

# College English Teaching Reform in the Era of Micro Media

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**Abstract:** *English teaching in colleges and universities is facing the situation of reform and innovation in the current era. the traditional teaching mode can no longer fit the actual situation of English teaching in colleges and universities. Therefore, the teaching mode needs to be optimized and innovated. Under the background of new era, all kinds of micro media came into the eyes of people, such as micro movie, weibo, WeChat etc, in college English teaching, can draw lessons from the media on the characteristics and advantages of teaching model reform, and helps to improve the efficiency of English teaching, micro media era is based on the present college English teaching reform has carried on the simple analysis.*

**Keywords:** Micro-Media; College English Teaching; Reform Strategy.

## 1. INTRODUCTION

At present, in the era of big data, micro-media, as a product of the new era, mainly emerged with the rapid development of the Internet, to help human express micro- things, such as Weibo and wechat, etc., expand human vision and circle of friends, and meet their own needs. However, with the development of society, micro-media has become an indispensable part, which facilitates People's Daily life and work, helps them reasonably allocate time and do some meaningful things. At the same time, micro-media also brings a good opportunity to the reform of English teaching in colleges and universities, and provides greater convenience for teachers to take advantage of the advantages of micro-media to reform the classroom and provide better service for English teaching, so as to achieve the teaching objectives quickly, improve the quality of English teaching and achieve the desired effect.

## 2. PROBLEMS EXISTING IN ENGLISH TEACHING IN COLLEGES AND UNIVERSITIES

### 2.1 Students' learning style is relatively single

Based on the current situation, most colleges and universities still use traditional teaching methods in English teaching, that is, lecturing and instillation, which to a great extent affects students' learning and makes them gradually rely on teachers, greatly reducing the quality of learning. At present, although the colleges and universities have gradually realized the importance of multimedia teaching, but also simply use some PPT courseware for teaching, not dig up the "truth" of multimedia teaching, cause student's study way, can record through class notes explains the contents of teachers, and then use rote learning method to consolidate, It cannot be used flexibly [1]. In addition, this approach also reduces students' learning enthusiasm and efficiency to a certain extent, and some students even regard cet-4, CET-6 and the final exam as learning objectives, which makes it difficult to master English knowledge in a real sense and can not be well used.

### 2.2 Students' learning initiative and enthusiasm are not high

Due to the influence of exam-oriented education, teachers only explain knowledge in class, ignoring the exchange and communication with students, so that they are in a passive learning environment for a long time, seldom actively participate in classroom activities, as time goes by, students will be distracted, so that the class becomes boring. Moreover, with the widespread popularity of the Internet and smart phones, most students only play mobile phones, chat and even sleep in class, resulting in the classroom becoming more and more unruly, not only hindered the progress of teaching, but also affected the quality of teaching. In addition, college English teaching to a certain extent, constrained by the syllabus, teachers are forced to pursue progress in limited teaching time, comprehensive care of the students' learning situation and demand, coupled with little communication between teachers and students, eventually leading to students unable to form the good habit of autonomous learning, hindered the development of the future.

### 2.3 Teachers' guidance is not in place

At present, the lack of English learning environment, and some universities also didn't work out perfect English teaching plan, according to the failure to achieve a teacher can depend on, only in its own way to teach classes, mostly in the form of an oral present "our country style English", it is difficult to attract students' attention, make the classroom atmosphere is becoming more and more boring. In addition, although teachers have found this situation, but failed to correct it in time, continue to let students "presumptuous", seriously affecting the promotion and training of students' innovative practice ability. In addition, in recent years, although the scope of the enrollment of colleges and universities has been expanded, but without the introduction of a large number of professional English teachers, it is to a certain extent, increase the teachers' workload and pressure, make its have no spare energy to better guide the student to study, causes student's study direction gradually "derailed", affect the future development road.

## 3. REFORM AND PRACTICE STRATEGIES OF COLLEGE ENGLISH TEACHING IN THE ERA OF MICRO MEDIA

### 3.1 Actively provide personalized English learning guidance

In view of the above situation, schools must actively make reforms to change the current teaching methods and learning environment, because there are great differences among students, and English foundation, learning habits and learning goals are different, so the foundation and needs for English learning are different. Based on this, schools should grasp the differences and personalized needs of students and provide students with personalized English learning guidance by taking advantage of the interactive advantages of micro-media to help them master more key knowledge in learning and develop toward personalized development. In addition, teachers should comprehensively understand the actual learning situation of students, formulate reasonable teaching plans, and push relevant English learning methods to students at different levels with the help of wechat group and QQ group carriers, so that they can master and flexibly apply them to English learning, which can not only improve their own ability, but also improve learning efficiency. In addition, teachers can also download some teaching resources from the Internet, sort them out according to students' learning, and release them to students regularly so that they can carry out targeted learning and increase their knowledge base [2].

### 3.2 Use micro-media to share English teaching resources

In English teaching in colleges and universities have a long way to go to work, with the development of the micro media era, the English teaching work to pay attention to build perfect English teaching resources, such as first of all should attach importance to apply micro media powerful real-time and interactive features, from the perspective of students' actual more targeted for its collection and application of teaching resources, to build more enrichment, diversification of English repository, And students can check all kinds of teaching resources in the resource bank by themselves; Secondly, in order to further improve the quality of teaching resources and play its role, we can also strengthen the cooperation with other universities to realize the sharing and construction of teaching resources.

### 3.3 Use micro-media to create a good English learning environment

With the development of society, our country has entered the information age. the emergence of all kinds of new technologies has provided great convenience to the daily life and work of human beings and improved the economic benefits of society. As a product of the new era, micro-media can make English teaching more vivid and vivid with videos, pictures, texts and other expressions. Meanwhile, it can shorten the distance between teachers and students, better attract students' attention and improve the classroom atmosphere. In addition, teachers can use WeChat, QQ, weibo and so on some platform advantages to students to release task, and to guide the student to study on these platforms, let the students to express their own learning needs and experience, and inspire their love of learning English, better into the study, so as to cultivate good study habits and interest.

## 4. CONCLUSION

In the age of micro media, English teaching in colleges and universities is becoming more and more onerous and tedious. Conventional teaching methods and teaching modes have been unable to achieve high teaching efficiency,

and students' learning enthusiasm is relatively low. By teaching mode applied in micro media can further improve the quality of teaching in English teaching in colleges and universities, in this paper is simple analyses the application of micro media in college English teaching reform, at the same time put forward by micro media provides students with personalized learning English, the creation of teaching resource and build a good learning environment, hope to provide help to college English teaching reform.

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