



Reflection on College Education and Teaching Management under New Media

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ABSTRACT

Under the background of current social development, the role of media in the process of information dissemination is becoming more and more enlarged, the speed of information dissemination is greatly accelerated based on the platform built by the media. In the process of information dissemination, the related concepts of new media are derived based on the media platform. This is also the result of the continuous integration of information technology and network technology. Compared with the traditional media, the advantages of new media technology itself are more obvious both the source of information, but also the reporter and audience, so in the context of the development of new media art, the spread of various social hot issues is very fast, and the coverage is also wider. Under the background of the development of new media, colleges and universities themselves are greatly impacted by the information of new media, because people have higher acceptance of new media, so they receive all kinds of information from the outside world through mobile phones and computers, which leads to the challenge of education and teaching management in colleges and universities at present.

1. Introduction

In today's social development background, the development of various technologies are very fast, new media technology is based on this development characteristics derived from a new media technology and platform. Under the background of new media, the relevant information produced by various industries in society is transmitted through the new media platform, and the quality of the information itself is not restricted in the process of communication, so some good and bad information is spread quickly on the Internet platform, which has a great

influence on the ideas of the information recipients. In the current colleges and universities, the acceptance degree of college students to new media technology is higher, so the acceptance degree of some information based on new media technology and platform is also the largest, these mixed information has a certain impact on the ideological concept of college students, resulting in the current education and teaching management work carried out in colleges and universities has been seriously hindered. Therefore, based on the current new media background of education and teaching management in colleges and

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universities, we should carry out comprehensive reform, adapt to the new media development situation, improve the quality of education and teaching management.

2. Content and Importance of University Education and Teaching Management

2.1 Management of University Education and Teaching

The management of education and teaching is to make the education and teaching work smoother and more high-quality by organizing and coordinating the current education team and giving full play to the human and financial resources and other information of the current teachers' team. For the education and teaching work carried out in colleges and universities, it is necessary not only to ensure the general principle of education management, that is, the principle of mutual coordination, but also to carry out it based on the actual situation of education and teaching in colleges and universities, so as to ensure that the management of education and teaching meets the actual needs and can achieve sustainable development. In the course of development in recent years, the scale of enrollment expansion in colleges and universities is increasing, so the difficulty of education and teaching management is also rising. In this case, the emergence of new media technology provides a new idea for the management of education and teaching in colleges and universities, and its advantages are also infinitely magnified, so that the current reform of education and teaching management in colleges and universities has more possibilities.

2.2 Importance of University Education and Teaching Management

Education and teaching management is an important part of the comprehensive management of colleges and universities, which can improve the comprehensive development level of colleges and universities. Through the effective management of education and teaching, the development of colleges and universities itself can be made more smooth, because in the process of development of many colleges and universities, they will face many difficulties and influencing factors, so they can also solve these existing problems well by improving the level of education and teaching management. And based on the requirements of the new curriculum reform, the reform of education and teaching in colleges and universities is in line with the requirements of the new curriculum reform, which is also the main reason for the reform of education and teaching

in colleges and universities. And for the development of colleges and universities itself, the development of educational and teaching management activities will also redistribute the resources of colleges and universities themselves, so that the allocation of teaching resources is more reasonable, and the actual value of educational resources can be played more significantly.

3. Current Situation of Education and Teaching Management in Universities

3.1 Implementation of Off-Site Learning

At present, the teaching technology application of new media is mainly based on the development and utilization of social communication technology, and is mainly respected by teaching units, such as online classroom, rain classroom, micro-classroom, reverse classroom and so on. These teaching modes formed by the use of PC and mobile terminals are carried out under the operation of computers or mobile phones such as Weibo, WeChat, mobile Internet, etc. In general, the application of new media technology in university teaching started with auxiliary teaching, improved teaching quality, developed to the point where the traditional teaching mode has been subverted, from the previous admission to a university to the study of a major to enjoy the teaching content and learning knowledge of the professional teacher, to the point where the students in Hainan can learn the professional knowledge taught by Peking University. People who have not been admitted to university can also study university courses, and university education has expanded from the field of high-quality talent education to a window to improve national skills and quality.

3.2 Incomplete Student Mastery

Application of new media in college classroom, or use during course teaching should be more targeted and purposeful teaching means. Compared with traditional passive acceptance teaching, the new media emphasizes interactivity, equality and freedom. The American Journal of Wired (Wired) defines new media in a broad sense: "All people spread to all." Modern education also has a huge impact on the new media. All kinds of information and knowledge are spread in the circle of friends and micro-blog. The fragmented knowledge is more popular. The mobile side represented by mobile phone has formed a state of rapid spread and rapid acceptance. It can be seen that the application of new media teaching during classroom teaching should pay more attention to the students'

actual teaching objectives and achievements, and the new media teaching means should be repeatedly confirmed in teaching practice to ensure that it is used again and again in accordance with the characteristics of their own schools and students.

3.3 Lack of A People-Centred Management Philosophy

For the management work, its core is to manage people, so in the actual management process, should fully reflect the principle of people-oriented and humanistic feelings. In the current education and teaching management in colleges and universities, the lack of humanistic feelings is a very serious problem, which leads to the current education and teaching management work more rigid. However, after analyzing the current situation of education and teaching management in some universities in our country, it is found that the implementation of relevant measures in the process of education and teaching management is mandatory and colorful, and in the process of actual management, in order to achieve a certain degree of goal, the actual work through various rigid educational management measures can be carried out to a large extent, the main position of the management object itself can not be respected enough.

