Application of New Media Technology in Education Teaching and School Management

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Abstract

In recent years, the development and progress of science and technology have also greatly promoted the improvement of the quality of education and teaching in our country and the gradual standardization of school management. Among them, the application of new media technology in education, teaching and school management is one of the representatives. This article will focus on the application of new media technology in education, teaching and school management, further analyze the current situation and basic problems of the application of new media technology in education, teaching and school management, and put forward relevant suggestions on this.

Keywords

New media; Education and teaching; School management; Suggestions.

1. Introduction

Since the 21st century, computer-centric new media technology has been developing in full swing. Nowadays, new media technology has penetrated into many fields in all walks of life, and education is no exception. At present, with the support of the state, the application of computer-assisted teaching tools and auxiliary teaching media in teaching has shown a good trend of becoming more and more extensive and mature. Facts have proved that the correct use of new media technology can not only greatly improve the quality of education and teaching in our country, but also effectively promote the standardization and standardization of school management in our country. Take the new crown epidemic that broke out in the spring of 2020 as an example. Because the new coronavirus has a strong transmission capacity, in order to effectively prevent and control the epidemic and reduce its spread, the party and the government advocate and require residents to strictly implement home isolation. As a result, schools have responded to the call of the party and the government to take measures to suspend classes, and a large number of tutoring agencies have also been suspended. In order to complete the teaching plan and teaching tasks stipulated by the Ministry of Education during the suspension of classes, teachers who used to write on the blackboard in front of the blackboard entered the webcast room one after another. Suddenly, the online course model was spread across the country. Online teaching has also triggered heated discussions. The emergence of the fresh scene of "cloud teaching" is closely related to the application of new media technology. Therefore, how to better realize the application of new media technology in education, teaching and school management has become one of the important issues that the entire society needs to think about and solve. This article focuses on the application of new media technology in education, teaching and school management, further analyzes the status quo of the application of new media technology in education, teaching and school management, and finds out the current application of new media technology in education, teaching and school management Existing basic problems, and explore and analyze the path of future new media technology in education, teaching and school management.

2. The Application Status of New Media Technology in Education, Teaching and School Management

It has been a long time since our country introduced new media technology in education, teaching and school management. At present, in terms of basic configuration, my country has successfully realized the assembly of multimedia equipment in universities, middle schools and primary schools nationwide. Whether it is students in the city or in the countryside, you can see the application of new media technology in teaching. However, due to some specific social and historical factors, the role of new media technology in my country's education, teaching and school management has not been played as it should. Many teachers themselves are not sensitive to new media technologies and tend to adopt traditional teaching methods. In this way, multimedia equipment becomes a mere formality. Compared with cities with better education development, this phenomenon is more serious and common in rural areas. It is worth noting that although new media technology has not been well applied and developed in the fields of education, teaching and school management for a long time in the past, the outbreak of the new crown epidemic in 2020, to some extent, It has greatly promoted the application of new media in my country's education, teaching and school management. In 2020, in order to effectively control the further spread of the epidemic, the Ministry of Education issued a call to "suspend classes without suspension" to all schools of large, middle and elementary schools, and quickly opened an online learning platform to promote the collection of educational information. In addition, more and more social media platforms, such as WeChat, Weibo, Douyin, etc., are using new media technology to display teaching content in the form of short films, audio books, etc., to provide teachers and students with the creation and dissemination of teaching content. A relatively active carrier. For example, Nanjing University of Finance and Economics implemented online teaching and lectures through social media platforms such as WeChat and Tencent QQ during the epidemic. Not only that, software and hardware equipment and facilities based on new media technologies have constructed digital, informatized, and intelligent teaching scenarios for the education of universities, middle and primary schools across the country. The rich knowledge expression is carried out in the form of entering the campus through apps such as MOOC and Xuetong, guiding teachers and students to teach and learn in the environment of new media technology, lowering the threshold for teacher-student interaction and greatly improving the quality of teaching. Taking Nanjing University of Finance and Economics as an example, it opened live courses on many subjects such as "Macroeconomics", "Finance" and "Microeconomics" on the MOOC platform of Chinese universities, and finally gained 22,456 views and 15,678 views. Comment volume.

3. The Current Basic Problems in the Application of New Media Technology in Education, Teaching and School Management

3.1. Unbalanced Development and Large Gap Between Urban and Rural Areas

Upper decision decided by the economic background. In our country, due to the huge economic development gap between cities and rural areas, the gap between urban and rural areas in educational development cannot be ignored. Students in cities often enjoy a more favorable education and teaching environment. Their innovative thinking and practical ability can often be guided and developed to a large extent. In contrast, it is difficult for children in rural areas to enjoy the same educational services. Moreover, in cities, the school's management system and management mechanism will be more standardized and scientific, making teaching plans and teaching work more stable, orderly, and more efficient. However, it is difficult for rural areas to truly implement new media technology into school management.

3.2. Insufficient Attention to Digital Literacy Education

Digital literacy has become the core literacy that any qualified citizen in modern society should possess. It has also become an important indicator for judging whether a citizen has the basic ability to survive, and it is also the main skill that workers and consumers must master in the 21st century. With the widespread application of the Internet, mobile devices and other educational technologies, teachers at all levels of schools need to continuously strengthen the ability to tap and cultivate students' ability to master digital tools. At the same time, students in universities, high schools, and elementary schools also need to continuously improve their ability to understand and master digital tools, implement digital creations, and effectively acquire digital information and digital communications. The cultivation of digital literacy has begun to influence the training goals of all types of education and the development plans of teachers. However, due to the lack of consensus on the specific connotation of digital literacy, digital literacy education has not received enough attention in the current application of education, teaching and school management, resulting in many schools unable to propose effective measures to deal with new challenges. With the in-depth development of media integration, new media technology has put forward higher requirements for digital literacy, which has also become a problem that needs to be overcome for the high-quality development of education in the future.

