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Research on Classroom Practice of Artificial Intelligence Technology in Network and New Media Education

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Abstract. Artificial intelligence technologies have rapidly penetrated various areas and gained wide application, bringing unique opportunities and challenges to online education and New Media Education.The study focuses on their profound impact on classroom practice and highlights the apparent limitations of traditional learning models in response to the impact of AI.It promotes a form of education in which students are in the spotlight, attach great importance to practice and combine interdisciplinary knowledge.An innovative learning method that incorporates the basic elements of the methodological system is described in detail, such as personalized learning planning using artificial intelligence, a learning environment based on virtual modeling, a multi-Curriculum Framework, and a mechanism to enhance knowledge.The educational goal is not only to enable students to better use and manage artificial intelligence in the future, but also not to be obscured or absorbed by technology

Keywords: Artificial intelligence technology, network and New Media Education, classroom practice.

1. Introduction

The age of artificial intelligence has arrived. It is not only a technological advance, but also a profound change in thinking and lifestyle.Renowned computer scientist Egsger Dikosher once emphasized that tools greatly influence thought processes and cognitive patterns still deeply shape an individual's intellectual abilities.Thanks to the widespread application of advanced technologies such as big data, cloud computing, machine learning and natural language processing, models of information generation, dissemination and consumption have undergone a complete revolution.In the field of the Internet and new media, with the introduction of artificial intelligence, the process of creating and distributing content changed one by one, and this set very complex and specific requirements for the development of professional and technical talent [1].

Traditional online education and new media education remain largely focused on working with tools and teaching basic theories.After artificial intelligence has demonstrated extremely high efficiency in text writing, video editing, image creation, and even data analysis, students who will learn only these "instrument-oriented" skills will increasingly lose their competitive advantage.Internet education and education in New Media therefore need deep innovation.It is necessary to comprehensively master artificial intelligence, transform it from an "observer" role to

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an active "participant" and even a core strength and guide students from understanding the use of artificial intelligence to deep understanding, professional ownership and creative use.This strategy is necessary for the development of new media talents focused on the future and requires critical thinking and innovative potential [2].

Artificial intelligence technologies influence online education and education in New Media.The application of intelligent algorithms and data analysis in the learning process has gradually changed the traditional model of education, and teachers cannot ignore this technological trend.The emergence of intelligent learning platforms has enabled the personalization of learning paths, and the ways in which students acquire knowledge differ in different characteristics.In this context, the line between internet education and the new media formation has become blurred and flexible, and the relationship between traditional teaching and learning is going through changes in transition.However, technological innovations are also accompanied by an uneven distribution of educational resources, which is noteworthy [3].

2. The impact of artificial intelligence technology on network and New Media Education

2.1. The impact and opportunities of AI technology on learning concepts

The rapid development of artificial intelligence technologies, especially generative AI, has had a broad and profound impact on the Internet and New Media Education.From the very beginning, ways of producing and distributing content have been improved, as well as a revised set of skills needed by future media experts."Pentagonal model of innovation in learning", proposed by Dr. Zhang Xiaojun in 2022.year, provides a comprehensive framework for studying the impact of AI technologies on learning innovation in this field [4].

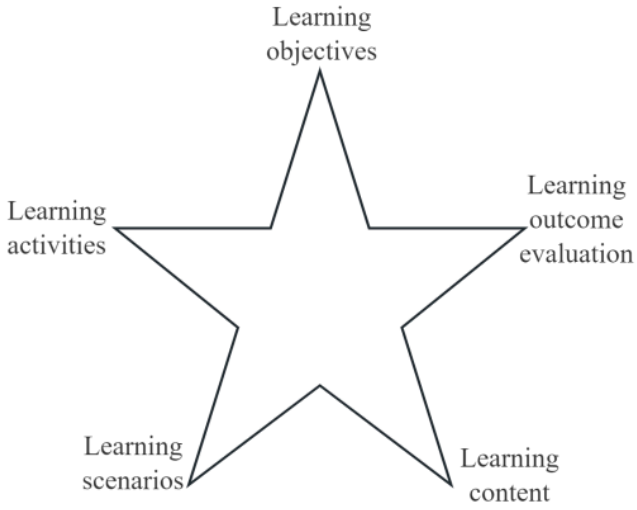

Figure 1. “Pentagram model” of teaching reform

The impact of AI technology on network and new media teaching innovation permeates every dimension of the "Pentagram Model," with its transformative role particularly evident in learning scenarios, learning activities, and learning content. The focus of teaching has shifted from "teacher-centered" to "student-centered," learning scenarios have evolved from single classrooms to blended learning that integrates online and offline, virtual and real elements, learning content has

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transitioned from fixed textbooks to dynamic, vast digital resources, and learning activities have moved from passive reception to highly personalized, active exploration [5].

