

# The Innovation and Practice of Chinese Teaching Methods in Higher Vocational Education under the Background of New Media

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**Keywords:** New media, Higher vocational, Chinese teaching, Teaching methods, Innovation and Practice.

**Abstract:** Along with the rapid development of information technology, various new technologies are widely used in Chinese teaching, adding a touch of fresh vitality to the development of teaching. The strong Abstraction is the characteristics of the Chinese language subject, coupled with a large number of figures and concepts, will directly affect the students' confidence in learning this subject. Integrating new media with higher vocational Chinese teaching is an inevitable trend of the future development of this subject. Teachers should change traditional teaching concepts, use modern teaching methods to innovate teaching methods, and present Abstract knowledge points more intuitively for students. In order to enhance students' interest in learning this subject and improve the quality of Chinese teaching.

## 1. Introduction

The integration of new media technology and higher vocational language courses plays a key role in promoting the improvement of composition teaching. How to give full play to the advantages of new media in all aspects of composition teaching, in order to further broaden the horizons of higher vocational students, construct essay class in a new way, enhance the consciousness and agility of higher vocational students, and develop higher vocational students writing practice ability. The standard of Chinese language courses in higher vocational education clearly states that Chinese teaching should be oriented towards the modernization of teaching mode, constructing an essay class with open resources and energetic curriculum, and paying attention to the cultivation of practical literacy. It can be seen that in composition teaching, we should study the entry point of new media technology in composition teaching, give play to the educational role of new media, develop high-level Chinese writing resources, and exercise the imagination and creative quality of vocational students [1]. It has become the central task of the in-depth study and thinking of the current Chinese teachers when preparing for classes.

## 2. Deficiencies in Chinese teaching in higher vocational colleges

### 2.1 Teaching concept is backward

Throughout the current situation of higher vocational Chinese teaching, some Chinese teachers are accustomed to continue the traditional teaching methods, adopting the cramming teaching method to teach, and do not consider the students' acceptability and actual needs, resulting in the final teaching effect is not ideal [1]. Under such teaching methods, some students are prone to inert thinking, thinking according to the questions raised by teachers, lacking the ability of independent inquiry and cooperation and communication. In addition, the subject of language has a strong Abstraction, students can only understand some simple and intuitive practical problems, and when it encounters relatively complicated language problems, it will not be able to start, affecting the later learning and development.

## **2.2 Some students have poor language foundation**

The enrollment scope of higher vocational colleges is generally very wide, there are some enrolled students and some single enrollment students. Under these circumstances, there will be a wide gap between the students' foundations. Moreover, there will be cases where some students have poor learning ability and poor logical thinking ability. There are also some colleges that focus only on cultivating students' practice and operation, ignoring language learning, and not allowing students to relate language to the actual subject [2]. These phenomena are the reasons why there is no way for higher vocational languages to achieve good results in teaching.

## **2.3 The teaching method of Chinese is relatively old**

Because colleges and universities have great differences with undergraduate colleges and universities, in terms of education and teaching, teachers have always chosen the teaching methods that can be accepted and applied by higher vocational students. However, for a long time, many high-level teachers have been influenced by the teaching mode of undergraduate Chinese. The old teaching methods used in the classroom teaching of higher vocational language have forcibly entrusted knowledge to higher vocational students [2]. This is why teachers do not fully understand the orientation of higher vocational Chinese in learning. In terms of the use of teaching methods, although most teachers can use multimedia to assist in teaching, but the way of using it is rigid and inflexible, it will only stay in the courseware display, ignoring a lot of teaching aids. The software did not notice the communication and interaction with the students, which made the students unable to accept the knowledge well and could not be interested in the study of the language.

## **2.4 Lack of study skills**

The strong Abstraction is the unique feature of the Chinese language. Some students in the higher vocational stage feel very difficult when they study the subject of Chinese. The final test results are not satisfactory. The reasons for this problem include teaching methods. Students also have problems with themselves. Students in the higher vocational stage are difficult to adapt in a short period of time due to their heavy academics. They need to be fully engaged. In the subconscious of students, learning is more like a stressful task. In addition, some teachers lack effective teaching methods when they carry out teaching activities, so that students have not mastered the skills of learning Chinese, and they are confused in the process of doing the exercises, and the learning efficiency is not high [3].

