

## **A Study on College English Teaching Strategies in the We-Media Era**

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**Abstract:** With the continuous development of the information age, a variety of media applications have become very extensive in College English teaching. Massive information can be searched on the Internet through some media devices. In the We-Media Era, traditional teaching methods should be reversed and some innovative teaching strategies should be promoted, thus it has been paid much attention to in college English education system. This study introduces the characteristics of We-Media Era, and analyses the influence of We-Media on college English teaching. In the end, some innovative construction strategies of College English teaching in the era of We Media were put forward.

### **1. Introduction**

In the We-Media Era, many young people like to use We Media in their life, work and study, which is of great assistance to the information transmission and the solution of the problems. Wechat and microblog are the two most commonly used forms of We Media. With their unique characteristics, they have become almost irreplaceable communication software in the lives of young people. We Media has the advantages of low cost, high speed and synchronization, and has a certain degree of inclusiveness and diversity. Strengthening the application of We Media platform in the process of college English teaching can promote students' English learning methods and improve their English learning skills, which is of great practical significance to the improvement of students' comprehensive ability and quality.

### **2. "We Media"**

"We Media" was pointed out by American scholar Dan Gilmer in "we the media: Grassroots journalism, by the people, for the people". "We Media" is a way for ordinary citizens to exchange information and share news through modern technology. Generally, "We Media" includes wechat, microblog, app, etc. The rapid popularity of "We Media" has changed the way of traditional communication, and then affects people's lifestyle. Marshall McLuhan, a well-known foreign expert, said that "media is information". Under this background, College English classroom has become more open and connected through the network. In class, teachers and students use more modern Internet software such as wechat and QQ to communicate with each other. Homework, group discussion and data access can be easily completed. Therefore, new media teaching must be the mainstream English teaching mode in the future.

### **3. The Influence of We Media on College English Teaching**

#### **3.1. The Scope of College English Teaching Being Expanded**

With the application of We Media, the scope of college English teaching has been expanded. College students are facing more and more complex social environment, so they need to face the development of this society with an open attitude. With the continuous progress of internationalization, college students must learn to use English in their study. In the process of English learning, We Media is more and more in line with the characteristics of the information age. In the process of college English teaching, the application of We Media can help college students change their traditional learning ideas. Specifically, We Media can provide more learning

information for students, so that many problems appeared in the traditional teaching process can be solved. For example, in the traditional learning process, textbook resources are often relatively narrow, many students will only learn according to the syllabus and textbooks, with a narrow range of knowledge. Comparatively, through We Media, students can learn independently, obtain more information and knowledge, and can also use new media for learning, which has completely changed the traditional teaching mode and teaching concept.

### **3.2. College English Teaching Being More Interesting**

There are many types of We Media, such as blog, wechat, etc. The application of these media platforms makes English teaching more interesting. On the We Media platform, various media forms can coexist, such as voice, text, pictures, etc., which can appear at the same time, making college English classroom more interesting. Moreover, English course can pay more attention to practical training and guide students to practice and speak more. We Media technology provides a lot of convenience for students' listening and speaking practice. For example, students can have English dialogue with others through We Media platform, which is of great help to the improvement of students' oral and speaking English level.

### **3.3. Culture Transmission Being Intensified**

In the process of communication all over the world, English is the most widely used form. In the process of language communication in different countries, culture is an important foundation. There is a close relationship between language and culture. Language is the product of culture, and culture is the basis of language. The development of culture will affect language, and the application of language will also promote the communication between cultures. In fact, the process of college English teaching is also a process of cultural transmission, which is also a process of effective connection between western culture and Chinese culture. In the process of English teaching, the application of We Media can promote new ways of the spread of culture, create a better channel for college students' English learning, and improve learning efficiency and effect.

## **4. Innovative Construction Strategies of College English Teaching in the Era of We Media**

### **4.1. Changing Ideology**

In the era of We Media, the innovation of College English teaching requires colleges and universities to actively change their ideology, attach importance to the role of We Media in college English teaching, emphasize the principle of information dissemination of We Media, and strengthen the ideological guidance of College English teaching. Therefore, college English teaching should attach importance to the means of We Media, pay attention to the characteristics of We Media information dissemination, introduce We Media into English teaching properly, broaden the channels of students' English learning. Colleges and universities should strengthen students' understanding of We Media, actively publicize the advantages of We Media, encourage students to use We Media intuitively in their everyday life, broaden their horizons and cultivate their innovative consciousness.