3.4 The Construction of Talent Teams Is Lagging Behind

Because the management mechanism of education and teaching in many colleges and universities is rigid and backward, although some colleges and universities have innovated in management concept, but because they do not have excellent education and teaching management staff, ah, the education and teaching management work carried out in the end is still largely superficial, has not really been put into practice, and has not played a corresponding role. From the current situation of education and teaching, work management, because of the lack of professional education management talent support, so many management work implementation is very poor, and because colleges and universities themselves are not profit-making organizations, so the enthusiasm in professional talent training work is also relatively low, the corresponding incentive mechanism and measures formulated are not reasonable, so the phenomenon of brain drain in teaching management work in colleges and universities is very serious.

4. Innovation Strategy of University Education and Teaching Management New Media

4.1 Establishment of A Sound Basic System

Under the background of the development of the new media era, the management of education and teaching carried out by colleges and universities needs to be paid full attention to, and then on the basis of full attention, the innovative attempt of education management is made. Therefore, the establishment of the relevant management system for the education and teaching work in colleges and universities must be comprehensively perfected and determined, and the contents of the management system should be refined and implemented in combination with the actual needs of the education and teaching work in colleges and universities and the contents of the teaching work. The educational and teaching management system not only needs to embody the general principles of educational management, but also needs to determine the coverage and management objectives of educational and teaching management. Then in the actual management process to implement the responsibility of education management, the actual education and teaching management to carry out a comprehensive overall consideration, to avoid in the process of teaching management work blank. Through the establishment of the basic system, the education and teaching management in colleges and universities have reliable knowledge, which can solve the problems in the process of education and teaching management, and optimize the working environment of education and teaching management.

4.2 Classroom Space Paradigm Innovation

Class teaching system is Comenius' innovation of teaching space form, Herbart consolidated and strengthened the class teaching system, until Dewey began to criticize the class teaching system, Dewey proposed "students, activities, experience" three centers. The requirement of education and teaching is student-oriented, cultivating students' innovative spirit and practical ability, and changing the center of teaching and learning is not only the trend of teaching development, but also the requirement of the times. From the classroom time and space of the present era, it has not yet reflected the "three centers" proposed by Dewey, and it will take time to appear such a center. Because of the architectural design of teaching building and classroom, it is still the style of classroom center, teacher center and teaching material center. If it can not reflect the "center of learning", it shows that classroom

space and time need to continue to improve. The change of behavior mode and communication mode brought by the progress of science and technology makes the communication mode of university classroom change obviously or change, and the change of communication behavior mode is bound to affect the interactive behavior of teaching and learning between teachers and students in class, and the way of knowledge information transmission. In class, it is time to consider and change whether the way of teachers' knowledge information transmission can change, what aspects should be changed, and how the position of teachers and students in classroom physical space should be arranged.

4.3 People-Centred Educational Management Measures

For the future development of education and teaching management, one of the important development direction is human-oriented management, that is to say, in the actual process of education and teaching management, we should pay attention to the embodiment of humanistic feelings. Therefore, based on the current education and teaching management work, the management of education and teaching in colleges and universities needs to eliminate the influencing factors and reduce the proportion of relevant measures affecting the management of education and teaching, so as to ensure that all measures can be truly implemented in the process of carrying out the management of education and teaching, and not through the way of tough completion. In view of the performance management appraisal work, the university may carry on the innovation to the current performance appraisal management work way, in carries on each kind of curriculum arrangement report and the performance appraisal, should ensure that the actual management measure does not affect the current teacher to carry on the corresponding teaching work, and must give the sufficient respect and the safeguard to the teacher's basic rights and interests. Therefore, to carry out education and teaching management based on the concept of people-oriented, it is necessary to obtain more recognition and support for the development of education and teaching management related activities in colleges and universities through flexible education and teaching management measures.

4.4 Strengthening the Construction of Highly Qualified Personnel

Under the background of the new media era, the requirements of education and teaching work itself are higher,

and the forms in the process of actual work are more diversified, so the demand for education and teaching management talents and the requirements are also increasing. To carry out the management of education and teaching in colleges and universities under the background of new media, it is necessary for the personnel of education and teaching management to have a very good understanding of the characteristics of the new media era, and to be able to flexibly apply the relevant information technology under the background of new media. Therefore, colleges and universities in the construction of talent team, in addition to the current education and teaching management staff to carry out comprehensive quality improvement and skills enhancement training, but also to face the community to recruit and introduce outstanding talent. In the process of training and introducing new talents, we should improve the incentive mechanism and assessment mechanism established by colleges and universities, so that the internal management talents and the management talents recruited from colleges and universities can play a positive role of incentive mechanism, give full play to their own role and realize their own value, and reduce the turnover rate of management personnel.

5. Conclusion

To sum up, for the current education and teaching management work carried out in colleges and universities, based on the development of the new media era of education and teaching management work requirements are higher, so we should analyze the current situation of education and teaching management work carried out in the past, and summarize the reasons for the existing problems. On this basis, combining with the new media background to carry out the method of education and teaching innovation, at the same time strengthen the talent reserve, improve the overall quality of education and teaching management.

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