2.1.1. Blended learning scenarios reshaped by AI

The development of artificial intelligence technologies has completely changed the structure of the original learning environment in the field of online education and New Media Education.The state in which the traditional model was limited to laboratories or studies has disappeared, replaced by the dynamic development of online learning platforms, which are based on artificial intelligence.This transformation has led to significant changes such as the interweaving of virtual and autonomous learning, the combination of classroom learning and extracurricular activities, and even a mixed context of digital and real experience.A support platform built on such technologies provides unprecedented learning opportunities, such as intelligent content creation assistance, virtual classrooms, built-in practical scenarios, etc [6].

2.1.2. Intelligent learning activities

The importance of intellectual learning continues to grow. After widespread content based on artificial intelligence, online learning and new media technologies have entered a new phase.Highly intelligent assistive learning has become a reality. Artificial intelligence can plan individual routes according to a student's academic performance, interests, and abilities, thus improving the effectiveness of theoretical learning, for example by recommending theories of news or media cases.In addition, artificial intelligence can analyze and evaluate professional content, review various works of students, analyze their pros and cons, and make timely and accurate suggestions for making changes to the practice guidelines.In addition, using the capabilities of natural language processing technology, artificial intelligence creates an interactive and exciting interactive learning experience, participates in Q & A discussions, and provides multiple feedback at any time.The emergence of rich resources for digital learning in the age of artificial intelligence has helped to compensate for the shortcomings of traditional learning, but with more complex knowledge, the rapid selection of appropriate materials has become a major challenge for teachers and students.On the other hand, artificial intelligence technology has become a way to hack. Intelligent recommendations, content summaries and knowledge maps can improve the efficiency of selecting and using digital resources and avoid the problem of information overload [7].

2.1.3. AI-curated teaching resources

In the age of artificial intelligence, huge and constantly updated digital learning materials have emerged that fill some of the gaps in traditional learning methods.The rapid rise of complex knowledge systems and tools has turned teachers and students into a serious problem of quickly finding, organizing and presenting learning resources that meet their needs.Artificial intelligence currently acts as an "intelligent curator" who directly studies the latest industry examples, technical guidelines and theoretical achievements in vast amounts of data according to student needs and teaching goals, he's sorting them out and recommending them.This process not only makes it possible to cope with the increasing difficulties in the integration of content, but also effectively removes the obstacles to the acquisition of multimedia resources of students and their choice.

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2.2. The paradigm revolution in education in the AI era

2.2.1. Focusing on human development and future competency cultivation

The development of Man and the development of future abilities became the subject of attention.Acquiring knowledge in the age of artificial intelligence is extremely convenient, and the essence of education is no longer limited to the mere transfer of knowledge.It is necessary to divert the attention of teachers to the individual progress and development of students, as well as to create a perspective system of training talented professionals, adapted to the development of human potential.From one-time knowledge transfer to a practical form of student-centered learning, in-depth study of the factors needed for student growth has become a new trend.As a result of this, innovation based on technology and supported by artificial intelligence has a clear positioning-with the aim of developing human potential, maintaining basic skills such as critical thinking, developing creativity, cross-cultural communication skills and preparing for Lifelong Learning are becoming increasingly important [8].

2.2.2. Profound transformation of practice-oriented teaching mode

The practical learning model goes through profound changes and its essence is very different from simply creating practical courses.The concept of learning that is based on practice can be called comprehensive educational thinking that permeates the entire learning process and encompasses the content of theoretical learning.Artificial intelligence has opened up new opportunities for practical learning in a network and new media environment, which means comprehensively promoting an effective combination of general and professional courses and turning surface learning into in-depth learning.This form shapes students ' thinking based on solving practical problems, helps them understand different problems in real life and future development and strengthens their ability to solve them.For example, using artificial intelligence tools to assess market trends to help optimize the production of new media products; or using virtual systems to simulate user feedback to test the effectiveness of the work.Exploring every aspect, focusing on the application and adaptation to the real situation, all kinds of elements are exposed to new thinking and requirements, which will be useful for the cultivation method and open up more new opportunities [9].

2.2.3. Reconstruction of "network and new media + AI" learning content

The field of "integration of the Internet and new media with artificial intelligence" needs reorganization and adaptation of learning content.Within the educational model focused on practical application, relying exclusively on the knowledge system of traditional online courses and courses on new media cannot meet complex and changing real needs.Thus, interdisciplinary integration of knowledge has become necessary for the unification of different theories, methods and technologies, thus promoting the general development of students ' comprehensive abilities and creative thinking [10].

The concept of "internet and new media + artificial intelligence" emphasizes the comprehensiveness and practicality of knowledge and breaks existing connections and complementary relationships between different disciplines.As a result, students can form a more comprehensive knowledge system, improve their ability to solve complex problems, and their creative thinking also improves.The course content is no longer tied to a single media technology or

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theory, but is closely integrated with artificial intelligence algorithms, data science, ethics, sociology, psychology, etc.

3. Innovative learning models in AI-empowered network and new media

The advent of the era of artificial intelligence has changed the key competitive advantages of internet professionals and new media from "owning tools" to "using intelligence".The basic skills of Media tools no longer meet the needs of the modern age.The aim of the future course is to turn the instinctive use of artificial intelligence tools into a valuable and innovative form of application.

