Abstract. The development of information technology led to the rapid development of education technology, promote the personalized learning technology, but also created the new learning style. New media technology has a significant impact on all aspects of education communication: source, transmission route, destination, causes the educational communication change from one-way communication to interactive communication; communication content is changed from image-text to video and audio based. In China, for the learning process, learning resources, learning methods, learning style, learning evaluation are undergoing unprecedented changes, new media technology will reshape the new educational information dissemination environment.

Keywords: Education communication, new media, transmission.

Introduction
The development of new media technology has greatly promoted the innovation of "human-centric" evolution of knowledge society, and the way of human information dissemination will inevitably undergo profound changes. The connotation and extension of education communication are also changed with a series of new variation. Understanding the influence of new media technology on Chinese educational communication will open more doors for educational communication research.

1. Mass Communication learning and Personalized Learning Advance Side by Side
Mass Communication learning is a form of mass communication in the field of communication in new media age. According to the number of people involved in the dissemination of behavior and the level of the use of advanced communication technologies and the industrialization of mass media is the professional media organizations, to the public in society the object of the large-scale production and dissemination of information activities, the public is the audience. Now, with the development of information technology, the rapid development of online learning resources, the quality is also increasing.
Massive open online course MOOC swept the world in just a few years’ time, more seamless quality education resources in Colleges and universities has brought the global top, quality education resources sharing in the spring, but also let more people have independent learning opportunities, provides a rich learning experience for learners. The popular learning style relying on new media technology will be an important beginning for the implementation of the concept of lifelong learning and global education [1].

**Social Networking Technology Leads to Great Reform in the Way Learning Information Dissemination.** Social networking, that means social intercourse + networking. Through the network, the carrier connects people to form a group with a certain characteristic. SNS (Social Network Service), a social networking technology in the new media era, has expanded the Internet from research departments, schools, government, and business applications into a human social tool. With the development of mobile communication technology, mobile phone has become an important carrier for social networking. With the popularity of mobile phones and wireless network applications, the use of popular MOOC, QQ, WeChat and other technologies, mobile phones become a new and ubiquitous learning ability social network carrier. From the perspective of history, it is leading a major change in the learning style of learning field, and has become the key force for online learning to approach the world of realistic education.

In mass learning, learners can publish interesting topics or discuss topics on the Internet learning platform, and upload and download various media resources including text, pictures, videos and computer programs etc. They can communicate with other learners, answer questions, evaluate and improve and make brainstorm. Shell nets, Baidu library, Netease cloud class, Tencent classroom, Wenjuan.com, many large websites provide a platform for public learning. With the development of social networking technology and new media technology, the source of education will be each user. Centering on knowledge learning, there will be certain knowledge tribes to attract more people to learn the relevant content information, and in the process, educational resources will be further refined and high quality.

**MOOC and SPOC Learning to be Popular.** As a university field in the forefront of science and technology teaching, MOOC has been popular among students in recent years. The top-quality education resources of all the top universities in the world are shared by the Internet in MOOC form. Many college students are keen on this kind of learning activity. But with its large user scale, blind management, weak control of the students, although there is a great deal of registration, there are few people who can stick to it. The increasing amount of MOOC resources is a good thing for educational equity and knowledge sharing, but the quality of mass learning is not as high as it was supposed to be. How can we really tap the influence of online education on human knowledge? Its operation mode, technical support and management system needs to be further improved. It is a great challenge to build a sustainable development and a good online learning environment.
In such situations, SPOC (Small Private Online Course) emerges as the times require. The “small” and “private” in SPOC correspond with “massive” and “open” in MOOC, it emphasizes that the number of participants in the course is small, receiving the course information requires certain privileges. This is conducive to the fine learning, management and learning activities of students. At present, in China, many learning platforms have opened the SPOC business, teachers can choose their students selectively, and students can enjoy more excellent learning services. Smaller audiences make better communication between students and teachers, and this improves learners' sense of learning responsibility and internal learning motivation, and makes the quality of learning more effectively.

2. The Mode of Education Information Dissemination and Content is Diversified

Education Communication is Interdisciplinary. The interconnection ability of internet technology is improving continuously knowledge and skills in various fields are also experiencing an unprecedented trend in a variety of cross-border connections. Introduction of internet technology into the field of Education, the creativity of teaching has been stimulated. In the teaching form is to be the online and offline blended learning; mobile devices are used to combine ubiquitous learning with classroom learning in the teaching process, various learning interfaces are diverse [2]. Different disciplines and fields begin to construct new teaching contents and knowledge structure together. More multi-disciplinary integrated courses appear.

Cross border learning has broken the boundaries of learning. People are beginning to become familiar with more and more new media technologies. For example, the litchi radio, the Himalayas radio, network broadcasting station in China, through a variety of live APP, WeChat, QQ, people can very convenient to achieve a variety of learning groups, and be able to achieve the live course record interaction efficiency. This year, people are already willing to pay for knowledge, begin to consciously customize knowledge, share learning programs or courses according to their own needs. The propagation space of learning is further extended, and presents the possibility of unlimited expansion of network.

