

Innovative Exploration of Higher Vocational English Education and Teaching in the New Media Era

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Abstract: Higher vocational English education and teaching are undergoing a profound change in the era of new media. With the continuous development and application of information technology, new media technologies such as digitization, intelligence and networking have profoundly changed the form and content of English education and teaching. Teachers and educators should explore innovative education and teaching models and teaching methods from a new perspective. They should combine the advantages of new media technology, give full play to the role of digital and intelligent tools, improve students' comprehensive English listening, speaking, reading and writing skills, and cultivate English talents in the new era of the 21st century with opportunities and challenges, which is also an inevitable requirement to adapt to the times and social development.

Key Words: New media era; Higher vocational English; Education and teaching; Innovation

Introduction

The advent of the new media era has brought unprecedented challenges and opportunities to English education and teaching in higher vocational schools. Under the influence of digitization, informatization and networking, higher vocational English education and teaching need to be constantly adjusted and innovated to meet the development of the times and the needs of students. More personalized, flexible and innovative education and teaching methods are becoming a trend. Digital technology, intelligent equipment, networked resources and other technical

means are widely used in higher vocational English education and teaching.

1. Overview of New Media in English Education

With the vigorous development of new media, it is more and more widely used in various fields, and the field of education is no exception. New media has brought many unprecedented opportunities and advantages to English education, so it has gradually become an indispensable part of modern English education. First of all, new media is widely used in English education. It includes but is not limited to



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network resources, social media, mobile applications and multimedia production. The application of network resources can provide rich content and resources for courses, such as online exercises, video teaching, web reading and so on. Social media also plays an important role in language learning, such as language communication and online coaching. Mobile applications can provide real-time language learning services without time and place restrictions. The application of these new media in English classroom teaching can make it easier for students to learn English more happily, and it is also possible to improve learning efficiency. Secondly, the introduction of new media in English education has also solved many problems in education. Traditional English classroom teaching is teacher-centered, and students passively accept knowledge, which makes it difficult to mobilize students' enthusiasm. The introduction of new media can break the traditional one-way communication mode and pay more attention to interaction and feedback, so that learners can master language skills more efficiently in a relaxed and pleasant atmosphere. In addition, many students think that English learning is boring and monotonous, and it is difficult to maintain interest in learning. Therefore, the use of new media methods in the curriculum can make students enjoy learning more, so as to have the motivation to persevere in learning English. Of course, the introduction of new media in English education also has limitations and challenges. First of all, the quality of many new media applications is uneven, and its effectiveness is difficult to obtain strict scientific recognition. Secondly, in the teaching process, the management and supervision of new media applications is also an issue that needs to be considered. In addition, although the application of new media in English education can motivate students' interest in learning, new media still needs long-term and efficient language practice in seeking successful foreign language learning ^[1].

2. Problems Existing in the Current Situation of English Education and Teaching in Higher Vocational Schools in the New Media Era

In the era of new media, higher vocational English education and teaching face many problems, which make it difficult for higher vocational students to achieve the expected results in English learning. In this

article, the problems existing in the current situation of higher vocational English education and teaching in the new media era will be introduced in detail.

2.1 Insufficient teaching resources

Insufficient teaching resources for higher vocational English education is one of the problems faced by many higher vocational colleges. Due to the huge differences in the characteristics and strength of various higher vocational colleges and universities, the construction of higher vocational English education and teaching resources in some institutions is relatively lagging behind and cannot meet the growing teaching needs. This imbalance prevents some students from accessing high-quality English teaching resources, which may affect their English learning effect.

2.2 Old teaching methods

With the advent of the new media era, many English teaching methods in higher vocational colleges still stay in the traditional "teaching-test" method, and lack interaction, discussion and practice. These outdated methods may make some students bored, boring and uninteresting, which is not conducive to improving the quality of students' English learning, and not really giving full play to the effectiveness and role of English education and teaching.

