Research on the Development of Innovation of Teacher Education in University under the Era of All Media

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Abstract

Today, we have already entered an unprecedented all media era in which the network media is highly developed and social we media are dazzling. Under this background, university teachers and students can not only obtain the information they need in a more efficient way than before, but also express their views and demands in a way of rapid and extensive dissemination. However, such a convenient all media also brought a lot of negative effects to the higher education. By analyzing the differences between the communication and social information dissemination in the era of all media and the past, this study on the one hand explores how universities innovate the incentive mechanism for the development of teacher education, and how university teachers themselves seize the opportunity of this era to improve themselves; on the other hand, it explores how to make better use of all media that students are keen on in the teaching process to carry out teaching work, maximize the benefits of high-speed dissemination of knowledge and information and minimize the disadvantages of students' addiction to the Internet, and by analyzing the effect of online teaching on the Novel coronavirus pneumonia epidemic situation, exploring the innovative path of future teacher education in universities, so as to better promote the development of higher education.

Keywords: all media, university teachers, educational innovation

1. Introduction

In May 2016, the CPC Central Committee and the State Council issued the outline of N*ational Innovation Driven Development Strategy*. Since then, as institutions for training high-end talents for the country, colleges and universities have responded and launched various innovative education and training programs for students. At the same time, scholars have also written a large number of literature on the methods and effects of innovative education in higher education. However, on the one hand, the innovation education in the past focused more on how to make students "innovate" and ignored the "innovation" of teacher education; on the other hand, at that time, the "all media" did not develop to such an amazing situation, and both universities and scholars did not pay enough attention to this phenomenon.

2. Literature Review

In terms of domestic scholars' research, Jun Gao, Dezhao Jiang(2017) pointed out that the current "Fifth Media" has an extremely close relationship with college students, which can promote the speed of transmission and the improvement of learning efficiency; expand storage capacity and facilitate long-term learning; enhance compatibility and reduce learning preparation process, but also pay attention to the negative impact of its dispersion of students' classroom attention; "fast food" learning mode and the convenience of learning tools . Therefore, when innovating the carrier of college students' education with the "Fifth Media", we should pay attention to classroom interest, enlightening thinking, knowledge storage and learning summary, and correct the negative effects through the enhancement of classroom value and participation and the formulation of classroom mobile phone usage standard. Cong Lin(2016) pointed out that the information literacy of university teachers in the context of "Internet plus"

includes teacher's moral and educational responsibility consciousness, media's cognition and use skills, attention and information discrimination ability, information critical ability and innovation ability, and learning community organizing ability. Therefore, teachers' morality should be regarded as the core element of information literacy, from skills to literacy, changing the goal of information ability training and strengthening the funding. Regarding the information construction as a special teaching reform project and establishing a new type of relationship between teachers and students. Wenbo Liu and Jingwei Ma (2015) pointed out that Hubei lack of the innovative talents and the consciousness of innovation is weak, and the main reason is the traditional education mode and the over rigid education system. At the same time, the government has insufficient investment in education and scientific research resources are uneven, low utilization rate of scientific and technological innovation achievements transformation and utilization of scientific research funds, bureaucratization of scientific research in colleges and universities and imperfect evaluation system of scientific and technological innovation. Therefore, the relationship between teaching and scientific research should be accurately located, accelerate the transformation of innovation achievements, promote the integration of "production, study and research", improve the evaluation system of scientific research innovation, and de-administration of scientific research management.

In terms of foreign scholars, Charlotte silander, Martin Stigmar (2019) analyzes the motivation of providing or participating in Higher Education from students, teachers, university management and government. The results show that the system view of students, management and government on education development is consistent with the social efficiency of higher education purpose, emphasizing the production of practicability, function and skills; on the other hand, university teachers have a more personal view of educational development and tend to take learning as the center. John Chi-Kin Lee, Christopher Day (2016) pointed out that British and American universities have made fundamental changes in the curriculum structure, curriculum content, curriculum items and staff for students who are preparing to become teachers. It has put forward unique critical views on new themes and challenges to improve teaching quality and student learning achievement quality, which provides possible direction for teachers, educators, researchers and decision makers, and maintains its moral purpose and values of fairness, tolerance and social justice. Meanwhile, it critically discusses the professional standard of normal education, teacher education, "4 + 2 / + 1" post degree training, degree teacher education and Bachelor of education, and the integration of subject specialization and professional education.

In general, domestic and foreign scholars both have paid attention to the problems of teachers' Education in colleges and universities, and also conducted a in-depth discussion from teaching and research, students and teachers and managers, but the publication time of the papers are early, so they have not paid attention to the impact of the new era of "All Media" on the traditional college teachers' education, and lack of the research on the innovation of College Teachers' Education under current new situation.

