Study on the Application of New Media Technology in the Teaching of Higher Education

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Abstract

With the continuous development of social productive forces and information technology, new media technology has popularized and developed among people's life, and based on the background of new media, education sector in our country brings forward the "Internet + Education" development strategy, which is not only the new requirements on talents by the social development, but also the inevitable development trend of reform on education in our country. The Study shall aim at the application principle of new media technology and application approach in higher education, wherein, mainly involve the study methods of documentation and investigation, dedicating to promoting the mature application of new media technology in higher education and the reform and development of education in our country.

Keywords: New Media Technology, Higher Education, Objective of the Study, Research Approach.

1. OVERVIEW OF THE STUDY

1.1 Background

The application of new media technology in higher education is not only the development demands of the status quo of the education at the present stage, but also the inevitable requirement of era development and science & technology reform. Higher education is the important stage for social development and talent cultivation, therefore, it's required to comply with the demands of era development on talents' capability and accurately master the practical questions and required changes brought forward by era development, meanwhile, it's also the basis of the reform on education cause in our country. At the present stage, new media technology has become an important era proposition influencing the social cultural exchange and transmission and social life & production methods. The report of People's Daily shows that among the academic hot news topics in the year of 2015, new media and social influence it generated is at the top of the list (Xing, 2015). People commonly praise that the development and reform of the society can't be realized without the mature development of new media technology, meanwhile, the wide application of new media technology in all sectors has a deep influence on the cognitive structure of the audience in the society and the development of cultural value of the youth, and however, a further in-depth study on the practical application of new media technology in higher education is required. The emerging of new media technology also makes the transmission and development of information resources feature more diversification, digitizing, mobilization and networking, and it plays an important promoting function on the development of human civilization and reform and development of social production and life, which changes the human's communication and exchange methods, and influences the social relationship and social structure. Although higher education in our country has driven to maturity stage after experiencing several decades' development, the reform and development of the society also brings forward higher requirements on education field, and new media technology is pressed for being applied in education field (Kang, 2015). Through the application of new media technology, promote the reform and innovation of subjects of education, educational mode and concept, and education carrier and process, etc. in higher education, so as to adapt to the development pace of the time.

1.2 Literature review

The concept of new media is firstly brought forward by P. Goldmark, the dean of Columbia Broadcasting & TV Technology Research Institute in America in 1967, and comparing with the traditional media means, new media technology features timeliness and convenience and the change and development from letters and newspapers to e-mail and mobile media embody the development trend of social economic level and technological level, meanwhile, new media technology is also accompanied the characteristics of openness, virtuality and
dangerousness, and their convenience and diversification help it acquire the strong dependency and favorable impression by the people, especially the undergraduates of the present stage (Gao, 2016). The internet platform of new media technology helps undergraduates break through the limitation of the time and location of the study, and they may conduct online study, personal exchange and express their own thoughts and feelings through internet platform.

Marshall McLuhan has definitely expressed in his book titled *Understanding Media: The Extensions of Man* that media is not only the transmission of messages, but also the embodying of the combination of human's physical power and brains and science & technology (Pan, 2014). In addition, it forecasts that the development of electronic media may turn the world into a global village with shorter sense of distance. Article in American magazine *Wired* defines new media as the transmission between two persons throughout the world in the form of all persons to all persons. American artist Liv·Manovich once brought forward that new media technology is the modularized, automatic and encoding transformation of digitals, and the overall trend of the society toward media, ultra-space and openness, therefore, in some sense, the study on new media technology should include two fields, new media technology of consciousness and application field of new media technology (Huang and Qiu, 2014).

2. MAJOR CHARACTERISTICS OF NEW MEDIA TECHNOLOGY

2.1 Diversification

In traditional higher education mode, students passively accept the education, and the students' subject position is difficult to be realized under the mode with teachers talking and students listening. However, with the continuous development and popularization of social economy and information technology, higher education may enrich the teaching means and teaching content by adopting new media technology. Firstly, new media technology features diversified characteristics, and new media technology, with multimedia teaching as the example, may present the knowledge learned through text, video, audio or pictures, even the combination of these forms (Hui et al, 2014). In addition, the emerging of new media will make the arrangement of teaching content not be limited to the time or location, and vividly present the teaching content at class in details may stimulate the students' learning interests and initiative, and accordingly improve the efficiency and quality of higher education.

2.2 Strong interactivity between teachers and students

The emerging of new media technology facilitates the exchange and communication among the people, and the combined application of new media technology in higher education increase the interaction between teachers and students, which practically and effectively improves the relationship and communication, and the interaction between the teachers and students as well, helping the teachers and students establish a good and intimate relationship. Secondly, through new media technology, every one may receive and release messages through an open network space, and therefore the messages feature better timeliness (Fu, 2014). Teachers may find the problems and difficulties according to the students' questions and feedback, and accordingly improve and complete the teaching mode, so as to improve the level and quality of higher education and promote the students' overall and balanced development.