2.3 Excessive examination orientation

In reality, grades have become the only standard for English education and teaching in higher vocational schools, which may adversely affect the quality of teaching. Only when students have good exam results, can they meet the graduation requirements. Such examination orientation will make students pay too much attention to their grades and reduce their real understanding of knowledge and ability. The goal of English education should be to promote the popularization of English and cultivate students' comprehensive language skills, so as to better adapt to future career development and international competition.

2.4 Insufficient discipline integration

There is often a lack of integration between the English education and teaching departments of higher vocational colleges and other majors, which may affect the communication and integration between English education and teaching and other majors. In

order to better meet the development needs of society, higher vocational colleges should pay more attention to the exchange and assistance between disciplines, constantly promote the interaction and integration of disciplines, and let more fields gather the strength of English education and teaching, and jointly create better education and teaching results.

3. Innovative Strategies for Higher Vocational English Education and Teaching in the New Media Era

In the era of new media, English education and teaching in higher vocational schools needs to face growing challenges. How to achieve innovation, create an education and teaching model that suits the characteristics of students and the trend of the times, and improve the quality and effectiveness of English education and teaching is an important issue of concern to higher vocational colleges.

3.1 Development and application of new technologies

With the rapid development of science and technology, we have entered an era of digitization and informatization, and new technologies have become an important driving force for the development of various industries. English education and teaching is no exception. New technology has become an important way to innovate education and teaching and improve learning effect. In higher vocational English education and teaching, the application of new technologies can solve the problems of insufficient teachers' resources and poor teaching effect, and provide students with more high-quality education and teaching services. Next, I will introduce several new technologies and applications in the teaching of higher vocational English education.

(1) Online courses and online learning have become an important part of English education and teaching in higher vocational schools. Through online courses and online learning, students can attend courses at home, which is convenient and fast without worrying about time and place restrictions. At the same time, online courses can also provide more educational resources, such as academic papers, English teaching videos, English textbooks to help students understand the content of the course and improve their learning effect.

(2) Artificial intelligence technology is also very popular in scoring in higher vocational English

education and teaching. Through natural language processing technology, students' answers can be converted into numbers, and then students' answers can be analyzed through artificial intelligence to help teachers quickly judge test scores and improve teaching efficiency. The application of this scoring technology can also maintain the fairness and accuracy of the scoring and avoid subjective scoring^[2].

(3) Multimedia textbooks are also an important part of English education and teaching in higher vocational education. Through multimedia textbooks, students can feel more vivid courses, thus improving students' learning effect. In addition, multimedia textbooks can also stimulate students' interest in learning English and improve their motivation, so as to make more efforts to learn English.

3.2 Strengthen English practice teaching

Practical English teaching is one of the most important components of English education and teaching in higher vocational colleges. The purpose is to enable students to better apply the English knowledge they have learned to solve practical problems. In higher vocational colleges, English practice teaching is very important, because students need to combine the theoretical knowledge they have learned with practical problems, so that they can better apply the knowledge they have learned to solve practical problems. The following are several ways to strengthen practical teaching in higher vocational English education:

(1) The practical application of educational teaching content is the primary goal of higher vocational English education teaching. Therefore, higher vocational colleges should pay attention to practical application in the teaching process, so that students can understand the practical application scenarios, usage methods, skills of the knowledge they have learned. In addition, teachers should also pay attention to and flexibly use the interdisciplinary, combine the teaching of English education with the practical application of the subject, and help students better understand the practical application of the knowledge they have learned.

(2) Practice and simulation are very important links in English education and teaching in higher vocational education. In the process of teaching practice, teachers can simulate the real environment and scene and provide more practical practical experience. For

example, students can naturally have access to English through activities in daily life, such as tourism, meals, *etc.*, and promote students' practical application of English. Teachers can also enhance students' language application ability by simulating English context, role-playing^[3].

