Research on College English Teaching Based on WeChat Platform

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ABSTRACT. *With the continuous advancement of education informationization, how to apply information technology to college English teaching has become a hot topic of many scholars. There are many similarities between WeChat and teaching, so it is gradually applied to college English teaching. However, considering WeChat is not a professional educational information tool, there must be many problems in the integration of college English teaching. It is necessary to study the college English teaching scheme based on WeChat platform.*

KEYWORDS: *WeChat; College; English; Resources.*

WeChat has been fully applied in various fields due to its wide range of uses and rich functions. Especially with the continuous growth of mobile phone users, WeChat has been deepened into the field of education. This promotes the development of mobile learning, provides assistance for the improvement of China's educational informatization level, and creates opportunities for the reform and innovation of college English teaching.

1. Influencing factors of college English teaching based on WeChat platform

Considering the positioning and function realization of WeChat platform, combined with the characteristics and goals of college English teaching, college English teaching based on WeChat platform is mainly affected by the following two factors.

1.1 Learning Resources

In college English teaching based on WeChat platform, several issues should be considered in the teaching content. First, the content of the learning resources in the WeChat subscription number is fragmented and miniaturized as much as possible. By allowing subscribers to browse a message, they can get a repeat of English knowledge, which fully reflects the characteristics of mobile learning. Second, in terms of the form of teaching resources, the resources for graphic forms are now

maturing. Next, we should further study and design the teaching resources in the form of video and audio to provide better learning resources and content for students who pay attention to the English WeChat subscription number [1].Third, in the process of producing English teaching resources, it is necessary to consider the size of the resources to be learned and push the learning resources to the subscribers. Learners can quickly browse English teaching resources without being affected by the speed of the Internet.

1.2 Learning time

First of all, through relevant scholars' research, it is found that when learners use mobile terminals to watch learning content, learners are most concentrated in 1-2 minutes. Therefore, the playback or viewing time of WeChat subscription content is set at 90-120 seconds, which can better enable learners to absorb knowledge [2]. Second, most learners want to be able to get preview and review materials, expand resources, and course notices from the WeChat public account. Therefore, in the time setting of the teacher to push the information, it is fixed at around 11:00 every day, so that it does not affect the learning of other courses of the students, and also allows timely access to English course notices and relevant latest information in the spare time. Pushing at a fixed time every day also helps college students develop scientific English mobile learning habits.

2. College English Teaching Program Based on WeChat Platform

Combined with the traditional English classroom teaching content and teaching activities, the English teaching based on WeChat platform mainly includes three aspects: teaching goal setting, teaching resource production and teaching process implementation.

2.1 Teaching goal orientation

In the early stage of college English teaching based on WeChat platform, the English WeChat platform was positioned as a mobile learning tool to support formal learning and assist classroom teaching. After clarifying the important position of the English WeChat platform in the whole English course study, the specific teaching objectives are determined from the aspects of vocabulary and listening, so as to better and better follow the specific college English teaching activities. The specific teaching objectives are to broaden students' English vocabulary, improve their English reading ability, and improve their English learning interest and self-learning ability.

2.2 Teaching resource production

(1) Listening teaching resources

In college English teaching, the main teaching method of teachers in the listening part is to use multimedia equipment to play English listening materials, while students record the English they hear. After repeating this two or three times, the teacher plays the original listening text and the student changes it. This traditional form of teaching is sufficient for some students with a high degree of concentration to meet their English listening needs. However, the boring teaching environment and the single form of repeated listening exercises in the classroom make it difficult for most students to concentrate for a long time, resulting in a small number of students with real listening content in the classroom. Therefore, in the production of listening teaching resources in the English WeChat platform, it is necessary to make full use of the "automatic reply" function provided by the WeChat platform.

After the student subscribes to the English WeChat public account, the WeChat public account will automatically push an introduction message to the student. By reading the information of the automatic reply, the student learns how to obtain the listening teaching resources and the original text. If the student forgets to get the resource method after the subscription, he can also get an automatically pushed message by replying to any text. At the same time, as the development and manager of the WeChat platform, the teacher uses the "keyword automatic reply" function in the automatic reply to set the English listening teaching resource and its original text as the keyword automatic reply. Students can reply to the corresponding keywords in the subscription number to receive the English listening audio and original text that they need to push the subscription number. Moreover, in the production of listening teaching resources, taking into account the concentration of learners and the size of the resources themselves, English listening teaching audio is generally set within 60 seconds, and the size does not exceed 1MB.This is convenient for students to independently select the audio content and the number of times of play. After basically grasping the listening content, reply to the keywords of the original listening text, and obtain the original listening text for comparison and modification. Allow students to get English listening audio and original text anytime, anywhere before or after class to achieve the effect of preview and review.

