College Teaching Model of English plus Major under the New Medium Circumstance

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Abstract

In recent years, English – the most common language in the world really matters under the influence of the rapid development of national economy and international status in China. Each university takes strong measures to meet the needs of this environment, especially some comprehensive universities and the universities with the superiority and characteristic discipline that set up a high standard for the students. Those universities deploy the major-plus-English teaching model, and new medium-network provides this teaching model a perfect stage. The characteristics of the teaching model "English plus Major" at partial universities under the circumstance of new medium-network are summarized in this article

Keywords

New Medium, Teaching Model, English Plus Major.

1. Introduction

In these universities, the college coursework of all the majors' includes basic English course, extensive reading course, listening course, oral English course, interpreting course, written translation course, and advanced English etc. Besides, there are a large amount of public optional courses and major elective courses that give the students a larger choice of courses. The bilingual teaching is carried out in many courses. However, the efficiency of the labor-teaching always seems barely satisfactory in these courses. Based on this teaching and economical social environment, new medium-network plays a crucial role, indeed.

2. The background of new medium

New medium refers to the current environment that everything can effect like media. In brief, new medium is a kind of environment. New medium includes all the digital forms of media: traditional media, internet media, mobile media, digital television, and digital magazines, etc. It is also a broad concept, making use of digital technology or network technology and offering the users information and recreation service through some channels like internet, broadband LAN, Wireless Communication Network, and satellite as well as some terminals, such as computer, mobile phone, and digital television. Strictly speaking, new medium should be called the digital new medium.

Technology gives the era the unprecedented competence--efficiency, smartness, and getting a world view. Tens of years ago, one who wanted to contact with relatives or friends had to write to each other. In the most cases, the letters would usually arrive in the several days or weeks, let alone internationally. Nevertheless, nowadays, the letters can be sent to another hemisphere in no time through click of mouse. A certain number of years ago, the only use of mobile phone was to call someone and make the conversations, and the appearance of phone was not pleasing at all. Yet, the phones have a great number of shapes and functions now. The little machine seems like a treasure

chest of functions. It is no exaggeration that the customers can get anything they want in it. The range could be from the snacks in the supermarket to the scenery of outer space. Years ago, the newspaper was the primary media to maintain the connection between people and the world, but hysteresis of print held back the horizon of people. However, at present, the latest information all over the world will be at hand as long as the users click slightly. The ideal that "glance the world without leaving home" has been realized. All the changes above benefit from the magnificent feat new medium. In other words, new medium changes the public's daily life completely, of course, including education, especially higher education that follows the course of time and is full of vigor. It is well known that MMLS(Multimedia Learning System) is a sort of effective multimedia teaching platform and it has become the essential mainstream equipment in the modern electronic classroom.[1]

3. The characteristics of the teaching model "English plus major" in universities under the circumstance of new medium-network

3.1 Creativity

In order to ensure the improvement of college English teaching based on the multimedia-network, information literacy of the teachers' impels modern information technology to provide college English teaching a language environment to be as real as possible, and teaching becomes the process of interaction between the teachers and the students or the human and the computers.[2] Apart from the traditional teaching, the teaching applied to new medium technology is more interesting, can supply various channels of information resource, and can impress the students from auditory and visual sense by the means of the multimedia network equipment that is together with the slide technique, the software in network teaching, film and television resources etc. Accordingly, the equipment realizes the rapid spread of information, transforms the traditional and dull learning content to the audiovisual and dynamic content, motivates the studying interest of the students' , and helps them have a grasp of knowledge as efficient as possible.[3] The traditional teaching model is too fixed to keep up with these avid and flexible students currently. Fortunately, the circumstance of new medium-network dismisses those shortages, offering the teaching model of higher education diversity and freedom. It breaks the thick limitation of human teaching and makes the perfect cooperation between human and the machine come true. The students absorb more complete professional skills through the new media and their English ability can be trained at the same time thanks to this technology. "Theory of Modern Education requires that the students' initiative in learning must be fully exploited, and the students' learning interest will be motivated by application of teaching technique, and the environment that the learners can participate in will be created with all the efforts so that knowledge imparting, intelligence developing, and quality cultivating can go hand in hand."[4] Because of eagerness and flexibility that the current college students have, new media converts the obscure abstract knowledge in some subjects into the images and the symbols that can be easy to understand. Moreover, it stimulates the students' imagination to a certain extent and encourages them to think more. The teaching model of new medium is much more creative than the traditional teaching model. The new one has the capacity to make the students bear in mind knowledge through stimulating sense organs. The outcome of the intellectual era must include the features of the era, meanwhile, it reflects the needs of the era. Nowadays, nothing can replace the status of English in international communication. In China, there is a growing greatly need for "English plus major" compound talents. The problem confronting the current higher education is cultivation of creativity and imagination. It is believed that innovation of new medium can make a fresh level of educating the talents of the model "English plus major" today.