(3) Organizing activities is a very important link in English education and teaching in higher vocational colleges. By participating in various English competitions, English corners, English salons, English evenings and other activities, students can get in touch with English more deeply. Through such activities, students can express their English thoughts and feelings more freely and improve their English level.

3.3 Emphasize individualized education

Individualized education is a very important hot spot and trend in the current education system at all levels. In higher vocational English teaching, it is also necessary to emphasize individualized education, because each student has different learning methods, learning time and learning effect. In order to better meet students' learning needs and improve students' learning efficiency, higher vocational colleges need to emphasize and practice individualized education. The following are the ways to emphasize individualized education in English education in higher vocational colleges:

(1) Individualized teaching content. Individualized teaching content is a very important part of English education in higher vocational colleges. Teachers can design teaching materials with different difficulties and styles according to the different needs of students, so as to meet the learning needs of each student. Not only that, teachers should also check students' grades and give feedback after class to ensure the improvement of students' learning effect.

(2) Individualization of teaching methods is a very important part of English teaching in higher vocational colleges. Teachers can use different teaching methods according to each student's class situation. For example, teachers let students adopt oral communication and group cooperation in English education and teaching, which can fully mobilize students' initiative and enthusiasm and improve students' learning efficiency^[4].

(3) Individualized examination methods. For English education and teaching in higher vocational colleges,

individualized education is also needed in examination. Teachers can provide students with English exams with different difficulties, and let students take exams suitable for their own abilities according to their own learning conditions, thus reducing students' test pressure. Not only that, teachers can also be personalized in examination evaluation and feedback, so that each student can get targeted learning feedback.

3.4 Strengthen interdisciplinary learning

For English teaching in higher vocational colleges, it is a very important task to strengthen interdisciplinary learning. In the current competitive social environment, more and more people begin to realize the importance of English education, and English education has become a compulsory course in all walks of life. Therefore, strengthening interdisciplinary learning can help students in higher vocational colleges better cope with the changes and challenges of social development. The following are several ways to strengthen interdisciplinary learning in English education and teaching in higher vocational colleges:

(1) Breaking down artificial barriers. In English teaching in higher vocational colleges, teachers can break the artificial barriers and strengthen cooperation and communication with other majors by weakening the boundaries between disciplines and majors. For example, teachers can let students participate in courses or experiments of different majors, and integrate interdisciplinary content and skills in the courses, so that students can deeply understand and experience knowledge in different fields.

(2) Offer interdisciplinary courses. Teachers can offer preparatory courses and course packages according to the English level and needs of students of different majors. Students choose courses voluntarily and communicate and study across majors, so as to expand students' knowledge and vision. At the same time, teachers can fully meet the English learning needs of different majors and students through multimedia technology, and improve students' English level and application ability^[5].

(3) Organize cross-disciplinary learning activities. Teachers can organize English learning activities with their counterparts in other majors to strengthen cooperation and communication among different majors. For example, teachers can organize various

English corners, lectures and other activities to provide students with more opportunities to learn English. At the same time, experts and teachers from different fields can be invited to give lectures to stimulate students' interest and enthusiasm.

(4) Carry out practical projects. Practical projects are also an effective way to promote interdisciplinary learning. Through interdisciplinary practical projects such as copyright translation, poster design and project planning, students of different majors can communicate and cooperate, deepen mutual understanding and communication, and improve students' comprehensive quality and practical ability.

Conclusion

With the rapid development of information technology in the new media era, English education and teaching in higher vocational colleges are constantly innovating and developing. In the process of innovation and exploration, it is necessary to strengthen personalized education, promote the interaction between teachers and students, and strengthen cross-disciplinary learning. Teachers and students should work together to create an equal, free and interactive learning environment, give full play to the advantages of digitization, informatization and networking, and make English education and teaching more active, active and flexible.

In the future, English education and teaching in higher vocational colleges need to be constantly explored and innovated. With the help of new media technology, teachers and students' English level and application ability will be improved in an all-round way, and more outstanding and international talents will be created.

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