#### **4.1.1. Integrating More English Teaching Resources**

Effective allocation of various software resources: For example, many We Media platforms in the current teaching process can be used as English teaching tools and software. For example, in the process of English education in a certain school, teachers use WeChat official account to design interesting pictures and sound messages, and periodically send them to students. Students can redistribute and transmit the contents of the official account and spread them to their friends, so that students of other majors, and even other schools, can also understand this. To Some extent, they truly realize the sharing of information resources. On the one hand, this teaching method has greatly mobilized the enthusiasm of students and improved their English application ability and practical ability; on the other hand, the relationship between teachers and students has also been well eased. Teachers and students do not have to be limited to the classroom, they can also achieve teaching by

chatting after class, which is an important practice under this teaching ideology.

Making selective use of We Media platform resources: it should be noted that due to different students' cognition of We Media platform, teachers should make selective use of We Media platform resources according to the actual situation of the whole class in the actual teaching process.

#### **4.1.2. Using We Media for Targeted Teaching**

For writing practice: In the process of classroom education, teachers can give students corresponding homework, such as allowing students to use various new media platforms for writing exercises after class, such as microblog, wechat, blog, etc., which can be used as platforms for students to write. Students can use the new media platform to form the habit of writing English diaries, so that they can cultivate their skills of language using and improve their English writing ability in daily life. In the process of writing ability training, students can query and learn words that they don't know, so keeping a diary is also an important way.

For listening and speaking practice: First of all, in the process of listening teaching, teachers can help students accumulate listening materials through We Media platform and various new media platforms, such as accumulating some listening materials from internet, or integrating some movie dialogues and songs together to form systematic listening materials, so that students can listen to various materials in the process of learning, so as to cultivate students' listening ability and gradually improve their listening ability. Another example can be some chat communication software as a tool for oral training, so that students can often use this software for oral practice. For example, teachers can strengthen the use of wechat with its communication function in chatting with classmates in English. At present, there are English versions of wechat, by which they can communicate with some foreigners through wechat as well, so as to improve their oral English.

#### **4.2. Strengthening Teachers' Learning and Training**

In the era of We Media, college English teaching has higher requirements for teachers. Colleges and universities should pay attention to teachers' teaching requirements under We Media and strengthen teachers' learning and training. College English teachers should know how to search information and integrate information, so as to enrich the teaching content. Therefore, colleges and universities should constantly improve English teachers' media literacy and enhance their information sensitivity. Cooperative teaching is an important way in We Media era. Colleges and universities should pay attention to the cultivation of English teachers' cooperative ability, encourage English teachers to actively communicate with other teachers in teaching and exchange knowledge, then learn from other teachers' excellent experience in English teaching, so that English teachers can constantly improve themselves in the process of cooperation.

#### **4.3. Improving Teachers' Teaching Ability, Enhancing Interaction**

In the process of communication all over the world, English is the most widely used form. In the process of language communication in different countries, culture is an important foundation. There is a close relationship between language and culture. Language is the product of culture, and culture is the basis of language. The development of culture will affect language, and the application of language will also promote the communication between cultures. In fact, the process of college English teaching is also a process of cultural transmission, which is also a process of effective connection between western culture and Chinese culture. In the process of English teaching, the application of We Media can promote new ways of the spread of culture, create a better channel for college students' English learning, and improve learning efficiency and effect.

##### **4.3.1. Improving Teachers' Teaching Ability**

In the era of We Media, colleges have higher requirements for teachers' teaching ability. Colleges and universities should organize English teachers to learn new English teaching methods and models under the new curriculum reform, make up for the shortcomings of traditional English classroom teaching, and improve the overall quality of teaching.

Colleges and universities also should pay attention to the cultivation of English teachers' ability

to collect and sort out teaching resources under the background of We Media, strengthen the development and education of teachers' information resources, encourage English teachers to collect education resources by various We Media platform, and improve the utilization efficiency of English education resources. Colleges and universities should constantly improve the ability of English teachers to research and write textbooks, organize teachers to write new English textbooks according to the resources in the We Media platform, update the contents of English textbooks, and make their teaching conform to the development of We Media.

#### **4.3.2. Enhancing Interaction**

It is an effective way to improve the quality of English teaching by carrying out teaching interaction. Colleges and universities should guide English teachers to abandon the indoctrination mode of teaching, carry out heuristic classroom discussion, strengthen the knowledge exchange between English teachers and students, and encourage students' discussion participation, so that students can understand the ideas of teachers or other students in the process of interaction, and learn the scientific learning methods and experience of other students. Colleges and universities should attach importance to the real-time, interactive and cohesive nature of We Media communication, and strengthen the application of We Media platform in English teaching.

At the same time, colleges and universities should strengthen the stickiness of English teaching to students, choose the content that students are more interested in, adopt advanced methods such as multimedia teaching and situational teaching to add the attraction of English to students, improve students' initiative to English learning, and stimulate their learning enthusiasm.

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