Original Paper

Discussion on English Cultural Communication and English Teaching in the New Media Environment

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Abstract

As a global language, English has become the main foreign language teaching choice in all countries. After decades, great progress has been made in English teaching in China. English has not only been popularized, but also a large number of English professionals from various industries have been trained. In the new media environment, in order to better improve the quality of English teaching, teachers should pay attention to the integration of English culture and teaching content when teaching English. By analyzing the characteristics of English teaching in the new media environment, this paper puts forward the relationship between English cultural exchange and English teaching, and puts forward strategies.

Keywords

new media, English cultural communication, English education

I. Introduction

With the development of information technology, new media has become an important channel for information dissemination. With the development and optimization of the Internet, new media is rapidly commercialized, which has a huge impact on traditional media. In the new media environment, cross-language cultural content is also being spread in the form of video and words. As the world's common language, under the new media environment of the Internet, the spread of English cultural content becomes more intensive and extensive. As the concentrated users of the Internet, young students are naturally interested in the English language and culture. It is a very effective way to improve the level of English teaching content by using this new media and network culture to promote college English teaching. However, in the spread of English culture and language on the Internet, in addition to effectively promoting English teaching, we should also pay attention to the protection of our national culture, strengthen the screening of English cultural content, and ensure that the English

cultural content spread by new media is consistent with our basic values, so that we can really play the role of Internet English culture in teaching and educating people.

2. The Characteristics of Information Dissemination in the New Media Environment

2.1 A Wide Range of Information Dissemination

With the popularity of mobile smart devices in China, mobile Internet has become a major form of media network. This also greatly improves the efficiency of information dissemination, which is not limited by region and time, and makes the spread of network media more extensive. As a part of the youth group, college students have almost completely covered the mobile internet during their study and life in colleges and universities. Every student can receive and disseminate information through mobile devices, such as smart phones. At the same time, college students live in the same group, and their dissemination and sharing of Internet information leads to further expansion of information dissemination scope.

2.2 New Media Information Dissemination Is Interactive

The so-called interactivity means that users participate in the dissemination of information. In the era of traditional media, users can only serve as receivers of information through paper, TV, outdoor and other media forms, and cannot give specific feedback to the information. In the information dissemination environment of new media, users are not only the receivers of information, but also can give feedback to the received information at any time. In this case, users themselves can also create information and spread it in the new media environment, and each user can become a media for publishing information. The interactivity of the new media directly stimulated the enthusiasm of users to participate in network information dissemination, thus further increasing the amount of information on the Internet and making information dissemination more active.

2.3 The New Media Information Content Is Personalized and Active

New media users can search for relevant information content according to their own preferences, so that information dissemination changes from passive display to active search, which makes information dissemination more valuable and richer. In addition, with the continuous application and promotion of big data cloud computing technology, pushing content according to the needs of different network users has become another characteristic of new media information dissemination. Today, new media information dissemination has undergone great changes, not only becoming an important part of users' use of network services, but also its commercial value has been greatly developed. And it has entered the formal market operation and becoming an important part of the market economy.

3. Analysis of the Content of English Cultural Communication in the New Media Environment

3.1 The Spread of Audiovisual Culture such as British and American Film and Television Works

As a major English-speaking countries in Britain and the United States, the entertainment culture industry is very developed, with strong export ability and wide variety of entertainment culture. After

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the reform and opening-up, China gradually introduced film and television works from Britain, America and other western countries, which were sought after by the people because of their high production level and cultural differences. Especially in 1980 s, it once triggered a domestic upsurge of going abroad. With the popularization of English in Chinese education, Chinese audiences are more and more familiar with British and American film and television works, especially after the 21st century, almost every year, British and American film and television works have aroused great repercussions in China. In the new media environment, British and American film and television works have a new way of communication. Viewers can watch the original British and American movies and TV works at any time through smart devices, and learn about the social life and cultural customs of British and American countries. This has played a great role in promoting the spread of English culture, especially under the context of endless stream of self-media platforms. Many fragmented English film and television works have played a great role in promoting English film and television works, and at the same time, English culture is more and more well known to the public. In the information dissemination of new media, college students' understanding ability and pursuit of British and American film and television works are higher than those of other groups, and even some British and American film and television works take the lead in spreading among college students. With the continuous development of self-media, fragmented English film and television content dissemination is more in line with students' living and learning habits, so it is sought after by students.