(2) Vocabulary teaching resources

In the study of college English courses, whether it is listening ability or English reading and writing ability, the focus is on the learner's English vocabulary. Therefore, English vocabulary teaching based on WeChat platform is of great significance. In the traditional classroom English vocabulary teaching, it is generally used to guide students to read English literature, and to explain and explain the professional vocabulary appearing in the literature according to the classroom feedback of most students. This traditional method of teaching is also only applicable to some students. If the teacher wants to meet the vocabulary needs of most students, it is necessary to follow the principle of personalization, so that students can find the vocabulary learning content and methods that suit their own level according to their own level. In the WeChat platform, similar to the setting of listening teaching resources, using the "automatic reply" function in the WeChat platform, after the students reply to the "vocabulary" keyword, the subscription number automatically pushes 2-3 English words for the learner to master. .At the

same time, in the production of English vocabulary learning resources, the vocabulary-related phrases, sentence patterns and scope of application should be unified and pushed to the students, so that students can grasp the usage while explaining the meaning of the vocabulary. This undoubtedly deepens students' understanding of vocabulary, and at the same time improves students' English literature writing ability and enhances students' interest in learning English vocabulary. Since only 5 automatic responses can be set for each keyword in the keyword auto-reply function, the teacher will update the vocabulary in the auto-response every day.

In order to meet the English level and different learning ability of all levels, it is not enough to simply use the "keyword auto reply" function. Therefore, it is also necessary to use the custom menu function of the WeChat public platform to supplement the students' English learning to improve other aspects, such as learning evaluation [3].

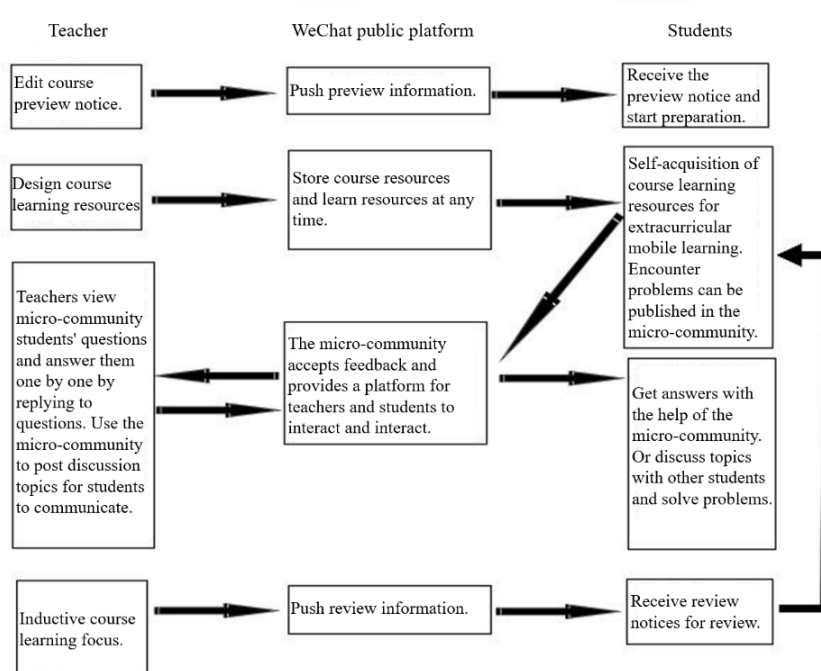### 2.3 Teaching process implementation

Figure.1 English teaching process based on WeChat platform

After the establishment of WeChat-based English teaching objectives and the production of teaching resources, we began to use the WeChat platform to carry out

English teaching practice in colleges and universities. In order to enable students to make better use of the WeChat subscription number, the teaching process is designed when the WeChat-based English extracurricular mobile learning activity is carried out, as shown in Figure1. Teachers are more clear about their role in the WeChat-based college English translation teaching. As a manager and developer of the WeChat platform, they can reasonably set course information, analyze course development, and develop curriculum resources. At the same time, students follow the teaching development process to allow students to adapt to the WeChat learning platform step by step. In this way, students can improve their English self-learning ability and English comprehensive ability [4].

