

# Research on the Construction of Online and Offline Mixed College English Clubs

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## Abstract

The development of Internet technology has made the advantages of the “Internet + education” mode more and more prominent, and has also broadened the time, space and conditions of college club activities. Starting from the analysis of the significance of the construction of college English clubs and the problems existing in the development, based on the characteristics of online and offline mixed promotion of college English clubs, combined with the current vigorously advocated “two-line integration” concept, this paper studies the path innovation and application of the activity mode of English clubs, discusses how to give full play to the function of college English clubs, summarizes and puts forward reasonable suggestions and countermeasures. The major aim is to improve the effectiveness and interest of club activities, and complement and assist with classroom teaching.

## Keywords

Online and offline; Mixed; College English; Club construction.

## 1. Introduction

With the current comprehensive development of economic globalization, the trend of China's participation in international cooperation is becoming more and more obvious, and the requirements for proficiency in English in the process of international exchanges and cooperation are also getting higher and higher. The new era and new situation have put forward new and higher requirements for college students' English proficiency. A variety of English club activities can supplement the classroom and expand the scope of students' learning. In the context of the “Internet +” era, how to make full use of new technological means and integrate offline and online activities to improve the effectiveness of college English clubs is a very critical research topic.

## 2. Significance of the Construction of College English Clubs

College English club is a student group organization formed spontaneously by college students based on their common English learning interests and desires, and it is non-profit and has its own specific purpose, constitution and activity of patterns [1]. The role of college English clubs in promoting college students' English learning is very prominent. First of all, in any learning process, interest is the best teacher. The activities carried out by English clubs are just the supplements to the interests of traditional classrooms. Students experience, feel and learn English in various forms of activities, which exert an effect that the traditional classroom cannot be compared with. Secondly, the key step to improve English is language practice, and some college students have poor oral communication skills, and there are even the phenomenon of dumb English. College English clubs can welcome all English lovers with an equal as well as open attitude, and use various club activities to encourage them to communicate and improve

their English communication skills. Finally, most college students already have a certain ability to learn independently, and they no longer need to follow the ideas of the classroom and teachers. However, with the arrival of the current Internet era, various temptations from the outside world have come one after another. Although the college English club is just an English-loving learning organization, it still has a complete organizational management framework. Within the scope of the club, students can form a benign relationship of mutual encouragement, competition and learning.

### **3. Problems Existing in the College English Clubs**

#### **3.1. Lack of Material Conditions and Hardware Sites**

Through the investigation, it is found that the most obvious problems existing in the current college English clubs are the shortage of funds and the limited space. First of all, because of the spontaneous organization of college English clubs, the funds for their activities are bound to be limited, and the amount of funds will directly affect the scale, quality and frequency of activities, thus affecting the English learning effect of club members. Secondly, many college English clubs currently do not have a fixed venue for activities. Whenever they carry out English activities, they often borrow classrooms temporarily, showing a state of "fighting guerrillas". Some college campuses do not have special English learning venues. There are a limited number of activities that can be carried out in the classroom on a daily basis. Affected by this hardware venue, some English clubs often reduce the number and types of their activities, so it is often found that the preparation of many English clubs is anticlimactic and short-lived. After entering the era of Internet multimedia communication, many English learning activities have been converted to online learning, and community activities have also been updated, such as English dubbing, English scene sketches and English dramas. However, judging from the current situation of many schools, the Internet hardware equipment of college English clubs is still far from meeting the cultural needs of students.

#### **3.2. Backward and Inefficient Management Mechanism**

At present, although the construction of college English clubs has entered the Internet era, the internal management mechanism of many English clubs is still at a relatively backward stage. Its characteristics are as follows: First, the centrality of the head of the club is obvious, the rise and fall of the English club is only tied to the head of the club, and almost all the internal affairs of the club are completed under his intervention. It is undeniable that the leader of the club is often the backbone of the club and the core of the soul of a team. But if the leader is allowed to undertake too many affairs, it will often affect the implementation efficiency of the activity, and it is difficult for other club members to obtain corresponding participation. Secondly, college English clubs have not formulated an effective management mechanism according to the development needs of the current era. After entering the information society, people's time arrangement will be different, so club members have fewer opportunities to carry out activities in a centralized manner. In this case, the club should have played its core role of cohesion. However, from the current situation, there is no perfect management standard mechanism according to the current situation. And members of the association often use various excuses to ignore the management of the association, resulting in the lack of upward cohesion of the whole club. Finally, there is no unified standard for the connection of new and old members in the club, the retention of club materials, etc. And each session has rules for each session. But there are essential differences between each session, which makes divergences in the direction of the core culture and development motivation of the club and then affect the long-term development of the club.

