[5]. This type of English education method places too much emphasis on mechanical memory, spends much time on rigid questions, and lacks creative and practical teaching methods. The after-school tasks assigned by teachers to students are cumbersome, and students often lose interest in mechanically repetitive tasks and cannot face English classrooms with a positive attitude. At the same time, existing teaching models often teach on a group-by-group basis, making it challenging to meet the different needs arising from the individual differences of each student. This makes it difficult for some students to receive targeted guidance and advice in the classroom, resulting in slow learning progress.

4. How to apply new media to English education

4.1. Discussion on the Application of Video-Sharing Platform in English Education

In English teaching, new media technology enables students to access various learning materials on video-sharing platforms. Video-sharing platforms such as YouTube and Bilibili gather many English learning resources, including English teaching videos, current affairs, documentaries, movie segments, etc. Teachers can select high-quality works to share or recommend to students in class as after-school tasks. Some English teaching bloggers on video-sharing platforms create fun learning videos containing English knowledge points from movies or TV series clips, which not only clearly display authentic expressions, but also allow students to learn in a joyful atmosphere. Using video clips with text descriptions is more creative in acquiring new vocabulary [6]. Some bloggers share their methods and experiences of learning IELTS on video platforms, providing references for other students. Students can choose appropriate learning materials based on their interests and needs, learn independently, improve the convenience and personalization of learning, and help solve the problem of lack of creativity and personalization in existing English teaching methods. At the same time, watching videos can improve listening comprehension and speaking abilities. YouTube helps

to build students' knowledge and enhance their English fluency and performance [7]. English videos on video-sharing platforms can provide authentic language input, allowing learners to imitate authentic expressions while watching and listening to native English speakers' expressions, pronunciation, and intonation, and improving learners' oral expression ability and language sense through direct contact with language.

4.2. Discussion on the Application of Learning Applications in English Education

With the rapid development of mobile technology, the application of learning apps in English education is becoming increasingly widespread. These applications use innovative teaching methods and are more interactive, which can promote students' active learning and provide a more convenient learning experience. There are many different types of learning apps, and students can conduct targeted training in modules according to their own needs. For example, listening apps provide many listening materials, allowing students to fully utilize fragmented time and practice at any time and place. Applications such as BBC English typically provide listening materials with different levels of difficulty and themes, such as news, stories, dialogues, etc., to meet the needs of different students. These are usually combined with current events, which can not only exercise students' listening skills but also expand their horizons. The word app uses a combination of graphics and text to bring students into the context, making it easier for them to understand the actual use of words. For example, the Bai Ci Zhan app uses vivid and exciting pictures to stimulate students' interest in learning and strengthen their memory of words. By promoting words on TV, word radio, camera halls and related reading sections, Bai Ci Zhan helps learners learn words and extends knowledge beyond words[8]. Online classroom live-streaming apps can break the limitations of time and space, allowing students to hear teachers from around the world at home. For example, class apps can also provide recording and playback functions. Students can review and revisit course content according to their time and needs, helping them consolidate their knowledge and make up for deficiencies in classroom learning. At the same time, it also facilitates teachers to teach students in special situations where they cannot meet offline, providing students with more flexible, convenient, and interactive learning methods.

4.3. Discussion on the Application of VR/AR in English Education

VR (Virtual Reality) technology is a computer-generated three-dimensional environment that completely immerses users and gives them an immersive feeling. AR (Augmented Reality) technology is a technology that integrates virtual information with the real world. Through AR technology, users can see virtual images, text, videos, and other content in the real world and interact with the real world. With the development of information technology, VR/AR is gradually injecting new vitality into the field of education. While in previous years, VR was an expensive technology behind by technical challenges, it is now a matter and customer-ready technology which can be adapted to smartphones and experienced through affordable head-mounted displays[9].

VR and AR can provide students with an immersive language environment. Students can use VR headsets or AR applications to enter a virtual English learning environment to experience natural language situations, engage in conversations with virtual characters, visit virtual scenes, and more. Teachers can lead students to visit foreign schools or museums. This immersive learning experience can help students better understand local culture and apply English. The use of gamification and AR technology is found to have the capacity to enhance students' interest [10].In addition, through VR and AR technology, students can engage in virtual communication and cooperation with students from different countries and cultural backgrounds. They can share hobbies, explore problems and research topics together, and even spread the excellent culture of their own country. Through

interaction with students from different countries, students can experience language and social habits from different cultures, broaden their horizons, enhance cross-cultural awareness, and improve their cross-cultural communication and understanding abilities.

5. Conclusion

In summary, in the process of English teaching, new media can be relied on to break the limitations of time and space through the real-time nature of new media. Through video media platforms and learning software, students can deepen their understanding of the culture of English-speaking countries, spread English knowledge, use VR/AR technology to strengthen learning and communication, simulate communication scenarios, and increase their experience in practical English expression. In short, new media has promoted the construction of new methods of English education and played a massive role in improving students' English proficiency. In the future, we still need to explore the functions of new media and more new English education methods. There are some limited aspects of this study. Firstly, due to the limited self-control ability of students, how to ensure that students are not distracted when using new media for learning is still a significant issue that needs to be addressed in this article. Secondly, disseminating new media information is rapid, with mixed authentic and fake information. The quality of teaching video materials on video-sharing platforms varies, and students may be disturbed by incorrect information. Thirdly, this article lacks data and still needs to investigate and collect more data to analyze the effectiveness of the new teaching method. Based on such issues, future research directions can focus on exploring efficient methods for screening information, how teachers can play a guiding role in recommending high-quality blogger videos to students, and how to teach students the ability to distinguish correct information.

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