

The application of new media technology in the teaching of E-commerce specialty in higher vocational colleges

Xiaoying Liu

Shanghai Industry and Commerce Foreign Language Vocational College, Shanghai 201300, China

Abstract: With the advent of information age, new media technology comes into being. The combination of new media technology and e-commerce is the trend of The Times. The teaching of e-commerce in higher vocational colleges should keep up with the pace of The Times and cultivate e-commerce talents who meet the needs of enterprises. Based on this, this paper will start with the analysis of the application necessity of new media technology in the teaching of e-commerce major in higher vocational colleges, and further discuss and put forward the application strategy of new media technology in the teaching of e-commerce major in higher vocational colleges, hoping to provide some references for related fields.

Key words: new media technology; Higher vocational college; Electronic commerce major; Teaching application

Introduction

New media technology, with its convenient means of communication, wide audience and flexible forms of expression, is profoundly changing the way we live and learn. In the field of electronic commerce, the application of new media technology is particularly extensive. However, at present, the teaching method of e-commerce major in higher vocational colleges is still relatively traditional, and there is a certain disconnect with the development and demand of the industry. Therefore, the introduction of new media technology into the teaching of e-commerce major can not only improve the teaching effect, but also help students better adapt to the future career development needs, and bring some innovative thinking for professional information teaching.

I. The necessity analysis of the application of new media technology in the teaching of e-commerce major in higher vocational colleges

1. It is the inevitable trend of the development of e-commerce specialty

With the continuous development of information technology and the Internet, e-commerce has become an important economic activity mode in modern society. The emergence and development of new media technology provides an inevitable trend for the development of e-commerce profession. First of all, the rapid development of new media technology makes the dissemination of information more convenient and efficient. Through the new media platform, people can obtain and exchange all kinds of information anytime and anywhere, which provides a broader space and opportunity for the development of e-commerce. Secondly, the application of new media technology promotes the innovation and upgrade of e-commerce model. For example, the rise of social media platforms enables individuals and enterprises to interact and communicate with consumers more directly, promoting the convenience of e-commerce transactions and helping to achieve the goal of personalized customization.

It is an important means to improve teaching efficiency and quality

First of all, new media technology can enrich teaching resources and provide a variety of learning content and forms. For example, through the online course platform, students can carry out online learning anytime and anywhere, flexibly arrange study time, and improve learning efficiency. Secondly, new media technologies can provide an interactive and practical learning environment. Through forms such as virtual LABS, online discussions and teamwork, students can better participate in the learning process and actively explore and practice to improve learning results. In addition, new media technologies can also provide personalized teaching services. Through the intelligent teaching system and learning platform, teachers can provide guidance and guidance according to the individual needs of students, and provide personalized learning resources and learning paths, which is conducive to improving students' learning interest and motivation.

It is an inevitable requirement of the development of new media

As a product of modern society, the development of new media technology inevitably requires its extensive and flexible application in the field of education. As an important part of training e-commerce professionals, e-commerce major in higher vocational colleges needs to make full use of the advantages of new media technology and integrate it into teaching. Digitalization, networking and informationization are the key pronoun of new media environment. The reform and development of e-commerce major in higher vocational colleges towards information-based teaching is an inevitable requirement for the development of new media. With the vigorous development of new media technology, advanced computer network technology and information technology have made unprecedented progress. If the e-commerce major still insists on adopting the traditional teaching mode, it will not only lag behind the social development, but also be difficult to meet the actual teaching needs of the major, which will directly affect the teaching effect and the quality of personnel training. Under this background, e-commerce major can use new media technology as the carrier to innovate teaching methods and realize information reform, which is in line with the new media environment.

II. The application strategy of new media technology in the teaching of e-commerce major in higher vocational colleges

1. Strengthen the teaching concept of new media information technology and optimize the teaching design

As far as e-commerce major is concerned, the application of new media information technology can greatly improve the teaching efficiency and enhance the comprehensive competitiveness of students. In order to give full play to the application potential of new media technology in the teaching of e-commerce major in higher vocational colleges, the key is to strengthen the teaching concept of new media information technology and optimize the teaching design.

First of all, new media technology enters the classroom, breaking the traditional teacher-student relationship and making the teaching process more vivid and interesting. Educators should fully understand the advantages of new media teaching, proficiently master and use various new media technologies and integrate them into teaching practice. In order to achieve the goal of taking students as the center and technology as the means, they should carry out information teaching activities with the theme of “interaction, participation, cooperation and exploration” so as to improve teaching effect. Secondly, teachers should innovate teaching methods and means according to the characteristics of new media. For example, by means of online classes, micro-courses and online exams, they can break the constraints of time and space and realize remote, synchronous or asynchronous online teaching. At the same time, they can strengthen classroom practice and feedback through social media, online forums, blogs and other ways to improve students’ learning interest and participation. At present, the development of new media e-commerce is booming. Teachers can skillfully use popular new media marketing models such as H5, short video, live broadcast, etc., to transform abstract theoretical knowledge into intuitive and vivid teaching resources, enhance students’ understanding and memory of knowledge, enable them to update and master knowledge in a solid way, and cultivate students’ good concept of new media information-based learning. So that they can realize the flexible use of new media in the future e-commerce jobs, and make them adapt to the new media environment as soon as possible.