### 3.3. Simplified Content of Club Construction

Different from the exam-oriented education mode of college English classrooms, college English clubs aim to broaden the English learning boundaries through a variety of extracurricular recreational activities, and to entertain students through certain entertainment methods. However, this construction concept cannot be realized due to the interference of various internal and external factors in the process of implementation. At present, the trend of simplification of content in the construction of college English clubs is obvious. First of all, from the perspective of the content of the activities, due to the influence of various factors, most of the activities of the club involve the memorization, punching and review of daily English words, and there will not be too many requirements for the actual speaking ability and application ability of English. At the same time, most of the English activities on weekdays are carried out in classrooms, and the scope of activities and the content of the activities are relatively regular, and it is difficult to stimulate the enthusiasm of the members to learn. Finally, the content construction of current community activities still has not done a perfect connection between online and offline. The online network is currently only used as a means of communication. The person in charge of the club has not made an in-depth understanding and analysis of the nature of online and offline alliances. The direction of community construction is still supplemented by online activities and dominated by offline activities.

### 3.4. Unsustainable Development of the Club

It can be found from many practical cases that some college students are full of longing and interest in English learning after just entering the university campus. Most of them hope to join an English club and make progress together with other students. However, after a period of time, they often quit the club or even give up learning English because of their disappointment with the club's construction or the content of the activities. The main reason for this situation is that on the one hand it is related to the willpower of the students themselves, and on the other hand, the current university English clubs are not very capable of sustainable construction. In the final analysis, the sustainable development of the club lies in whether it can always adhere to its own characteristics, whether it can keep pace with the times, and continue to innovate and develop. However, many clubs on campuses are currently anticlimactic. Because the periodicity of management updates and iterations is relatively fast, it is difficult for internal members to have a sense of belonging to their own clubs. In the era of explosive development of Internet, if a club does not have its own core competitiveness during the building process, there is no way to distinguish it from the traditional classroom education system. It will inevitably fail to attract the attention and energy investment of members of the club, so it will inevitably be eliminated by the torrent of the times.

## 4. Advantages of Online and Offline Mixed College English Clubs

### 4.1. Convenience of Online Activities

The online and offline mixed college English club is a new club activity mode formed based on the development of network technology in the age of Internet communication. Different from the development model of traditional campus clubs in the past, the mixed online and offline mode can effectively overcome various hardware resource limitations and shortage of funds, and use the advantages of media such as communication and communication in the new era to greatly expand the opportunities for English learning and communication. The prominent feature of online and offline mixed teaching is the combination of virtual and reality, the use of network construction to effectively make up for the social activities affected by the lack of funds, and the use of online and offline interaction to effectively overcome the limited space of the venue<sup>[2]</sup>. On the other hand, the online-offline mixed development mode no longer requires

various cumbersome classroom borrowing programs, and can conduct meetings and communicate through cloud space, cloud chat and other modes. Students only need to be in their dormitory to complete many tasks, which gives extremely great convenience.

#### **4.2. Efficiency of Management**

The online and offline mixed club development can integrate numerous advantageous resources, reasonably allocate spare time, improve the operating efficiency of the entire team, and ensure that various affairs operate stably within a certain period. The cost of organizing online activities is lower, and the effect of displaying results through multimedia is better and the form is more flexible. Students can participate anytime and anywhere, expanding the stage for students to show themselves. At the same time, online communication can be made through group announcements. The first-hand information is passed to every member inside, avoiding the constant communication caused by the lag of news dissemination<sup>[3]</sup>. For some major decisions, such as club change, personnel change, group activities, etc., there is no need to use the previous offline show of hands to vote, and online voting can be conducted directly within the group. At present, some college English clubs have gradually started to establish their own network management groups, through which they can complete decision-making and discussion tasks, and finally implement them in practice directly offline, which not only saves time but also ensures the overall completion of activities.

#### **4.3. Diversity of Content**

The mixed mode of online and offline can effectively expand the content types of English club activities. The biggest advantage of the offline club mode is that it can improve students' English enthusiasm through real interaction between real people, and create a realistic sense of reality through the authenticity of the scene setting, thereby improving college students' English proficiency. However, the content of offline clubs often leads to the singleness of the types of activities due to the limitations of school venues and various resources. The current online and offline mixed mode can provide a brand-new online interaction option without affecting the offline activities of community members. On the basis of mature communication technology, anyone can use mobile phones to transmit voice and text. Through modern media technology, various learning and dating software have also been derived. These novel activities and methods can effectively make up for traditional schools. Due to the lack of activity resources, it provides a new platform for students to show, so that some students who are more introverted can speak freely.

