Analysis on the Innovative Approaches of College English Translation Teaching Based on New Media Technology

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Abstract: Information technology is developing rapidly in China. New media technologies of different types and adapting to different environments continue to appear, and produce good application effects in various fields, so as to provide a solid backing for the development and innovation of China's education industry. Specifically, English translation teaching and related activities in Colleges and universities, We can also see the role of new media technology in promoting innovation. When using new media technology, we should pay attention to its improvement on the depth and breadth of students' thinking, and carry out thinking from the perspectives of application innovation, basic innovation, combined innovation and practical innovation, so as to finally provide support for the improvement of English translation teaching quality.
Keywords: New media; Technology; Translation teaching; Innovative approach

Under the background of the sustainable development of information technology, positive thinking has also been carried out in the field of education. The exploration of the combination of new media technology and teaching activities is unified with the opinions on the improvement of educational standardization put forward by the education department. College English translation teaching should also pay attention to this trend, continue to strengthen the exploration of innovative strategies in practice, make full use of the functions of new media technology and platform, innovate translation teaching methods, enrich students' practical opportunities, and truly serve the improvement of classroom teaching quality.

1. Understanding of College English translation teaching under New Media Technology

Since the 1980s, with unprecedented influence, modern information technology has made it possible to change many contents and models involved in English translation teaching. In particular, the continuous emergence of new media technology has made English translation teaching activities colorful. When we observe English translation classes in Colleges and universities, we can find that teachers are increasingly adopting multimedia technology to provide students with audio or video resources, and even directly place English translation teaching activities in the environment of Internet and mobile terminals. The interactive characteristics are becoming more and more obvious. In fact, due to the mature development of new media technology, in recent years, it can be seen that there have been earth shaking changes in the way of activities in College English translation teaching, which is not only in line with the overall needs of China's social development, but also unified with the needs of translation teaching.

It is generally believed that in the context of new media technology, computer equipment and Internet technology will provide a more friendly channel for teaching. This channel can benefit a lot in information communication and information processing. Among the multimedia interactive system channels, there are many contents such as text, image and video, as well as advantages such as network teaching and independent learning platform. Because in the context of new media technology, teachers have more operational space to carry out translation teaching activities.

In short, the reason why we advocate new media technology and emphasize its role in translation teaching is that in the era of big data, the number of information resources increases exponentially and has the possibility of deep integration with various industries. Therefore, it is necessary for college teachers to actively adapt to the trend of social development and introduce ideal teaching ideas and strategies with a more positive attitude, In this way, college students can finally take this opportunity to improve their translation literacy, develop into high-quality talents in line with the current social requirements, and provide support for their job selection and employment.[1]

2. How to innovate college English translation teaching under the new media technology
2.1 Development of teachers' comprehensive ability

In order to make students' translation ability more advanced under the new media technology, it is an effective and innovative way to make great efforts in the development of teachers' comprehensive ability and inspire and infect students with teachers' actions. For the vast majority of colleges and universities, if they want to fully develop teachers' comprehensive ability, the key approach is also the introduction, practice and in-depth thinking of new media technology. In other words, due to the support of new media technology and content, teachers will increase a lot of opportunities to improve their comprehensive ability with the help of different types of

intelligent terminals, Including computers and smart phones, we can learn knowledge related to English translation with students at any time.

2.2 Consolidate students' learning foundation

The value of tamping the foundation is outstanding. For example, if the sentence "people or chat up, the heart is flawless" is translated into English, students can smoothly understand the original meaning and make corresponding expression only after the foundation is consolidated. A large number of digital teaching resources involved in new media technology can enable students to obtain learning benefits. Combined with English translation teaching, students can quickly compare various English sentences and understand what better translation results are in the process of comparison and analysis, What is the difference between the translation questions in college teaching and those in middle school, and have a deeper understanding of several translation levels of "faithfulness, expressiveness and elegance". Such understanding and cognition is a necessary way for students to consolidate their learning foundation. In addition, relying on the new media translation teaching resources that become modules can also enable students to strengthen and consolidate the weak links of the subject according to their own actual situation, which will solve the basic imbalance in the process of English translation. Therefore, based on the premise of the unity of students' foundation, teachers can try their best to achieve a smooth and moderate teaching rhythm, so as to make the course promotion smooth and natural.

2.3 Combination of information teaching mode

If many cutting-edge teaching models want to achieve ideal results, they must be inextricably linked with new media and digital teaching resources, such as micro class, flipped class and inquiry learning model. Among them, there are many application links of digital teaching resources and a large number of applications, especially in micro class teaching, Teachers have the responsibility and obligation to present all the contents of the textbook in the form of micro class video, so that students can complete their learning without opening the textbook. At the same time, teachers can also highlight their modular advantages from the perspective of digital teaching resources, refer to students' basic mastery and actual teaching progress, reconstruct the knowledge framework of teaching materials, and give corresponding supplements and extensions. Such practices can better avoid the lack of unity of teaching materials and promote the transformation of translation teaching to the direction of flexibility. Moreover, teachers should also pay attention to the combination of information teaching mode. Compared with traditional teaching methods, this mode is more closely connected with the Internet. Therefore, materials can be updated at any time, so that the translation content faced by students is always at the forefront of the development of the times.[2]

2.4 Constantly improve the assessment methods of English Teaching

With more and more attention paid to oral English, the traditional English teaching assessment method has been unable to adapt to the modern English teaching mode. Therefore, we should constantly improve the assessment methods of English teaching and enhance the objectivity and effectiveness of the assessment. The purpose of the assessment is not to simply rank the scores obtained by students, but to really test students' English literacy. Teachers should make full use of the communication platform supported by new media, such as using wechat for English test. The test content is not only a written test, but should involve listening, speaking, reading and writing. Combined with students' performance at all levels, teachers should conduct a comprehensive evaluation to deeply understand students' shortcomings in one aspect.[3]

3. Conclusion

In short, based on the specific development background of new media technology, colleges and universities need to pay attention to the effective utilization of new media equipment and platforms in translation teaching, so as to broaden the depth and breadth of students' learning. In order to achieve this effect, teachers can think from the perspectives of application innovation, basic innovation, combined innovation and practical innovation, It really urges students to constantly improve their own knowledge framework and specific content, and cultivate high-quality talents in line with the needs of social development.

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