3.2 Efficiency

New-medium network extends furthest the limited classroom time. The report in the United States Department of Education's *Supporting Educational Reform with Educational Technology*(1993) has

pinpointed that the core of the modern educational reform is transforming the passive learning of the students' to the engaged learning and making them study and accept the challenging learning tasks in the reality, and the fundamental objective of applying multimedia technology to education is to facilitate the teaching pattern to convert "passive" into "engaged".［5］The contemporary higher education system cannot be alive without new medium. For the students of science, new medium plays a really vital role in the laboratory experiments and charting. Also, for arts students, they can hardly study efficiently without the help of the self-learning environment created by new medium. Furthermore, in the process of learning, all the tasks ranging from the daily exercises to the thesis on graduation show the indispensable effect of new medium-network. This era is an information era, an era that stresses efficiency. Benefiting from this era, almost all of the citizens have their own smart phones and can meet their needs by making use of their phones freely. Years ago, the work that cost several hours before can be finished in a few minutes now. Consequently, the time saved could be used into study of knowledge. More importantly, new medium also provides the distance teaching and gets out of the bound of time and space. As the old saying goes: cater for all abilities. The teachers can never give targeted lessons one by one according to the unique aptitude of each student, so some students inevitably have a lower efficiency for learning. The good news is that the model of new medium-network could be set as different patterns for the individual differences of students and naturally makes learning effective. More knowledge will be obtained and more tasks will be finished in finite time through new medium-network. Why not enjoy doing it?

3.3 Authoritativeness and comprehensiveness of knowledge

Digestion of knowledge needs time, and digestion of false knowledge wastes time. In fact, the world of knowledge has been changing with each passing day, especially in science and engineering. The admitted deduction today may be totally negated in a couple of months. To be honest, statistically, the failure probability of machine is much lower than which of human. On the other hand, the arts subjects don't have the standard as precise as the science, but it is still necessary for the arts to own the most basic accuracy. No one can guarantee that he or she has the perfect memory, so it may be said that new medium-network serves the students the most powerful guarantee. There is no destination for pursuit of knowledge in the finite lifetime. Although the university teachers are broadly experienced, they still have the omissions in some fields of professional skills and English ability. However, new medium-network is totally different from the university teachers. The network can update the knowledge base and corpus in real time. For college teaching, the significance of initiative and activity the students obtain knowledge even exceeds knowledge itself, particularly for foreign language. The foreign language teaching differs from many other subjects' teaching, doesn't aim to impart knowledge, but lays emphasis on developing the students' ability of applying knowledge. Basically, studying of knowledge should be conscientiously implemented. In the traditional teaching methods "spoon-fed" "indoctrination", the direction of information flowing is just single, and the students' ways of study are very passive, so their study efficiency is rather poor.[6] A variety of massive open online courses (MOOCs) emerge as the times require in the modern environment of new medium. Last but not least, the students can also learn certain subjects smoothly through the applications in their own smart phones on the basis of their interests. Technology has made the world more close. Nothing is more urgent than getting the latest messages and meeting the needs of international community for the present-day college students.

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