#### **4.4. Sustainability of Development**

The reason why the online and offline mixed mode can effectively ensure the sustainable development of college English clubs is that it is of great help in promoting classmates' friendship. The core of the sustainable development of the club lies in the continuous transmission and preservation of the students' emotions. Offline activities can increase the trust and understanding between classmates through real life contacts, and online communication and exchanges can effectively ensure that this kind of classmate friendship will not disappear due to the small number of time to meet. On the other hand, on the issue of the replacement of new and old club members, the online and offline mixed development can use the vast Internet resources to release communications and notifications in a timely manner to ensure that the new and old election activities will not be interrupted. Self-promotion with superior resources is able to achieve better, faster and have more stable community growth.

## **5. Construction Strategies of Online and Offline Mixed College English Clubs**

### **5.1. Expanding Learning Resources Online and Completing Learning Discussions Offline**

Online and offline mixed societies is able to make full use of the information advantages of the current era, continuously explore online learning resources available online, share and discuss, and achieve common progress of all offline members. Compared with the traditional offline learning mode, online learning resources have a great advantage in both type and quantity. For those clubs that do not have many English learning resources in their own schools, an online learning resource collection group can be set up within the club to be responsible for statistics of students' learning needs, and then use the Internet to complete the collection and utilization of data. Online networks can not only provide a variety of learning content, but also constantly open up students' horizons through new cultural trends. For example, offline English movie viewing activities can be held regularly in college English clubs. The person in charge of the club collects the movie viewing needs of students in advance, and then collects movie resources on the Internet. In this way, regular movie viewing activities not only improve college students' own English vocabulary and oral English, but also the philosophy of life and expressive techniques conveyed by the movie will continuously improve students' aesthetic cognition level.

### **5.2. Using Network Classification to Manage and Improve Service Mechanism**

With the continuous expansion of the scale of colleges and universities, the number of students in English clubs in various universities is also increasing, and the accompanying management mechanism problems are becoming more and more prominent. The online and offline mixed club construction ideas can improve the internal management mechanism of the community, and effectively improve the service level and service quality of college English club. First of all, we should give full play to the technical advantages of the online community. Various major activities and precautions in the club can be published in the form of announcements. Club members can see at a glance and can reply as soon as possible after receiving the message. Secondly, this mode can achieve the perfect combination of human governance and mechanism to the greatest extent. At present, although the English clubs of various universities still operate centered on the leaders of the clubs, some clubs are gradually unable to grasp the direction of their own growth in the era of the gradual integration of online and offline development. In the current era of online and offline mixed development, it is still necessary to continue to focus on the participation and management of members of the club. Only by continuously integrating the feelings of the community can the management of the club be more warm and humane. And at the same time, the institutional construction cannot be relaxed. The members can make full use of the characteristics of modern technology to improve the internal management mechanism of the club and realize the balanced and comprehensive development of the club.

### **5.3. Combining Online Virtual Activities with Practical Activities**

It is an important issue that needs to be paid attention to in the development of English clubs to activate the atmosphere of the club and realize the balance of entertainment and education. How to use the extracurricular study time of college students to ensure that members of the club can learn English and learn English well is also an issue that needs to be paid attention to in the online and offline mixed mode clubs. In order to avoid the shortcomings of simplification of the internal construction of the club, it is necessary to continuously develop and use new online virtual activities based on offline practical activities to expand the types of club activities, so as to achieve a dual combination of interesting and informative [4]. For example, college English clubs can hold dubbing competitions on a regular basis. After registering online,

contestants can use voice learning software to conduct autonomous simulation exercises, choose characters they are interested in, and conduct online cooperation in mobile software. After a period of online running-in, they can participate in the offline dubbing competition. This kind of long-term online self-training will undoubtedly improve the learners' English level, so that they can achieve good results in the real offline competition.

#### 5.4. Online and Offline Linkage Communication to Enhance Community Bonds

Maintaining the friendship between members of the club and increasing the interaction between members is an important method to achieve the sustainable development of the club. The establishment of online and offline mixed English clubs not only needs to pay attention to the improvement of students' English proficiency, but also needs to pay more attention to the progressive development of friendship and emotion among students. The current online social media has greatly changed the way of life of young people, and has gradually become an important link for communication between people. The person in charge of the club should pay attention to the importance of this link for the construction of the club, and regularly communicate in the group. For the club leader, it is his/her responsibility to further do a good job in the connection of online and offline communication. So that we can continue to encourage members from one session to another to join it. Of course, the sustainable development of the club requires that many members of the club can consciously fulfill their responsibilities and obligations, and promote the further development of college English clubs.

## 6. Conclusion

The improvement of college students' English proficiency cannot be achieved overnight, but a gradual development process. Under the background of "Internet +", the role and advantages of college English clubs can be better displayed. Therefore, the idea of building an online and offline mixed English club proposed in this paper is in line with the new situation and students' English improvement. It can also help the leaders of relevant associations to proceed from their own reality and make full use of the online and offline technology brought by current technology. Various convenient conditions and online and offline interaction are adopted to help college English lovers improve their language level and achieve better development.

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