

# The Application of Blended Online and Offline Teaching Methods in College English Public Courses

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**Abstract:** In the multimedia age, college English is gradually adopting a hybrid teaching method between online and offline. The hybrid teaching method has the advantages of face-to-face teaching and network teaching. Internet technology provides technical support for the combination of traditional classroom and virtual learning environments, provides personalized learning experiences for students, improves the teaching quality of teachers and optimizes the learning effect of students<sup>[1]</sup>. The online-to-offline hybrid teaching method ADAPTS to the development trend of education and conforms to the basic national conditions of China. Because of this, this paper will analyze the challenges, value and significance of blended teaching method in college English public courses, and on this basis, focus on analyzing the innovative path of adopting blended teaching method in college English public courses to provide some inspiration and suggestions for college teachers to carry out blended English teaching.

**Keywords:** Online and offline; Mixed teaching method; College English; Common course

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## 1. Introduction

The 2020 edition of College English Teaching Guide points out that “IT is advocated that colleges and universities make full use of information technology, actively create a diversified teaching and learning environment, implement blended teaching mode and enable students to develop towards the direction of active learning, independent learning and personalized learning” with the rapid development of information technology, the research on blended college English teaching based on “Internet +” technology is changing with each day<sup>[2]</sup>. To a certain extent, the limitations of traditional college English public teaching methods are broken, and high-quality talents in line with the development needs of the era are delivered to the country and society.

## **2. Limitations of traditional teaching methods**

### **2.1. Teaching methods need to be enriched**

In traditional college English common course teaching, which is limited to infrastructure and other conditions, teachers use the cramming teaching method to explain English knowledge to students in a one-way way. The English teachers complete the teaching activities offline and lead the students to learn. Under the single teaching method, students are easy to lose their interest in English and cannot improve the effect of learning English. Some students will even skip classes, which will affect the quality of English teaching<sup>[3]</sup>. Nowadays, with the help of the Internet, teachers can enrich their teaching methods. The variety of teaching methods helps to create a pleasant learning atmosphere, make English knowledge lively and interesting, and encourage students to learn efficiently.

### **2.2. Opportunities for teacher-student interaction need to be increased**

In traditional college English common course teaching, teachers pay more attention to teaching and explaining English knowledge, and relatively neglect the interaction and communication with students. In English class, students are accustomed to learning according to the teacher's requirements, lack of deep thinking, lack free speech, and do not have in-depth English knowledge learning<sup>[4]</sup>. Lack of interaction between teachers and students will not only reduce the learning effect of students but also hinder the improvement of teaching quality because teachers cannot grasp the actual learning situation of students, leading to the failure of teaching plans to suit students' learning situations.

## **3. Advantages of online and offline mixed teaching methods in the application of College English public courses**

### **3.1. It helps to enrich teaching methods**

With the development of information technology and the implementation of the new curriculum reform, the traditional English teaching mode of teachers speaking and students listening is no longer suitable for the modern educational environment. The combination of online and offline teaching methods conforms to the development trend of the era and provides possibilities for college English teachers to enrich their teaching methods. This teaching mode integrates online and offline teaching<sup>[5]</sup>. Teachers enrich teaching content and innovate teaching methods. For example, e-learning materials such as courseware and videos are released through online platforms. Online discussion, Q&A; Situational teaching method; Flipped classroom method; Task-driven method, etc., can improve students' learning effect based on novelty<sup>[6]</sup>.

### **3.2. Help to narrow the distance between teachers and students**

In traditional college English teaching, there are few opportunities for interaction between teachers and students, and there is a sense of distance, which makes teachers unable to fully understand students, which is not conducive to improving the teaching effect. In the mixed teaching mode of online and offline, teachers can use the online platform to communicate with students, timely understand students' learning and other conditions, help students to solve learning problems anytime and anywhere, and provide targeted and differentiated guidance to students. For example, teachers answer students' questions through WeChat, Dingdou and other communication tools; Online questions and discussions are held through platforms such as MOOCs, Tencent Class and Rain Class. Online teachers can also use the Internet to digitize the overall situation of students<sup>[7]</sup>.