The Precision of the Dissemination of Educational Information (Customized Learning). In China, more and more attention has been paid to the detailed analysis of the learning process behind data mining. Internet big data technology can provide a series of targeted teaching methods and technical support services according to individual learners' specific learning needs, learning base, learning style and cultural background. With the help of Internet technology and various applications, data analysis tools, learners can obtain customized educational resources and personalized teaching services at any time and place.

For example, “Homework Together” learning platform in the field of primary and secondary education field, the various learning behaviors data of learners in learning platform are recorded and collected, and it allows teachers
or learners to view the data through the backstage, and then they can more fully understand the learning situation of each student, easily grasp the students' learning difficulties, and can push student’s homework and practice suited to his own circumstances. Learners can also understand their own learning process through the analysis of large data, the wrong-done practice can receive timely effective feedback and purposeful complementary learning. And it is very convenient to customize the required learning content in the platform.

**Diversity of Educational Communication Content and Style.** The form of educational information mainly develops from the original text and images to the form of interactive video, and begin to popularize multimedia information forms. For example, popular fragmented video learning material combines text, audio, images, animations, video clips, and other forms of media; all kinds of traditional teaching materials and books are being transformed into digital and network stereoscopic teaching materials by means of Internet of Things technology. The new communication has a variety of interconnected mechanisms, it improves the convenience of people to obtain educational information, and enriches the sensory channel, so as to improve the effectiveness of information reception.

3. **“Invisible Evaluation” Based on the Implicit Learning Data Dredges Education Communication Channels Further**

Nowadays, network technology, artificial intelligence and expert system promote the transformation between learners' implicit knowledge and explicit knowledge. It is the further development of network adaptive learning technology. The concept of "invisible" refers to the fact that students may not know the occurrence of assessment during their study. The learning platform can continuously detect the "invisible" learning behavior of learners in the process of learning, thus it can obtain the valuable individual learning data, and provide decision-making basis for learning path of certain learner.

“Invisible Evaluation” leads to the choice of the path of intelligent learning propagation. In many of the current learning platforms, especially in the field of basic education field, there are many interesting educational games developed for the juveniles and children, teacher can carry out a variety of activities in the situational teaching environment. The platform puts the evaluation process in a part of the game or situational learning link, continuously provides lively learning tasks, and automatically collects data that reflects degree on performing the task, automatically matches the learner whether achieve his learning goals. Computer technology according to the set learning strategy, provide different learning paths to achieve personalized and accurate learning methods and content.

Compared with formative evaluation in traditional teaching process, this evaluation technique can reflect the intelligence, automation, individuation and immediate feedback effects of human-computer interaction; simultaneously it will eliminate learner’s disgust of being watched, or soothe learner’s nerves on being examined. Students' unconscious learning behavior in interactive games or stories, as dynamic response, they are collected and analyzed by the
system, which can help teachers to provide more effective and more scientific teaching feedback. Then the learning system can implement appropriate learning strategies for each student, and further expand the channels of learning information dissemination. Chinese evaluation technology not only pays more attention to tracking the "invisible" learning process, but also concerns with automatic evaluation technology, aims to free the teacher from the heavy daily evaluation work, and then they will have more time to lead students to carry out classroom deep learning activities.

4. Family School Cooperative Education Idea Based on Network Social Technology Constructs New Education Communication Environment

The idea of family school cooperative education in China has been popular in recent years, more and more emphasis has been placed on the important role of family in the school education. Emerging media technologies, for example: social software, various personal radio stations, Internet channels, etc. based on the former mobile phone short message service, have occupied the commanding heights rapidly. The ways of communication between school and parents are diverse. The content of communication extends from holding a parent-teacher meeting to the video presentation of school activities, the development of class culture and the exchange of family activities. The frequency of communication is almost daily. Especially the various class homework or activities can communicate anytime, anywhere through WeChat.

With the popularity of smart phones and Internet access, picture and video shooting production techniques are rapidly warming in various trades. In the home school education process, forms of information communication are added with synchronous and asynchronous audio and video technology. Class WeChat group combines with QQ group has become almost necessary style for each class of virtual communication space. Almost static information between school and home education environment has accelerated double flow. It has promoted the rapid construction of the new home school education environment. From the perspective of education, it will provide more information guarantee for the further development of students. Educational communication structure with the original four elements: teachers, students, media, teaching content expands to five elements: family, school, students, media, teaching content, and it has being creating interconnected and shared learning communication environment due to the involvement of new media technology.

Summary

In the new media era, The Education Communication shows interaction, mixing, crossover, customization and innovation driven features in knowledge and skills learning content and learning style. It embodies the trend of popularization, organization, cross-border, customization and coordination of education communication. It reflects the needs of learners for many high-quality learning resources, efficient and convenient access to resources, personalized knowledge customization, humanized evaluation and collaborative innovation. These are new trends in the development of education communication in China, which needs more attention and research. This article
is only a small point in this topic, and we hope it will bring more researchers to studies of the field.

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References