



Promoting Preparation for CET-4 with WeChat Official Accounts Platform

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Abstract: With the rapid development of Internet technology and the widespread use of smart phones, the mobile communication platform represented by WeChat has developed rapidly. By making rational use of the advantages of WeChat official accounts platform and summarizing the key vocabulary sentences in English textbooks and sorting out the materials of CET-4, students' interest in English learning can be stimulated, and knowledge learned in classroom can be consolidated, and the grades of CET-4 can be improved.

Keywords: WeChat; CET-4; learning interest; mobile phone.

1. Introduction

With the rapid development of Internet technology and the widespread use of smart phones, the mobile communication platform represented by WeChat has developed rapidly. According to a report by the *Financial Times* on March 19th, at the end of 2014, the number of WeChat users increased by 41% year-on-year to 500 million. Research Report on Social and Economic Impact of WeChat shows that nearly 20% of users are students, and 60% of respondents open and use WeChat every day. WeChat not only has an important influence on people's lives in social activities, entertainment, life services, and information, but nearly 80% of the respondents pay attention to WeChat official account to get information. As one of the most popular communication platforms, WeChat has been accepted and respected by more and more young people. College students not only play WeChat at ordinary times, but also many students play in class. Reasonable use of WeChat can promote college students' English learning.

2. Characteristics of WeChat learning style

WeChat subscription accounts focus on information and brand communication. They're like another media channel. Subscription accounts can publish once a day and can only publish 1-6 articles each time. All updates are sent to the users' subscription

folder and users do not receive push notifications. Subscription accounts are the only official account type open to individuals such as bloggers, writers or celebrities, which are the best choice for individuals, media and brands that are content based or information-orientated.

Based on the high frequency and long-term online use of WeChat by college students, pushing learning information through WeChat public platform can promote English learning. This learning method of WeChat has the following characteristics:

It breaks the traditional teaching mode, breaks through the limitation of teaching and learning in time and place, and can well support learners to learn anytime and anywhere.

You can make full use of trivial time to study. WeChat can make full use of and reasonably guide learners to use fragmented time, master relatively small learning units, promote learning and develop good study habits.

The interactive platform of WeChat can provide students with rich and varied learning materials such as words, pictures and videos, which can effectively stimulate students' interest in learning. Moreover, WeChat has the function of online communication, which can effectively answer questions for students, help students to strengthen their understanding of classroom teaching content and give full play to the main role of students in learning.

By pushing information to students, students can overcome their learning inertia, remind them to review in time and enhance their vocabulary memory. WeChat, as a mobile learning, has its unique advantages, which expands the time and space for college students to study, is conducive to mobilizing students' enthusiasm, initiative and creativity, and can bring a strong supplement to college English learning. Therefore, the application of WeChat in college English learning is feasible and effective.

Many WeChat official account help English learning, many of which are related to CET-4 and CET-6, which are of great benefit to preparing for CET-4 and CET-6. However, most of the information pushed by WeChat official account is not targeted. Some of the information provided is a simple list of vocabulary, some of them are not treated separately, the content of materials is too difficult, and some of them are over-advertised in WeChat official account. This project plans to create a targeted WeChat public platform, which not only links the classroom content but also pushes the CET-4 learning materials that meet the learning difficulty of class B students, so as to help students improve their English ability and strive to help more students pass CET-4.

3. Steps to promoting preparation for CET-4 with WeChat official account

WeChat service accounts provide stronger support for customer service and CRM.

They are also sales-oriented in that verified service accounts can apply for WeChat Pay functions and open a WeChat Store. After verification, service accounts are also allowed access to APIs that enable them to build additional apps and functions such as an Instant Customer Service app or GPS apps that help customers find their offline locations. When posts are published, service account articles appear in followers' chat lists as push notifications and are more visible. On the other hand, in order not to annoy or spam users, the posting frequency is lower than a subscription account. A service account can publish only 4 times per month, with 1-6 articles each time. Service accounts are most suitable for industries with a mass audience or with large customer databases, such as banks, airlines and hotels.

Collect and study the related literature of CET-4, and thoroughly study the syllabus of CET-4 and related problem-solving skills.

Learn about the operation knowledge of WeChat platform, especially the operation knowledge of WeChat official account and the production methods of pictures, videos and so on.

Understand the doubts and needs of students through questionnaire survey, and sort out the key vocabulary and sentence patterns in the classroom under the guidance of teachers; Collect, collate and produce materials such as pictures, texts and videos of Level 4 learning.

Push information such as key vocabulary and sentence patterns in class, and study materials for CET-4.

4. Advantage of WeChat official account in English learning

The WeChat platform of this project mainly pushes the summary of in-class knowledge to subscribers, including key words and sentence patterns of texts and CET-4 preparation materials, and strives to combine the in-class content with CET-4. The pushed four-level materials strive to be few and precise, keep up with the four-level syllabus, and give attention to interest at the same time. While sorting out the above learning materials, it is bound to improve one's English level; At the same time, in the process of exploring how to solve problems and how to achieve ideal results, we should exercise our innovative ability.

Under the teacher's guidance, by summarizing the key vocabulary sentences in English textbooks and sorting out the materials of CET-4, one's English level can be improved, and at the same time, one's innovative ability can be exercised.

By pushing CET-4 related learning materials to the students, we can promote their learning enthusiasm and help more students pass CET-4.

For most non-English majors, CET-4 still has some pressure. In December, 2014, the passing rate of Grade 4 of class B sophomores was about 15%, among which many

students failed to pass the exam with scores close to 390. It can be seen that through counseling and hard work, the chances of passing the exam next time are great. However, non-English majors are not motivated to learn English and lack more scientific and effective learning methods. By regularly pushing information to students every week, students can be reminded to review the contents of learning in class in time, which can make rational use of piecemeal time and improve learning efficiency; Share problem-solving skills and preparation strategies for specific questions of CET-4 to help students "know themselves and know each other"; In addition, students can communicate online through WeChat platform, and ask teachers questions anytime and anywhere. By making rational use of the advantages of WeChat platform, students' interest in learning can be stimulated, classroom knowledge can be consolidated, and the passing rate of CET-4 can be improved.

By comparing the passing rates of CET-4 in other classes that didn't pay attention to WeChat official account, we can explore the influence of WeChat mobile learning on English learning of non-English majors, and provide empirical evidence for related theoretical research.

5. Conclusion

With the rapid development of Internet technology and the widespread use of smart phones, the mobile communication platform represented by WeChat has developed rapidly. By making rational use of the advantages of WeChat platform and summarizing the key vocabulary sentences in English textbooks and sorting out the materials of CET-4, students' interest in English learning can be stimulated, and knowledge learned in classroom can be consolidated, and the grades of CET-4 can be improved.

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