2.3 Abundant information resources

The popularization and development of new media technology can't be realized without the technical support of big data and cloud computing, and it also diversifies the forms and contents of information resources acquired by the people. Teachers in colleges and universities may apply the collection, storage, retrieval and query functions, etc. related to the information through new media technology, and according to the teaching target, communicate timely with the students via new media technology, E.g. WeChat group, QQ group, and other communication platforms under new media technology are beneficial for the sharing of social resources and educational resources. Meanwhile, the change of education methods under new media technology complies with the psychological characteristics of undergraduates and their strong desire for knowledge, and it may accordingly promote the reform and innovation and rapid development of education cause in our country (Pang et al, 2014).
3. STUDY ON THE APPLICATION OF NEW MEDIA TECHNOLOGY IN THE TEACHING OF HIGHER EDUCATION

3.1 Objective of the study

The major objective of the Study is based on innovation study on the influence of new media technology's development on the development of higher education, and accordingly opens the new situation of reform and development of education in colleges and universities and increases the efficiency and quality of higher education. The objective consists of three aspects, firstly, exploring the concept of higher education under the time of new media technology, offering theoretical preparation for application study. Secondly, the study status of contemporary undergraduates by applying new media technology and the influence of new media technology on undergraduates' living and study. Thirdly, searching the breakthrough and innovation methods by combining the reality of higher education of the undergraduates under the time of new media technology, and accordingly completely optimizing the reform and development of education content (Wang, 2012). Therefore, in consideration of the development status of higher education at the present stage and the condition of the mode of thinking, it requires to completely carry out the new media technology in education field, and the colleges and universities shall positively explore the specific road for the combination of education method and new media, so as to try to establish the development mode featuring resource sharing and practical education.

3.2 Thought and methods of the study

3.2.1 The thought of settling the higher educational problems under new media technology

The first is the transforming of the mode of thinking of higher education under the time of new media; the second is to transfer and reassign the speaking right of higher education in new media times; the third is to adapt to and skillfully master the optimization of content and structure of new media technology in higher education; the last is the mode construction of higher education in the time of new media.

3.2.2 Methods of the study

In this study will apply the methods of documentation, i.e. search and collect the theoretical intelligence through abundant newspaper and books and periodicals and network platforms, and conduct creative study by applying analysis on content. The second method is social investigation method, i.e. through the methods of questionnaires and surveys, etc., collect the data about students' attitudes towards the application of new media technology in teaching and some opinions and suggestions, and understand the students' ideological situation and hobbies and interests, so as to produce the suitable and novel teaching mode (Yu, 2012). The third method is comparative study method, explain the mode of thinking and demands of the study subject through contextual model, guaranteeing the accuracy of the results.

3.3 Process of the Study

According to the characteristic definition of new media technology, and with the new requirements of social development at the present stage on higher education as the objective of the study, analyze the influence of new media technology on higher education through social investigation methods, wherein, the analysis subjects contain three subjects, i.e. higher education environment, undergraduates and educators. Analyze the specific factors generated from the influence of new media technology on higher education through documentation methods, e.g. single and closed mode of thinking results in the problem of timeliness in higher education; the serious lagging of word spreading results in the poor effectiveness of communication in higher education; current form and concept result in the poor overall efficiency of higher education (Mou, 2012). Therefore, the application of new media technology in higher education is required to combine the theory and the practice, and through boundary-crossing integration, realize the boundary-crossing exchange and combination of learning resources among all educational organizations and departments, and the boundary-crossing integration and combination among educational subjects as well. Colleges and universities are required to supervise and urge the application of new media technology by teachers, guarantee the complete application of new media technology, especially before the class, students may prepare lessons before class and review lessons through online study platform, such as MOOC education, Micro-class education, etc. Through the application of new media technology at class, the classroom teaching becomes more interesting, and students may easily understand the lessons, i.e. the application of multimedia teaching means may ignite the students' thirst for knowledge and study interests by combining the
audio, video or pictures and texts with knowledge points, and accordingly improve the teaching efficiency of the classroom. The last is post-class stage, and teachers may supervise the students' study through the convenient exchange and communication methods at present, and timely settle the problems the students encounter during the study; teachers may utilize multimedia technology to shorten the key knowledge into a simple and short video and upload the video to online study platform for students to study independently after class (Liu, 2014).

Figure 1. A Diagram of an Online Learning Platform

3.4 Conclusion of the Study

Through the analysis on the application characteristics of new media technology in higher education, we may conclude that the application of new media technology in education field has a good development prospect and huge development space, therefore, education department and leaders of colleges and universities are required to lay emphasis on the application and standardization of new media technology, making higher education be more targeted and effective (Shao, 2014). Meanwhile, teachers are required to pay attention to the sense of propriety when applying new media technology into teaching, avoiding the independency of teachers and students on multimedia teaching methods. Teachers are required to improve their own capability in applying new media technology, realizing the perfect combination and organic unification of new media technology and teaching in higher education (Liu, 2015).

4. COMPLIMENTARY CLOSE

With the raising of "Internet + Education" development strategy in our country, new media technology is widely applied and popularized in higher education. Higher education under new media technology is facing both the development opportunity and the challenges accompanied, therefore, higher education is required to do well with the arrange and planning of the work, grasping the opportunity and greeting the challenge. Firstly, the application and development of new media technology may help higher education realize the innovative development of teaching methods and concept, and accordingly improve the efficiency and quality of the teaching. However, the application of new media technology has a higher requirement on the teachers and may easily result in the independency, therefore, the application force and degree are very important (Li, 2017). The combination and unification of new media technology and teaching in higher education are the inevitable requirement of social development, and the inevitable trend of education reform as well, and colleges and universities are required to do well in education, trying to cultivate high-quality comprehensive talents, and guarantee the talents provision for the development of socialist cause of our country.

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