3. Characteristics of All Media Era

The All Media includes not only traditional media such as newspapers, radio and television, which are characterized by one-way information output, but also includes the so-called new media and self media, which are based on the tiktok and other Internet digital technologies, which are used to transmit information in an interactive way. It should be pointed out that even the TV and websites, which are characterized as one-way output of information, have launched barrage, message and other functions to realize the interaction between media and users and complete the integration with new media in succession. Today, the development of new media and we media has become more and more mature, with an amazing speed forming a marvellous spectacle that everyone is the receiver, receiver and disseminator of information. On the one hand, the real-time transmission of information enables us to obtain all kinds of knowledge and information at a speed never before. On the other hand, everyone is the media makes our life full of numerous false and bad information. We can not avoid living in an unprecedented era of high-speed dissemination of information and the coexistence of rumors and harmful information. Therefore, how to make use of the convenient technology in the all media era to build a better learning platform for college teachers and students, and minimize the negative impact of emerging media on teachers and students has become an important problem to be solved urgently in current higher education.

4. Research on the Educational Innovation of University Teachers in the Era of All Media

In the era of all media, knowledge transfer in universities is greatly impacted. On the one hand, the convenience of online search basic professional knowledge declares the end of the era of "copy the book". If university teachers can't explain basic professional knowledge by analogy and only limited to Book Encyclopedia, they are doomed to be eliminated by students' Electronic Encyclopedia; at the same time, all kinds of assessment based on book knowledge will also fall into the competition between invigilator teachers and students' encyclopedia which can not really assess

the level of students' knowledge, nor achieve the original purpose of teaching. On the other hand, even if teachers have an advantage over students in professional knowledge, the development of information in the all media era may make students understand all kinds of news reports far more than teachers, because young people, after all, have a naturally more keen sense of new things. With the help of all kinds of we media communication tools, all kinds of instant information are also very easy to spread quickly and widely among students.

The tide of the all media era is an irreversible fact. What university teachers should do is to use the convenience of the all media era to update their knowledge reserves more quickly and improve their professional skill level. At the same time, they should strengthen the prevention of the adverse effects of the over developed social we media and improve their self-cultivation.

Firstly, teachers should make full use of the rapid development of self media to improve teaching level. The biggest advantage of the highly developed we media is that the rise of short video platform enables all kinds of experts to quickly and directly spread the advantages they are good at through the network, so that the whole society can see it, as well as in the field of teaching. Therefore, university teachers should make full use of the convenient advantage of the media to find out teaching videos and even short videos that are empowered by outstanding teachers, and seize this unprecedented opportunity to learn from excellent talents. Even the best part of them can be learned and imitated. In fact, the intelligent push function of emerging technologies enables the platform to filter content according to user preferences, helping teachers find a large number of required teaching content in a short time, reducing the time cost of teachers, improving work efficiency. Traditional teaching research requires teachers to spend a lot of time and learning costs to apply the theoretical knowledge to daily teaching practice. At the same time, due to the differences of individual teachers' understanding and ability, the final effect is always unsatisfactory. Through this new technology, which combines knowledge with trend, not only can increase teachers' interest in learning, but also can improve the actual teaching effect much higher than the traditional theoretical knowledge learning and teaching training of university teachers.

Secondly, university teachers should make full use of the rapid dissemination of information to improve their professional skill ability. Although university teachers have received good higher education and good professional knowledge reserve before they are engaged in this work, on the one hand, the knowledge reserve in the past is limited after all, on the other hand, science and technology are changing with each passing day. Only by constantly learning and expanding new knowledge and new technology can university teachers keep up with the pace of the times, and can they truly pass on to the students useful knowledge and skill in today's society. At the same time, the improvement of scientific research ability also needs to constantly update the existing knowledge to continue to bring forth the new. Today, the rapid and convenient information dissemination makes the search of various documents, knowledge and technology more convenient than ever before. Teachers in universities should make full use of various media platforms to continuously enrich their knowledge reserves, solid basic scientific research capabilities, and improve their professional skills faster and better.