By analyzing the data of students, they can further understand the characteristics of students and narrow the distance between teachers and students.

### **3.3. It helps to personalize English teaching**

The college English reform advocates individualized teaching, but the traditional teaching model cannot meet the needs of individualized teaching, limited to the large number of college English public classes, imperfect hardware facilities and other factors, it is difficult for teachers to understand the actual learning situation of students in advance, it is difficult to give targeted guidance according to the learning effect of students, so teachers personalized teaching and individualized teaching cannot be implemented<sup>[8]</sup>. At present, in the Internet era, digital information technology extends to the field of education, providing convenient conditions for teachers to carry out personalized English teaching. Teachers can use digital technology to analyze students' learning data, grasp students' learning status at any time, understand students' learning styles, adjust teaching content flexibly, and recommend learning resources that meet students' needs. Therefore, the mixed teaching mode of online and offline can solve past problems and make personalized English teaching possible.

## **4. The path and strategy of online and offline mixed teaching methods in College English public courses**

### **4.1. Integrate teaching resources and optimize online education**

The combination of online and offline teaching methods of college English public courses can effectively improve the teaching effect in the multimedia era. First, in online teaching, teachers rely on the network platform to formulate micro-videos related to the English knowledge of this class. The micro-videos are short, concise and prominent in content, and the teachers release them to students through the teaching platform in advance, so that students can have an overall perception of the English classroom teaching content. According to pre-class tasks, students learn through micro-class videos and solve problems with the help of group discussions, the Internet and other resources. In the face of unsolvable problems, students record them and give feedback to the teacher, so that the teacher can understand the effect of students' preview and flexibly adjust the teaching time of different modules<sup>[9]</sup>.

Secondly, teachers can use Internet technology to provide students with rich video materials, which can make the boring knowledge in books vivid and intuitive. Prepare teaching plans, PPT and other teaching materials, which contain the core content of the course on the one hand, and integrate interactive links on the other hand to promote the students' learning process to be richer and more comprehensive. Third, in college English public courses, listening practice is the basic course and the prerequisite for students to learn and use English knowledge. Therefore, with the combination of online and offline teaching based on Internet resources, teachers can provide students with rich listening resources, and students can choose the listening resources they are interested in according to their learning conditions and take the initiative to learn vocabulary, sentence patterns and other content, to reduce the difficulty of listening learning.

### **4.2. Connect online and offline to enhance student's learning experience**

At present, offline teaching needs to be fully connected with online teaching to complement each other and improve English teaching. To be specific, first, teachers can guide students to cooperate in learning while teaching, create a better language communication environment with the help of online platforms such as the

Internet, encourage students to choose appropriate scenarios for learning, meet the learning needs of different students, and improve their ability to use English for language communication. For example, when the teaching content involves scenes related to foreign travel and the students are interested in them, the teacher can use digital technology to play English videos and audio for the students in the English class about hotel booking, food ordering and shopping to improve the quality and efficiency of students' learning of relevant English knowledge. Teachers can also work in small groups so that students can apply what they have learned in real-time and improve their practical ability to apply theoretical knowledge to practical scenarios<sup>[10]</sup>.

Second, in the traditional teaching mode, college students will pay more attention to reading, writing and listening due to factors such as exams, which are insufficient in English expression. In order to improve students' English expression ability, teachers can use the Internet platform and simulation training function to create real context for students in offline teaching. In the real environment, the students communicate with the robot, the robot corrects the students' oral English in life, analyzes the students' thinking time, instructs the students on ways to express themselves more accurately, and finally summarizes and comments the students' practice results. As a teacher, the robot provides personalized and targeted suggestions to the students to improve their English proficiency.