3.2 Information Dissemination of English Education Products and Services

With the rise and upsurge of English culture, English language learning has become the focus of the whole society. At present, in addition to formal school English education, some private English training institutions have sprung up. These private English training institutes are not only numerous, but also set up English training services for different groups. Among college students, CET-4 and CET-6, TOEFL, IELTS and other English test training content are more common. In the new media environment, many private English training institutions have also set up online training systems to provide online teaching services for trainees. Not only that, but some private training institutions also promote English training content online in order to expand students and gain competitive advantage in the market. In order to attract students to learn English, these contents may include related English language and culture and national culture. College students have great demand for English learning and strong interest. Learning English language and culture through the online publicity of online training institutions will greatly improve students' English scores and related skills.

3.3 Information Dissemination of English News Hotspots

English, as an international language, is frequently used in international political, economic and cultural exchanges. After the reform and opening up, China actively integrated into the world. Joining the World Trade Organization and holding various international conferences and sports events have aroused the attention of many countries and people in the world. English and translation have become the main means of communication in these international conferences and sports events. For example,

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during the 2008 Beijing Olympic Games, a large number of foreign athletes and spectators came, and English became the main language for local people and tourists from many countries to communicate with. During this period, the upsurge of learning English arose in cities such as Beijing, and even a large number of ordinary urban people were trying to learn English for basic communication. In the new media environment, many international conferences and press conferences of national government agencies will also be spread on the Internet, and on-site English translation and English exchange will also become the focus of public attention. Even the instant translation content of many meetings is regarded as the classic translation content by the majority of netizens, which has become a part of English teaching worth learning.

4. Analysis of English Cultural Communication and English Teaching Strategies in the New Media Environment

4.1 The Use of New Media to Expand English Teaching Content

One of the characteristics of the Internet is the huge amount of data and rich content. On the internet, there are a lot of contents about English culture and English translation. In college English teaching, teachers should make use of new media and other network technologies to expand English teaching content. On the basis of ensuring the English syllabus, we should integrate the related contents of the Internet into English teaching to improve students' English knowledge. For example, teachers can collect and sort out related English culture or other contents through daily online browsing and content recommendation, and recommend them to students in classroom teaching; Or through new media, etc., push the relevant English content to students, so that students can learn English independently after class.

4.2 Enrich New Media and Other Online Teaching Forms

Nowadays, it is very common for college students to use the Internet, and online teaching in colleges and universities can also be carried out effectively. Under the new media environment, English network teaching is a very effective teaching form. Therefore, teachers should make full use of network media to carry out various teaching forms. First of all, teachers can constantly push relevant English culture and teaching content by opening self-media accounts, so that students can keep an eye on and understand all kinds of English culture and professional knowledge. At the same time, teachers can interact effectively with students on the network self-media platform, so as to enhance the feelings between teachers and students and establish a good relationship between them. In addition, teachers can make students systematically learn excellent English culture and related courses of English majors through the network platform through the "Massive Open Online Courses" resources in the school, thus improving their English ability. For students who need to obtain relevant qualification certificates, teachers can also recommend appropriate online English training institutions for students through their own experience and social status, which can provide effective reference for students' learning and progress.

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4.3 Stimulating Students' Interest in Learning English through the Spread of English Culture

In the new media environment, the spread of European and American cultures has made English culture an important part of network culture. Nowadays, college students grow up in the network environment, and they have a strong interest in English culture. For this reason, many young students at present are proficient in learning English. During the period of learning English, college students have to face many problems in English examination and application, but they are not interested in learning English. In the new media environment, teachers should make full use of English culture in online media to stimulate students' enthusiasm for learning, so that students can set lofty language learning goals. For example, teachers can show some movies and TV works related to the English in class, or introduce relevant talents in translation and language fields to stimulate students' interest in learning English.

5. Conclusion.

In the new media environment, the spread of English culture is rich in content and far-reaching. Cultural exchange and learning has become a social phenomenon. Professional teachers in colleges and universities should make full use of the opportunity brought by new media, improve the overall effect of English classroom teaching according to the characteristics and contents of new media English culture, establish an English teaching mode that adapts to the characteristics of the new era, improve students' English learning achievement and application ability, and lay a foundation for their future development and further improvement of English level.

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