Thirdly, university teachers should strengthen the prevention of the adverse effects of the over developed social we media and improve their self-cultivation. As we all know, the traditional media is gradually marginalized because of the disadvantage of timeliness of information dissemination, but its advantage lies in the authenticity of information verified by the official. The rise of new media and we media has refreshed people's understanding of the speed of news dissemination. However, it is undeniable that the immediacy of information dissemination means that a large number of uncensored information is full of them. University teachers, as the imparters of students' knowledge in the critical period of the formation of their world outlook, must first correct their own three outlooks, which requires university teachers to distinguish right from wrong in the process of using new media and we media, resolutely resist false information and bad information, uphold the spirit of seeking truth and pragmatism, and refuse to become the makers and disseminators of rumors, only in this way can we really be a good guide for students in seeking knowledge. At the same time, the biggest disadvantage of the intelligent push function is that the system continuously pushes the content that users are interested in through intelligent recognition, which leads to people being attracted and constantly swiping the screen, thus wasting a lot of time. Therefore, university teachers should keep a high degree of self-control while effectively using new media and we media. On the one hand, be alert not to fall into the non nutritive swiping and chatting, and devote more time to self-cultivation. On the other hand, in order to prevent the problems of single reading content and narrow vision caused by intelligent recognition push, we should consciously carry out extensive and in-depth reading, constantly expand the knowledge structure and field, and improve our comprehensive ability.

5. Innovative Research on University Teacher Education in the Era of All Media

In recent years, with the continuous development of new media and we media platform, the phenomenon of students playing with their mobile phones in class is becoming more and more serious. The reason is that the lack of self-control of students is only an appearance, and the essence is that the teaching content in the classroom is not as interesting as the content in the mobile phone. In fact, the problem of students not paying enough attention in class has existed for a long time. In the past, due to the limitation of communication and technical conditions, when students did not pay enough attention in class, they only peeped at extracurricular books sporadically or occasionally passed a note with their classmates. At most, they sent a short message to chat, but also worried about the phone bill. Today, the highly developed Internet and we media only enlarge this problem again. As a university teacher, it is impossible to change students' playful nature, let alone today's highly developed Internet media era, so what we can do is to change ourselves.

Firstly, university teachers should treat new media and we media with the attitude of learning from rather than rejecting them. Today is an era of "Fans Economy". Many interesting short videos have a lot of fans' attention on we media platform. As university teachers, they should not only think that they are vulgar and superficial and scoff at it, but also realize that the popular work must have caught the audience's interest. Even those funny and even sensational videos that seem to be shot casually, in fact, the plot, action, language and expression are carefully planned and deliberated, which university teachers need to do is to learn how to apply these logic and methods behind to their own teaching, so as to make our classroom more vivid and interesting, making students become their "fans" and attracting students to put down their mobile phones.

Secondly, university teachers should try to integrate all media into their teaching practice. On the one hand, teachers can apply the excellent ways of expression and techniques of expression from the new media to the teaching mode, even select some useful media, official account and short video to recommend students to watch, broadening students' knowledge when draw the distance between students and teachers. On the other hand, teachers can verify some key issues by integrating the reports of traditional media, so as to ensure the reliability of the information spread and establish the authority among students invisibly. In the past, the teaching reform needs at least one semester to one year or even several years from the formulation of the reform plan to the application in the actual teaching, and then to the evaluation and improvement of students' feedback. The time span is long and the implementation efficiency is low, so it is often unable to keep up with the pace of the changing situation. The rise of new media and we media just provides a better platform for teachers to carry out teaching reform. Teachers can send the improved teaching videos to the platform for everyone to watch. Through the changes of real-time data such as the number of hits, the number of fans, comments and so on, they can timely get feedback of the reform effect, timely adjust the re improvement release, and observe the changes of real-time data again The quality of teaching style and teaching effect can not be considered from the perspective of teachers, but should be felt from the perspective of students. If adjust repeatedly, teachers can find the best teaching method from the perspective of the audience as soon as possible, so that students can benefit from it, so as to improve the efficiency of teaching reform and achieve the original intention of teaching reform.

Thirdly, university teachers should strive to create a safe and healthy all media environment for students. Nowadays, young people spend too much time in social networking. University teachers should set an example, first reduce their own time playing mobile phones, imperceptibly guide students to communicate more in reality, and pay attention to the improvement of interpersonal relationship in reality. Then guide students to spend more time on browsing useful content, which is not necessarily the professional knowledge, but also common sense and skills needed in life. It can not only get students' recognition, but also let them learn the necessary survival skills for the future society. At the same time, today's mixed network world makes university students easily lost in it. University teachers should guide students to establish a correct world outlook, outlook on life and values, so as to avoid the temptation of bad and false information on the Internet. Teachers can also exchange the application experience of new media and we media with students, enhance the relationship with students when understand students' psychological dynamic At the same time, it can broaden the vision of teachers. It's a process of learning from each other and growing up together. After all, teachers have limited time and energy, as well as limited knowledge and information.