## **3. New media marketing approach**

Due to the many advantages of new media, applying it to the language teaching of higher vocational colleges will also change the traditional teaching mode and inject fresh vitality into Chinese teaching [3]. The following will specifically discuss the opportunities that new media bring to the language teaching of higher vocational colleges.

### **3.1 Enrich classroom content**

Integrating new media into the language teaching of higher vocational colleges, it can integrate all kinds of popular news information into the Chinese classroom according to the students' actual preferences, expand the knowledge of students and stimulate students' enthusiasm for learning. In addition, with the new media, you can choose a network culture that promotes Chinese teaching, allowing students to reach out to more literati and anecdotes, and extract spiritual connotations from them, so as to achieve the purpose of cultivating students' humanistic qualities, and build a cultural atmosphere for students [3].

### **3.2 Expanding teaching channels**

Applying new media technology in the process of higher vocational Chinese teaching can break the limitation of time and space of traditional teaching mode, fully highlight the effectiveness and sharing of teaching resources, and change the information resources in the higher vocational Chinese

classroom teaching. One deficiency, according to the teaching content, provides a large number of teaching cases for the society, and enriches the students' language thinking mode [2]. For example, through the application of multimedia, language teachers integrate language knowledge with online pictures, videos and other content, which not only attracts students' attention, but also enriches the classroom content and comprehensively improves teaching efficiency. Or use multimedia platforms, such as WeChat, qq, etc., to achieve real-time online interaction between teachers and students. Students use the platform to ask teachers for doubts in learning. Teachers answer online, which narrows the distance between teachers and students. Students' language learning ability.

### **3.3 Optimized teaching method**

Along with the continuous reform and deepening of the education system, it is difficult to meet the needs of current students' development, and it has certain limitations in time and space, and even affects the enthusiasm of students in learning Chinese. Rational application of new media technologies, strengthening the interaction between teachers and students, changing the shortcomings in the past teaching process, and laying a solid foundation for students' future learning [4].

## **4. Innovation of new media innovation in Chinese teaching methods of higher vocational education**

### **4.1 Optimize the language teaching process**

Under the influence of the nature of the language, teachers and students should give full play to their creative thinking and discover the mysteries in the process of mutual communication and exploration. In the teaching activities of the weekdays, teachers strengthen exchanges and interactions with students, understand what students think and think, cultivate students' imagination and exploration ability, and jointly discover the mysteries of the language. In this process, let students understand the research and exploratory characteristics of the language and improve the students' imagination [4]. The high-level Chinese textbook contains a large number of three-dimensional graphics. In order to cultivate students' sense of three-dimensionality and space, the design of dynamic graphics provides students with intuitive observation and cultivates students' imagination.

### **4.2 Innovative Chinese teaching method**

The current Chinese teaching methods should keep pace with the development of the times, fully highlight the advantages of modern teaching technology, and present Abstract knowledge points to students more intuitively. In addition, changing the traditional teaching concept and innovating the teaching methods can be reasonably grouped according to the actual situation of the students [5]. The students in the group exchange and discuss each other, break through the difficulties of the student language and improve the students' interest and participation. Improve the quality of teaching and the efficiency of student learning.

### **4.3 Enrich Chinese language content**

In the context of new media, higher vocational Chinese teachers should fully highlight the advantages of new media, stimulate students from the aspects of hearing and vision, and combine with classroom teaching content to provide students with vivid teaching situations and guide students to participate in classroom teaching [5]. Among them, enhance students' initiative in learning this subject, improve the quality of classroom teaching, and deepen students' understanding of language knowledge. The development of courseware according to the content of the teaching, to create a harmonious learning environment for students, can not only improve students' interest in learning this subject, but also ensure the effectiveness of Chinese teaching.