In addition, the following key points should be grasped in the implementation of college English teaching based on WeChat platform in order to improve the overall teaching efficiency.

(1) Effective guidance

First of all, students will inevitably have a lot of confusion in the process of learning, especially when the relatively new technology is applied to the teaching process, some students may have a suspicious or even exclusive attitude towards the technology. At this time, teachers are needed to explain and guide it in time, so that students can gradually accept the new teaching tool of WeChat platform. Secondly, students will feel unable to start and lose their way in the process of autonomous learning using WeChat. At this time, teachers should give timely guidance to ensure that students use WeChat platform to carry out learning smoothly. Finally, considering the communication and entertainment functions of WeChat itself, if students blindly use WeChat for small talk and entertainment. Neglecting the auxiliary function of WeChat in English learning will outweigh the loss. Therefore, teachers should make appropriate suggestions to guide students not to forget to use WeChat to learn English in addition to leisure and entertainment.

(2) Classroom teaching is the main task

While using WeChat platform to carry out English teaching in colleges and universities, we should still maintain the main position of classroom teaching. Although WeChat teaching platform is an effective means to reform and innovate English teaching in colleges and universities, at present, it can not dilute the important position of classroom teaching and transfer the teaching subject to WeChat. For WeChat platform teaching, we should give full play to its auxiliary role to the maximum extent possible. Therefore, in the process of autonomous learning of English in colleges and universities, classroom teaching should be the main one, supplemented by WeChat platform teaching, and there should be a diversified teaching model between the two at the same time. At present, the application of WeChat platform in English teaching is still in the stage of continuous exploration, and there are still many problems in the teaching. Teachers and students need to face it together and adjust it in time in order to achieve the desired results.

(3) Pay attention to the Evaluation Mechanism of WeChat Software

Since WeChat was developed, many educators have paid attention to WeChat.

They discovered the advantages of WeChat, and applied WeChat platform to all kinds of teaching and training. However, the quality of WeChat teaching can not be tested and evaluated by effective means. Therefore, some WeChat official accounts about English teaching are gradually out of sight because they can not evaluate the teaching quality. Therefore, in order to ensure the quality of English teaching in colleges and universities, it is necessary to take effective and timely evaluation measures for English teaching on WeChat platform in colleges and universities when using WeChat platform.

In college English teaching based on WeChat platform, if the scientific teaching quality evaluation mechanism is established, the application effect of WeChat can be monitored and controlled. By evaluating the behavior, learning efficiency and learning achievements of WeChat to students, we decide whether it is necessary to deepen and improve the application of WeChat teaching. Based on the practical effect of the more comprehensive WeChat platform in the college English teaching, the paper objectively evaluates the problems existing in the application of the WeChat platform and the English teaching, and then puts forward the practical and perfect measures. In order to realize the complete realization of the transformation from the single classroom to the multi-element network.

3. Conclusion

The positive effects of English teaching based on the WeChat platform are very obvious. First of all, in the self-learning ability, because the WeChat platform can instantly push the resource information to the subscriber, the subscriber receives the learning resource fast and the operation is simple. Therefore, the English subscription number can help the student to improve the mobile learning ability to some extent. Secondly, in the English part of the listening and vocabulary learning effects, students can learn freely whenever and wherever, and can improve the vocabulary and listening ability of professional English in a short time and efficiently. Finally, in terms of improving learning interest, students compare WeChat-based English teaching with traditional teaching forms. Most students believe that using WeChat subscription number can improve their self-learning ability. Because in the traditional English classroom teaching process, the teacher-centered development, students as the recipient of knowledge, blindly instilled knowledge, greatly reduced the students' interest in English learning.

However, based on the WeChat public platform English teaching methods and forms are still in the process of exploration, there will inevitably be many problems. For example, mobile learning lacks the flexibility of time and space, so learners lack an objective environment for continuous learning. And as a new type of product, WeChat has a high interest in its unknown function, resulting in poor binding on itself. Once a student logs into WeChat, the teacher cannot determine whether the student can use the WeChat subscription number to effectively conduct English learning. This has resulted in students' poor continuity of learning in the use of the WeChat public account, which has led to a significant reduction in the effectiveness of traditional resources directly applied to WeChat mobile learning. Moreover, in

the process of evaluating students' use of WeChat for English learning, teachers cannot comprehensively and meticulously examine the learning effects of students. These are all in-depth discussions in future related research.

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