ABSTRACT

In the information age, it is often argued that English education and "new media" technology depend on each other, especially in a time of accelerated processes of globalization. During the last decade, the Taiwan government has placed great importance on the reinforcement of English education, starting with the educational reform in 1994 and continuing with the implementation of GEPT and English graduation requirements in higher education. All of these policies were employed in order to develop students' general English proficiency. This research probes into recent trends in globalization and worldwide multimedia usage, based in cultural and sociological studies. By analyzing the cultural, political and educational environment this thesis desires to evaluate Taiwan's potential to face economic challenges, competitiveness and collaboration, in the global arena. Through acknowledging the importance of English as a "global language", this study analyses the present English education environment on the tertiary level. Taiwanese college students' English-language media use together with their responses toward educational policies, their motivation, in-class learning behaviour, and autonomous learning is hereby taken into consideration. A random sample of 157 college students from 37 colleges was taken. Questionnaires and semi-structured interview questions were employed for the qualitative part of this study. One publisher and two educators also contributed to this research in interviews. The results show that a majority of students agree that there is a necessity for the governmental English graduation requirements, but they also believe that it has a limited effect on their motivation and learning outcomes. The findings of this study indicate that students recognize how multimedia English courses help to improve their English skills and cultivate personal interests; however, the results also imply that, measured by global standards, students' both formal and informal multimedia usage in Taiwan still appears to be quite inefficient when it comes to learning. On an international basis, current trends and concepts in education suggest that EFL language policies, language curricula, teaching strategies and the utilization of new media applications need to be well designed by policymakers and educators to create better learning environments for the future.

Keywords: Cultural Studies, Globalisation, New Media, Motivation to English, Educational Reform

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