6. Innovation of University Teachers' Education under the COVID-19 Epidemic

The COVID-19 Epidemic outbreak in early 2020 in late 2019 completely disrupted the lives of us all and changed the education of universities. For a whole semester, teachers and students have classes at home. When people are still discussing that electronic products are not good for students, computers and mobile phones have become rigid

demands of class. When we are still discussing how university teachers use new media and we media to optimize teaching, every teacher has become the "Anchor". It can be imagined that if it is not for this epidemic, it will take a long time for online teaching to go from being put on the agenda to pilot implementation to popularization. The epidemic not only speeds up the process, but also makes every teacher inevitably participate in the vast online teaching. Of course, it also shows its advantages and disadvantages at the fastest speed.

Online teaching is not new in itself, but all students' learning content is all online teaching is an innovation for the educational world to deal with the epidemic. Both teachers and students are unprepared to start online teaching in a hurry. For students, the first problem is that there is no textbook. We know that due to the limited teaching hours, university students usually need more time to study the contents of the teaching materials on their own, while the teachers mainly explain the key and difficult contents. Therefore, it may be better for liberal arts students to listen to the teacher's explanation in class without teaching materials, but it will undoubtedly increase the learning difficulty for science and engineering students, and the understanding and mastery of knowledge will inevitably decline. Of course, many publishers opened online electronic edition of textbooks to teachers and students in the later period, but the online reading experience is not as good as paper books, let alone the inconvenience of taking notes.

If the problem of lack of teaching materials can be solved by preparing in advance in the future, the lack of real communication is the "genetic defect" of online teaching. During the epidemic period, people were forced to stay at home. In order not to delay students' learning, online teaching came into being. Due to the remote teaching through computers, mobile phones and other clients, teachers lack the management of students like in the classroom. Even when students turn on the camera for real-time monitoring, teachers can't always stare at the computer screen to supervise all students. Moreover, the coverage of the camera is very limited, and it cannot really play a good role in supervision, let alone many classrooms only sign in in sequence on the computer, students may leave after signing in, and they don't really study. At the same time, face-to-face teaching in the classroom enables teachers know whether students have mastered the knowledge points according to students' reactions and expressions, and timely adjust the progress and content of their teaching, so as to improve the efficiency of the class. Due to the lack of real interactive communication in online teaching, it is difficult for teachers to find students' confusion in time, and they can only explain the content continuously according to the schedule. In addition, domestic students seldom have the habit of asking questions in class, and usually due to face, even if they don't understand what teachers said, they would not express themselves, resulting in the reduction of online teaching effect.

At the same time, technical problems are also important defects of online teaching. Although the COVID-19 epidemic is sudden, many teachers and students who are having classes at home are lack of computers, cameras, networks and other necessary equipment, but even if we put aside these accidental factors and have complete hardware equipment, we still can not avoid the signal interruption, network instability, no sound and other problems in the teaching process, although the time spent debugging the equipment may be compensated by extending the classroom time or later in other time, the interrupted teaching coherence in class and the unnecessary time cost of teachers and students can not be changed, which will seriously affect the teaching quality and teaching effect.

The sudden arrival of COVID-19 has prompted new media to be applied to higher education with a sudden and unexpected trend, which has really let us felt the promotion of technological progress to education, and let us can not help thinking about the new problem: since online teaching can be widely disseminated through the Internet in the form of video, if the epidemic lasts longer in the future, or due to other reasons, online teaching will become the new normal, is it necessary for every teacher to conduct live or recorded online teaching for theoretical courses, or is it only necessary for the teachers with the best theoretical teaching ability to explain online and then share the whole network? Will this lead to more teachers' unemployment or more time for experiment and scientific research? These problems need to be tested in practice for a longer time to come to a conclusion. However, it is undeniable that the epidemic has brought great breakthroughs and changes to higher education, and also brought new thinking to the innovation of higher education.

7. Conclusion

Mr. Chen Yinke's "Spirit of independence and thought of freedom" is the soul of the University. Especially after the CPC Central Committee proposed "mass entrepreneurship and innovation", in recent years, higher education has increasingly emphasized the innovative spirit and ability of university students, including students' innovation in talent training programs, and encouraged students to innovate in various fields such as scientific research and technology. However, after many years of examination oriented education, what students really need is the innovation of education, so the innovation of university teachers' education becomes particularly important. In the era of all media, the innovation of university teachers' education is to make use of all media to innovate university

teachers' education, so that teachers can really realize the qualitative leap of self growth, and then to apply the advantages of all media to the innovation of university teachers' education of students. Only through such unremitting efforts can we really cultivate the excellent talents needed in the era of all media.

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