### **4.3. Expand the learning network and deepen teacher-student interaction**

The combination of online and offline teaching methods can promote communication between teachers and students and build connections with native English speakers around the world through the Internet. In order to expand students' learning network, teachers can start from the following aspects: First, teachers guide students to match with foreigners of the same age through the online platform to build a real English context, so that students can meet their learning needs at any time. As teachers become the guides, the relationship between teachers and students is undergoing profound changes. The authority status of teachers is not one-way or absolute but forms an equal and interactive learning community with students. The reform of the teacher-student relationship improves students' initiative and participation in English learning and promotes in-depth communication and understanding between teachers and students<sup>[11]</sup>. Second, in terms of teaching design, teachers can encourage students to participate in their teaching design and flexibly adjust teaching strategies according to students' learning results and suggestions. Relying on the Internet, teachers can also combine the opinions of artificial intelligence to choose reasonable teaching plans. Third, in teaching supervision, teachers can interact and communicate with students through the online teaching platform, analyze students' learning situations, understand the areas of students' interest, and provide students with more personalized learning opportunities. All in all, online teaching is more inclusive and open, and teachers and students have a broader space for interaction, which makes the teaching process of college English classroom more democratic and diversified, and helps to cultivate modern talents with innovative spirit and practical ability.

### **4.4. Innovate the classroom form and integrate ideological and political teaching into the curriculum**

The mixed online and offline teaching method of college English public courses requires innovative classroom forms. For example, classroom teaching is the first class, offline project activity guidance is the second class, online independent learning is the third class, and the three classes are organically integrated and have three-dimensional operations. Under the educational reform, the concept of quality education has been deeply rooted in the hearts of the people, and English courses play an important role in cultivating students' patriotic feelings

and international vision. College English teachers need to implement the concept of moral education and cultivate people, and integrate ideological and political content into the three classes. In the first class, college English teachers can deeply analyze the English textbooks and dig out the ideological and political elements related to the curriculum, such as the Chinese dream, excellent traditional Chinese culture, professional ethics and so on. On this basis, teachers can design relevant ideological and political English teaching courseware. Teachers can integrate teaching materials related to national feelings into the classroom in the form of audio and video, to expand students' vision and thinking. They can also combine the professional characteristics of the school and introduce typical cases reflecting the spirit of the industry to cultivate students' professionalism and professional ideals<sup>[12]</sup>. In the second classroom, teachers can integrate ideological and political elements into offline project activities to enhance students' emotions and cognition.

In cross-cultural communication, students should pay attention to the following aspects: First, respect the cultural diversity of the world, and establish an open and inclusive concept of sharing beauty and harmony with the world. Secondly, they should cultivate critical cultural awareness and be able to evaluate different cultural phenomena with a dialectical perspective. Third, deepen the understanding and identification of Chinese culture, build cultural confidence, and tell Chinese stories well. Third, teachers integrate ideological and political resources into students' online self-learning process<sup>[13]</sup>. On the one hand, teachers can conduct practical training on ideological and political contexts based on English language knowledge. For example, teachers can assign students learning tasks such as memorizing words, reading aloud and imitating, and taking ancient Chinese poets and CI masters and golden sentences in the era of socialism with Chinese characteristics as the corpus. Teachers can carry out speculative reading and expression learning activities around ideological and political topics. Based on providing students with a variety of articles and videos, teachers encourage students to have discussions and design comments. In the process of output, students have trained their way of thinking<sup>[14]</sup>. Under the mixed online and offline teaching method, students can learn anytime and anywhere through mobile phones, computers and other devices, and become the beneficiaries of the curriculum's ideological and political knowledge, which not only enriches English knowledge but also improves the ideological and moral level<sup>[15]</sup>.

## 5. Conclusion

The application of online and offline mixed teaching methods in college English public courses is helpful in enriching teaching methods. It helps to widen the distance between teachers and students and to personalize English teaching. There are limitations in traditional teaching methods, which need to be enriched. Opportunities for teacher-student interaction need to be increased. The study hope to optimize online education by integrating teaching resources, connecting online and offline to enhance students' learning experience, expanding the learning network and deepening teacher-student interaction. Innovative classroom forms and a series of measures integrating ideology and politics in the curriculum can promote the effective development of the online and offline mixed teaching method of college English and cultivate modern English talents.

## Disclosure statement

The author declares no conflict of interest.

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