2. Build an integrated teaching resource platform and innovate teaching methods

The integrated teaching resource platform is a teaching resource sharing platform based on cloud computing and big data technology. It can centrally process various teaching resources, provide teachers and students with rich and complete online materials, break the traditional teaching and learning mode, and help realize the efficient use of teaching resources. Under normal circumstances, the integrated teaching resource platform needs to include functional modules such as micro-class recording, information release, teaching content design template, question answering and so on. In addition, since a large amount of data will be generated in the integrated teaching process of e-commerce majors, data statistics and management should also become one of the important functions of the platform, which is more convenient for teachers to analyze learning situation and precise teaching. At the same time, comprehensive assessment and assessment of teaching quality and quality education can be carried out. It is helpful to provide specific data support for teachers to adjust and optimize the teaching program. Teachers can use the platform to publish teaching materials, assignments, announcements, etc. Students can view and download teaching materials on the platform, complete homework, participate in classroom interaction, etc. This not only greatly improves the teaching efficiency and saves the teaching time, but also makes the education and teaching activities no longer limited by time and space, and enhances the flexibility and convenience of teaching.

The development of new media technology provides infinite possibilities for the innovation of teaching methods of electronic commerce major. For example, with the use of new media technology, teachers can realize the mixed teaching of online + offline, making teaching activities more diversified; Through online collaboration and interactive learning, students can increase their participation and interest in learning; The use of virtual reality, augmented reality and other new technological means to enhance students’ learning experience, improve learning results and so on. For example, when teaching the content of “basic structure of e-commerce system”, teachers can first record micro-videos and upload them to the teaching resource sharing platform. In the micro-videos, teachers encourage students to find and sort out materials independently, and at the same time, draw a mind map of “basic structure of e-commerce system” according to the materials. According to the students’ independent learning situation, teachers can organize group cooperation and exploration activities, further optimize the teaching process, and achieve the teaching effect of twice the result with half the effort.

3. Improve teachers’ media literacy and enhance their ability to apply information

Media literacy refers to the overall literacy of an individual’s knowledge, skills and attitude towards media, including five aspects: media understanding, media analysis, media evaluation, media creation and media expression. Improving teachers’ media literacy can not only help teachers better understand and apply new media technology, but also help teachers better grasp the teaching rhythm and transfer knowledge more effectively in the process of using new media technology to teach. Information application ability refers to the ability of an individual to effectively use various information tools and technologies in the process of receiving, processing and output information. In the teaching of e-commerce specialty in higher vocational colleges, enhancing teachers’ information application ability is conducive to helping teachers make better use of new media technology, integrate and optimize teaching resources more effectively, and thus improve teaching effect.

Higher vocational colleges should cooperate with e-commerce enterprises to jointly develop training plans for all teachers. The training can be completed in the incubation base, with typical cases as the center, to enhance the comprehensiveness and systematization of the training. The fundamental purpose of the training is to improve the comprehensive teaching ability of e-commerce teachers, strengthen their

professional ability and media literacy, improve the application ability of information technology, expand the teachers' thinking of e-commerce operation, and strive to cultivate "double-qualified" teachers who can teach, practice, guide and demonstrate to serve all students. For example, the teachers participating in the training can operate real shops on the new media platform together in small groups, master the specific operation mode and operation process of e-commerce enterprises in the practice process, and learn professional content through actual combat, thus laying a good foundation for the vigorous development of mobile e-commerce in vocational colleges in the future.

4. Try a new all-round multi-angle assessment and evaluation method

In order to adapt to the optimization and upgrading of e-commerce teaching under the new media environment, the traditional evaluation system is undergoing qualitative changes. The latest evaluation system no longer evaluates students simply based on their mastery of theoretical knowledge in each chapter, but takes enterprises as the main line and designs numerous practical projects to allow students to experience the whole process of e-commerce in a practical way. Similar evaluation systems are more focused on evaluating students' ability to find, analyze and solve problems in the practice process, and at the same time, give corresponding evaluation to students' innovation effect. This practice-oriented evaluation is more conducive to cultivating and exercising students' practical ability and innovative consciousness, and is conducive to helping them shape a brand new new media e-commerce thinking.

Take "Network marketing course" as an example, teachers can guide students to set up a studio, website and wechat public account on campus with a specific type of enterprise as the template, so that they can flexibly use new media tools to carry out actual operations of network marketing. This series of operations aims to simulate the real enterprise environment, so that students can experience the whole process of network marketing in practice, from planning and promotion to income calculation, and master the relevant knowledge of network marketing in an all-round way. In the assessment and evaluation, the evaluation criteria should be based on the actual operation effect, to see whether students can earn profits through their own efforts, the amount of profits and the size of the impact is an important reference for evaluating students' practical ability. This evaluation method with practical operation as the focus can not only make students better understand and master the relevant knowledge of network marketing, but also effectively exercise their ability to solve problems in the actual working environment.

Epilogue

To sum up, with the continuous advancement of the deep integration of the Internet, new media technologies have mushroomed, bringing new thinking and great challenges to the teaching of e-commerce in higher vocational colleges. The application of new media technology in every link of e-commerce teaching is not only conducive to improving students' information literacy and strengthening their practical operation ability, but also conducive to cultivating students' innovative thinking and teamwork ability. Therefore, educators must clearly define the teaching concept of new media informationization, optimize teaching design, innovate teaching methods, improve personal media literacy and dare to try new assessment and evaluation methods, so as to adapt to the development trend of new media + education and make the teaching of e-commerce in higher vocational colleges more in line with the requirements of The Times.

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About author: Liu Xiaoying (1997.06-), female, Han nationality, born in Shanghai, Master of Science, Teaching assistant of Shanghai Vocational College of Foreign Languages for Industry and Commerce. Her research interests are Exploration of teaching methods of E-commerce courses.