3.3. The Level of New Media Talent Team Building Is Lacking

At present, my country's talent construction in terms of new media technology is very backward. In particular, there are very few professional talents engaged in new media technology education. It can be accurately said that the number of new media talents in my country at this stage cannot meet the number of talents needed in education, teaching and school management applications in my country. The construction of the new media talent team presents a situation of insufficient quantity, poor quality, and weak professionalism. The specific manifestation is that all kinds of universities, middle schools and primary schools have not correspondingly cultivated and introduced new media talents to effectively promote the high-quality development of school education, teaching and school management. At present, the information teachers in many schools may not be professional teachers, but some transferred or temporary teachers, which leads to the emergence of "no one available" or "unreasonable use of personnel". This may lead to the following problems: First, in the curriculum setting, many new media technology courses cannot be opened or opened, and the effect is not good; second, in the teaching system, the school's characteristics and professional advantages cannot be dynamically visualized with the help of new media technology ; Third, in teaching practice, it affects the multimedia presentation and expression effect of the practice platform, which is not conducive to the integrated teaching of practical training projects.

4. The Path Analysis of Future New Media Technology in Education, Teaching and School Management Application

4.1. Strengthen Students' Awareness of Subjectivity, and Stimulate Students' Curiosity and Desire to Explore New Media Technologies

At the conference, General Secretary Xi Jinping emphasized that who to train is the most important issue in the development of education. "Student-centered" is one of the three core concepts of professional certification. It is the primary "center" of higher vocational education to cultivate high-quality technical talents, skilled craftsmen, and master craftsmen who meet the needs of social and economic development. The development of digital literacy promotes the realization of student-centered goals. In the future application of new media technology in education, teaching and school management, it is necessary to strengthen the consciousness of

students as the subject. Teachers in universities, high schools, and elementary schools should stimulate students' curiosity and desire to explore new media technologies. In the transformation of the roles of teachers and students, they must be transformed into students as the main body. Teachers should change from the original leader to organizer and guide, update educational concepts, cultivate innovative consciousness, and be responsible for controlling the entire teaching process, but they should not rigidly limit the teaching content and course content, let alone control the answers mechanically. Therefore, in actual classroom teaching, teachers can set corresponding teaching tasks according to the teaching goals. The completion and deployment of tasks should be based on students, and students can actively participate in tasks through task settings. Information technology teachers should also improve their own teaching ability and quality so that they can better carry out student-centered information technology teaching. Teachers should be clear about the change in their role in teaching, and at the same time organize the classroom teaching order, from teaching leading to observing guidance, guiding students to professional learning, and observing the performance of student activities.

4.2. Improve Teacher Training and System Construction to Ensure Efficient Professional Certification Process

As the old saying goes, "Teacher, preacher, teaches and solves puzzles." The guiding role of teachers for students should not be underestimated. An excellent and warm teacher can often produce outstanding students. Therefore, our country must accelerate the improvement of the new media teacher team training system and mechanism, strengthen the system construction of the new media technical teacher team, and ensure that the professional certification process is efficient and quality. Universities, schools, and education departments should jointly focus on improving teacher training and introduction mechanisms. Teachers are the foundation of education. The quality of teachers affects the quality of education to a large extent. Under the application of new media technology, in order to promote the high-quality development of higher vocational education, it is necessary to vigorously cultivate and introduce a group of outstanding teachers with high standards, strong responsibilities, and guidance. On the one hand, various universities, middle schools, primary schools, and education departments can add knowledge reconstruction and ability rebuilding for the application of new media technology to the existing teaching staff training mechanism to train teachers and teachers who are suitable for the development of higher vocational education information. Managers; on the other hand, by introducing high-level new media technology application talents, hiring new media industry teachers and other means, it can make up for the gaps and shortcomings of the existing teachers in universities, middle schools and primary schools. In addition, system construction should also be taken into consideration. The entire society, through the cooperation between schools and enterprises, improve the implementation of new media technology-based media studios and other institutions on campus. Let the media studio take the responsibility of professional teaching and scientific research tasks, while taking into account the functions of second classroom, competitive training and social services to ensure that students, teachers and other types of personnel enjoy modernization, informatization, digital teaching, management and scientific research And the benefits of new media technology application innovation.

4.3. Increasing Policy Inclination to Boost Confidence in the in-depth Advancement of New Media Technology

Policy is the vane of industry development. The Chinese government should pay attention to the issue of new media technology entering campuses, and organize experts to discuss and formulate relevant policies to support the in-depth development of new media technology on campuses. In the research process of policy formulation, we should take into account the

current imbalanced development of urban and rural education in my country, rely on incentive policies to attract excellent teachers to enter rural areas, and improve the quality of education for children in rural areas through the leadership of excellent teachers. To alleviate the unbalanced development of urban and rural education. In short, the Chinese government must actively perform its functions, increase the intensity and intensity of policies, and boost the confidence of the entire society in the deepening of new media technology in campus education and management.

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