3.1. Practice-oriented "network and new media + AI" advanced learning objectives

This study incorporates the latest aigc content creation platform into the learning process using artificial intelligence algorithms and deep learning technologies.Using artificial intelligence, students can create marketing content, develop scripts, convert text to image and text to video, process images, capture synchronization, create digital virtual images of people, they create visual materials for e-commerce and lead intelligent dialogues.The creation of expanded content through curricula and later social practice projects is encouraged.After the constant use of such tools, students have developed the ability to skillfully use artificial intelligence tools, and the creation of new media content has also increased efficiency and quality.

This research takes hands-on practice as the core of teaching and ability cultivation. Through AI-assisted teaching and practice, students are enabled to use AI data analysis to gain insights into market trends, understand consumer behavior, and formulate precise marketing strategies accordingly. We ensure students are exposed to real projects, are truly able to get hands-on experience, are truly able to practice, are truly able to grow, and ensure the course achieves the best possible educational outcomes.

3.2. AI-driven practical learning framework

Our approach implements a practical learning framework directly tied to network and new media course content. Students work with actual AI tools used in the industry for content creation, brand promotion, new media operations, and network algorithms. The learning process includes:

• AI-Assisted Content Creation: Students use AI tools to develop marketing copy, social media content, and multimedia assets while learning to critically evaluate AI-generated content.

• Data-Driven Strategy Development: Students analyze real market data using AI analytics tools to develop targeted marketing strategies and content plans.

• Algorithmic Understanding: Students explore how network algorithms work and how to optimize content for different platform algorithms while understanding ethical implications.

• Real Project Implementation: Students work on authentic projects for real clients or simulated business scenarios, applying AI tools to solve actual network and new media challenges..

3.3. Building a multimodal "network and new media + AI" curriculum system

With the rapid development of artificial intelligence, basic network knowledge and skills with New Media tools are no longer the core competencies of this course.Further development will focus on integrating network and new media technologies with artificial intelligence and other disciplines to achieve the "network and new media + artificial intelligence"model.The focus of this course is not on practical skills, it's about problem solving skills.This change has encouraged students to delve

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deeper into the key roles and ancillary effects of online courses and courses on new media in this area of research.

First of all, the concept of "internet and new media + artificial intelligence" should be developed and strive for the deep integration of this concept with disciplines such as Art, Culture, Communication and data science.Like creating Smart News, This can be achieved by combining news editing and content creation technology through artificial intelligence; accurate content recommendations can be obtained by combining data analysis through artificial intelligence and User Behavior Research; educating responsible media workers with AI requires the integration of AI ethics and media literacy.This is followed by the implementation of a comprehensive project that brings together industry, academia, research and applied programs, expands the international impact of the curriculum and, on this basis, establishes contacts with media, technology companies and advertising agencies. Students can participate in current new media projects and workflows, which contribute to the development of their professional and practical skills.Finally, a diverse assessment system should be established and professional assessment techniques applied using artificial intelligence and industry experts to more fully reflect students ' performance and abilities, as well as encourage them to make the necessary adjustments to their own curricula.

3.4. Promoting knowledge distillation in network and new media

Generalization of knowledge is applied in the field of internet education and new media education, and the rich experience and skills accumulated in the teacher model can be transferred into the "compact model" of the student.Integrating knowledge distillation theory into teaching using the Internet and New Media places greater demands on the development of learning strategies.

As the process of knowledge generalization progresses, the focus is on the principle of practical application.This approach focuses on the demonstrations and explanations provided by teachers, improves student practice and feedback mechanisms, and includes individual leadership and consultation courses.Courses on the Internet and new media are very practical. In conditions of rapid development of artificial intelligence, the structure of knowledge and the system of abilities undergo changes.The emphasis in learning began to shift to" how "rather than just" what "and"why".In this case, the teacher's practical experience with the media in the intellectual era is essential for the improvement and effective inheritance of knowledge.

Further in-depth and accurate analysis of the learning situation is key to the flexible adoption of knowledge distillation theory.Teachers need to understand the differences between people accurately, and each student has its own fundamentals and learning abilities.Students of different levels must give specific recommendations and consultations, as well as carry out targeted intensive learning and provide support in addressing the shortcomings they have identified.

4. Conclusion

The integration of artificial intelligence technology has provided strong technical support to education on the topic "network and new media + artificial intelligence".The deep integration of Information Technology, Data Science and artificial intelligence has broadened learning content and assessment forms, contributed to a diverse learning experience and practical opportunities, and provided more opportunities for students ' future development.However, it is important to remember that technology is not an absolute solution.On the one hand, this has significant advantages, but on the other hand, ethical disputes, personal information security, deviations in decision algorithms and other problems associated with it cannot be ignored.In addition to the use of artificial intelligence to

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improve the level of Education, future online learning and learning using new media should pay special attention to the formation of speculative abilities, humanistic foundations and professional ethics.In order to be able to use technology, it is necessary to intelligently control their impact."Through this comprehensive education, students must have both operational skills and an awareness of moral principles to become responsible professionals in the age of intellectual communication.

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