The Practical Application of Jiangzhong English WeChat Official Account

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Abstract: The 21st century is the era of the rise of the Internet and the rapid development of globalization. In such an era, it is inevitable to combine English learning with the Internet. The WeChat official account platform, which emerges as the times require, is a typical representative. Learning by WeChat official account, it belongs to the category of "mobile learning". The WeChat official account of Jiangzhong English, through the carrier of WeChat official account, meets the English reading needs of users, provides personalized and diverse resources, trains students' English appreciation and creative ability, and improves college students' interest in learning English.

In the internet age, there are too many ways for people to access information. In the society where smart phones are popular, people can open mobile phones anytime, anywhere for learning and communicating. The mode of college students' learning has also been greatly impacted. Learning presents a situation of more abundant resources, more types and various forms. "Mobile learning ", a learning method, has also been greatly studied and developed in recent years. Under the background of "mobile learning ", "Jiangzhong English" WeChat official account which was created to go with the tide of historical development, through the development of this project, enhance Jiangzhong students' love of English learning.

1. Mobile Learning

Background. The study of Mobile Learning began in the United States. In 1994, Carnegie Mellon University launched a wireless infrastructure research project called Wireless Andrew, which focuses on students connecting wireless devices to achieve the goal of mobile learning on campus. China's Mobile Learning took place six years later. The report made by an Irish expert at a meeting of Chinese and foreign experts and scholars on the 40th anniversary of Shanghai TV University is thought to have opened up the study of "mobile learning" in China. "Mobile learning" means that, with the help of a mobile device, learning can take place at any time, anywhere. Mobile learning is carried out on the basis of digitization. Mobile learning is different from the traditional learning model, for learners do not have to be limited to the computer, the learning environment can be moved. Its implementation tools are generally small in shape, light in weight, wireless and mobile, and easy to be carried by learners. With the development of science and technology, mobile learning will become a new trend in the field of education in the future. The platform of WeChat official account provides the "place" of learning to the same extent, and the learning time and place are not restricted, which is very suitable for the characteristics of "mobile learning" in the network age. Therefore, I believes that in the future, the research and application of WeChat official account in college students will be greatly increased.

Action Research. WeChat official account is indeed very suitable for modern college students to learn. I also refers to some essays to better understand the application of WeChat official account in college students' learning. For example, in the Action Research of WeChat official account to assist
College English listening and speaking Learning, the author learned that WeChat official account provides English learning materials and information to users. When users feel that the content is very good, they will transpond in friend circle and browse many times. At the end of the first round of research, the researchers checked and filled the gaps. In the second round of tweets, more entertaining and interesting learning materials were added; the listening part was upgraded to make it more convenient for users to learn; listening training was added and the number of communication between teachers and students to understand the actual needs of students was increased. At the end of the second round, the reading volume was generally increased, and the teacher also responded messages in time, yet the oral version of the students still needs to be further optimized. Therefore, in the third round of research, the researchers focused on collecting and publishing information about oral practice. After three rounds of study, 5/6 of the class students' listening and oral English scores exceeded the average score of the course. The improvement of students' grades is not only through the study of WeChat official account, but also for other reasons. But this study does provide some information. WeChat official account is used as a tool for college students to learn English. Practice is the only criterion to test truth. In the future, I believe more practical researches will prove and promote the application of WeChat official account in learning.

2. Project Development

**Purpose of the Study.** This project takes English majors as the main body, based on WeChat platform, around English learning, regularly participating in English activities, publishing English messages and English learning and communication activities. On this basis, it focuses on cultivating students' English learning ability and creative ability, so as to improve students' humanistic literacy and innovative ability, as well as to promote the dissemination and communication of English.

**Project Characteristics.** The main feature of Jiangzhong English WeChat official account is that it is practice-oriented and learner-centered. First of all, practice-oriented: teachers choose typical practical projects and combine the basic knowledge of traditional Chinese medicine with English skills. Second, learner-centered: teachers encourage the organic integration of learners and help cultivate practical behavior. In class, the teacher is the client, he can submit the project, and ask for time, language and form, and then the learner should complete the project according to the requirements.

**Development Process.** Preparatory stage: Before the official establishment of WeChat official account of Jiangzhong English, the members of the project team conducted a lot of discussion and research to clarify the positioning of WeChat official account, audience group, tweets content and updating speed. At the same time, we had a lot of communication with teachers, widely listened to the advice of English teachers, and integrated suggestions. After that, we went to the library to look up materials and documents, and borrowed a large number of English-related books, such as poetry, novels, original English works and country profiles to enrich the content of tweets. Project team members surfed the Internet for the operation model of WeChat official account, the type of information and WeChat tweets. The project team members also conscientiously learn the method of operating the official account, and strive to be able to operate skillfully. Finally, a large number of Chinese and English related texts, audio, video and images are collected on the Internet, which will add interest to WeChat tweets. The addition of audio, video and image can enhance users' interest in WeChat tweets in Jiangzhong English official account. The above preparation has accumulated rich preliminary data for the development of Jiangzhong English official account.

**The Development Phase of Jiangzhong English Official Account.** The members of the project team first registered the WeChat official account, set up all parts of the platform, built the WeChat official account of "Jiangzhong English". Then we sorted out and edited the material, published the relevant text, images, audio and video and other material content, and regularly posted the article. In order to give users a practical sense of experience, we regard practicality as the core idea of developing public accounts so that learners can really learn the English knowledge they want and read WeChat tweets continuously. Users can search for past content in different sections by automatically replying and customizing menu functions to get what they want to know. The
category is divided into three sections: practical English, art world and campus life. Users can enter for query.

The next stage of the plan: After that, we will also carry out user research and consultation, optimize the design of the version, increase the content of interest to users, and combine the characteristics of our school-traditional Chinese medicine major. Project team members will continue to organize and post articles, poetry originality, and record poetry recitation related audio. With the help of the tutor, WeChat official account is applied to the classroom teaching of selected English and American Literature. Project team members will also carry out publicity activities to expand visibility and influence.

3. Optimization Design

**Problems.** WeChat tweets are not sent at a fixed time, which is not conducive to users developing the habit of reading WeChat tweets and resulting in a decline in the number of views of articles. WeChat tweets essentially are articles, and the form of WeChat tweets is actually very simple. Relying solely on content to attract users, which is difficult. The number of WeChat users is not very large, and some users just pay attention to WeChat tweets, that is, they do not read WeChat tweets seriously. The number of official accounts used in teachers' teaching is small, and it has not been used in teaching on a large scale.

**Subsequent Promotion.** The members of the project team will plan the official account in the long run. We will accurately group the articles scientifically, clarify the target audience, determine the pushing time of each issue of the articles, carefully consider each issue of tweets, avoid the text and knowledge errors in the tweets, post the content according to the English level of the target audience, and properly deal with the frequency and form of the tweets. Strengthen the cooperation of team members, promote exchanges between the two sides, improve the quality of WeChat official account tweets and use it in classroom teaching.

4. Conclusion

In the network age, the WeChat official account has a unique advantage in the dissemination of knowledge with its interactive, shareable and free features. In the background of the "mobile learning", the integration of learning and science technology should be the trend of the future. The Jianzhong English official account is gradually explored in this respect, and will need to keep trying in the future!

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