

Exploration of Online English Teaching on Short-video Platform in the Post Epidemic Era

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Abstract

Since the COVID-19 outbreak, many colleges and universities home and abroad have chosen the online teaching as an alternative solution. It is predictable that online teaching will be a magnificent way to realize the equity of educational resources. The multi-course online teaching is gradually unfolding on each network platform, however, due to the limitation of the length of Short-video platform, schools, colleges and universities selectively ignore platforms such as: Tiktok, Kuaishou, etc. In fact, these platforms are excellent for English teaching. This paper will analyze and discuss the advantages that Short-video platform have for English teaching from three aspects: characteristics of online teaching, the advantages that Short-video platform has, and content selection.

Keywords

Short-video; Online English Teaching; Post Epidemic Era.

1. Introduction

Since the short video industry is lack of norms, it is reasonable that many low-end video contents challenge the social ethics, and the network culture education environment is complex. On the one hand, the lack of rules and regulations, platform supervision. Due to the lack of constraints of relevant laws and regulations, there are many users with low cultural level and comprehensive quality who publish videos to attract public attention. Some vulgar content clips can be added to videos. However, short video app platform does not strictly supervise the release of videos. Before administrators take intervention measures, videos are widely used because of their convenience and instantaneity. The spread of video works is mixed and uneven. Influenced by the content of vulgar tastes, many students turn to vulgarization, even gradually lose their social responsibility, personal obligations, and spiritual taste. The platform mechanism is not perfect, the educational video is homogeneous and lacks credibility. But as a time for heroes, it will be a proper time for organized education industry to join the short video platform.

2. Characteristics of Online Teaching

In the information age, multimedia teaching has been widespread in Colleges and universities. multimedia teaching can effectively integrate pictures, videos, text, animation, etc., changing the traditional teaching mode and learning method. Teachers and students have long been used to the interpenetration of multimedia, which is of great help to students' acceptance of online teaching. It can be said that the multimedia teaching which was praised before is the preparation for online teaching.

Although online teaching has the teaching effect that traditional teaching does not have, it also has some problems, such as difficulty of reflecting the overall and structural of teaching content,

difficulty of monitoring students' autonomous learning, difficulty of mobilizing teacher's passion, weakened teachers' personality influence and so on.

There are many uncontrollable factors affecting attention in online teaching environment. Learning in the classroom, the environment has a strong learning atmosphere and the supervision of teachers, while at home online learning will be affected by the activities of family members and the environment around the family. In addition, games and social information on computers and mobile phones will also have a great attraction to students, while students' non learning behavior is less constrained, which leads to students' easily distracted attention. On the one hand, students are used to waiting for teachers to arrange all the teaching activities, not used to autonomous learning and active exploration; on the other hand, in the current college classroom, although teaching is not good enough.

The reform is deepening, but the traditional teaching concept is deep-rooted, teachers are still the master of classroom teaching, teachers tend to pay more attention to the imparting of knowledge and neglect to help students establish metacognitive awareness and learning strategies, students are often just listeners of teaching content and bystanders of teaching behavior, the awareness of autonomous learning is not strengthened. In other words, in primary and secondary schools and universities, students are in an environment that rarely requires autonomous learning, so it is difficult for students to effectively apply and strengthen their initiative of learning.

In a word, online teaching is flexible, non-linear and has sufficient resources, but it highly requires for the ability of teachers and students, as well as the private environment of teachers and students.

3. The Advantages of Short-video Platform

Compared with the traditional video platform, Short-video platform has lower operating cost and lower threshold. At the same time, the viewing threshold is lower. Tiktok, Kuaishou have made short video watching an indispensable part of people's Internet life nowadays. The so-called "short video" is a way of Internet content dissemination, refers to the content spread on the Internet new media, suitable for viewing in the mobile state and short-term leisure state, and high-frequency push. This means that education related content can be viewed in a more flexible and unlimited way. Since the users can watch videos at any time, without group restrictions, teachers' videos will be reviewed and discussed by other professionals or professionals in other fields at the same time. Tiktok can not only broaden their horizons, but also benefit teachers.

On the other hand, students can feedback their English learning by making short videos. Teachers can arrange certain topics to as homework for making short videos by using Tiktok. This form of learning can not only improve students' participation in learning English, but also diverge students' learning thinking and improve their abilities in all aspects. In this way, the cleavage brought by online teaching shall be reduced.

Compared to other online teaching apps or websites, such as MOOC, ChaoXing platform, etc., this kind of platform has a unique advantage: it's cheap to run. Short video platform has a mature user mechanism. It is easy to manage an account which can even bring extracurricular practice opportunities to students. Compared with the traditional online learning platform, the number of materials that can be used for English learning is not small. Teachers can summarize the key points of each class with thinking map, and divide the course into different sections in account, which is more flexible than traditional online class platform.

In this way we do not need to worry about adding more burden to teachers, because in the live class, the content can be saved directly through the course recording. In this way, the teacher's

teaching can be supervised, and the students can review the course knowledge and obtain additional skills on the way to edit the video.

High quality learning resources are not equal to effective learning. Learning resources need to be closely related to the teaching content and teaching objective. Also, the resource needs to match the physical and mental characteristics of learners, to effectively promote students' deep learning. Because higher education does not adopt unified textbooks and syllabus as compulsory education, different universities are located differently, students have different talents, teaching materials and teaching contents are not the same, so it is necessary for teachers to lecture in person.

The traditional multimedia teaching method is more inclined to one-way communication or one-way learning, which is more suitable for teachers. The new media platform focuses on interactive communication, which can greatly promote the communication between teachers and students. On the other hand, in College English teaching, if it is not English major, it is generally carried out as a public course, which makes college students relatively less time to learn English. If they do not have very conscious initiative and enthusiasm, few students will use extra-curricular time to learn English. Teachers do not always pay attention to students' learning situation, so most students' effective learning time is very limited. Due to the limitation of the platform, the length of video is limited. However, through this, students can have a chance to study in fragmentation time, which will bring a special advantage for language learning.

4. Conclusion

Education based account that created by universities, which means students are the main body of browsing, there is no need to compromise for subscribe. But the course title must be easy to search. With the advent of 5g era, content logic is gradually transiting from traditional user production to professional production, and the content quality of short video is becoming more and more important. As a supplement to the traditional online course, short video course must focus on professional courses, otherwise it will be useless. When colleges and universities upload on the short video platform, they will face audiences from all over the world. The English teaching video uploaded on the short video platform, as an appendix of education and another realization of educational equity, should also be more organized and professional.

With the state's support for network technology, vigorously promote the construction of rural Internet, network teaching also gives people who have no conditions to go to university a chance. When colleges and universities upload on the short video platform, they will face audiences from all over the country.

If circumstances permit, English classes in universities, primary and secondary schools can be broadcast simultaneously on the short video platform. In the case of each school and University as endorsement, it is a strong affirmation of the source of information. This can not only promote the standardization of popular science education resources on the platform, but also enable children in areas with weak education resources to enjoy the treatment of areas with rich education resources.

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