## **5. Practice of upgrading Chinese teaching mode in higher vocational colleges under the background of new media**

### **5.1 Focus on the diversity of language content**

In order to fully integrate the new media into the higher vocational colleges, in the actual language teaching, teachers need to pay attention to the corresponding expansion of knowledge. That is to say, based on Chinese textbooks, to join the hot topic of the Internet, while extending the knowledge of the classroom, the distance between the Chinese and the students is brought closer, so that the students are more willing to accept the knowledge in the Chinese textbooks, and learn to contact the reality and comprehensively analyze the language topics. . It should be noted here that when teachers join the popular online literature, they need to pay attention to the connection between them and Chinese textbooks [6]. They can't be separated from the original meaning of Chinese teaching. The online news introduced by teachers must be intrinsically linked with the majors of higher vocational colleges, so as to enhance the effectiveness of Chinese teaching and truly cultivate students' language literacy [7]. Because in higher vocational colleges, the professional knowledge of different professional students is different. That is to say, in the language teaching of teachers, teachers should also appropriately integrate literary knowledge according to the professional characteristics of vocational students.

### **5.2 The integration of multimedia**

Teachers in higher vocational colleges can use multimedia to innovate traditional teaching methods and enhance classroom vitality. Nowadays, it is an information age. People use the Internet and smart phones to obtain all kinds of information. The integration of new media has changed people's way of life and revolutionized the general direction of social development. The application of multimedia in the language teaching of higher vocational colleges has also become the trend of the times. Chinese teachers can use multimedia to enrich traditional single language teaching. In today's Chinese language classroom, multimedia videos, audio and pictures are flooded [7]. On the basis of enriching classroom content, students' enthusiasm for learning is mobilized, so that they can follow teachers more actively. To acquire Chinese knowledge, deepen its understanding of Chinese, and improve students' language literacy.

### **5.3 Since the media has joined**

Teachers can integrate self-media into classroom teaching, thus enhancing the fun of Chinese teaching. The self-media platform mainly includes online communities such as blogs, Weibo, WeChat, Baidu official post bars, forums, and BBS. Among the above self-media platforms, the most widely used ones are from the QQ group, the WeChat circle and the public number [6]. On the basis of classroom teaching, teachers need to make full use of the above platform to complete auxiliary teaching. That is to say, the language teachers use the WeChat and QQ to establish group chats, and then upload the articles that need students' self-study to the group. Students can download and complete the self-study exercises of the articles. After that, teachers can organize students to share after reading in group chat [7]. Students can express their understanding of the article and interact with teachers and classmates to deepen students' cognition of the article.

### **5.4 Set up online classroom teaching**

Due to the constraints of classroom teaching time, number of people, classrooms, etc., the efficiency and effectiveness of classroom teaching in higher vocational languages is difficult to be effectively improved. Under such circumstances, if you want to improve the efficiency of teaching, you can use the Internet for online teaching. That is to say, the teacher can record the teaching video in advance, and then upload it to the class group by using the Internet [8]. The student can download the file anytime and anywhere, enhance the convenience of knowledge acquisition, and improve the learning efficiency.

### **5.5 Transforming the assessment mechanism of Chinese teaching in higher vocational colleges**

The traditional high-level language test focuses on the assessment of students' writing ability and reading ability, ignoring the assessment of other links. Some high-level students do not study in their lives, and they can pass the exam smoothly at the end of the period. In order to improve the quality of Chinese teaching in higher vocational schools, it is necessary to reform the language assessment methods for higher vocational education and adopt a diversified assessment mechanism. The content of the assessment mainly includes: usual grades, including written assignments, post-reading feelings and related discussions, and the above tasks are all completed by the media; online learning results, including the hours of the class and the questions answered in the classroom; the final exam [8]. The test can also use the corresponding test software to complete the online test.

### **6. Summary**

In summary, the application of new media technology in the process of higher vocational Chinese teaching can cultivate students' interest in learning this subject, give full play to the subjective initiative of students' learning, and effectively improve the teaching level. Teachers should pay attention to its application. In the process of this new technology, teachers should correctly position them, and combine them with traditional teaching methods in the process of use to ensure the best teaching results.

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