# Analysis on the Application of MOOC in the Teaching of Film and TV Art

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**Abstract:** This paper briefly describes the origin and development difficulties of the MOOC, and describes in detail the application of MOOC in the content, process and effect of the film and television art. I hope that teachers can learn the advantages and use the MOOCs to improve. The quality of teaching promotes the development of education.

## 1. Introduction

The term MOOC was coined in 2008 by the Director of Network Communication and Innovation at Prince Edward Island University in Canada and a Senior Research Fellow at the National Institute of Humanities Education Technology Application. In an online course designed and led by the Deputy Director of the Institute of Technology Enhancement Knowledge at the University of Athabasca and the Senior Research Fellow of the National Research Council, in response to the call, Dave Cormier and Bryan Alexander presented the concept of MOOC. George Siemens and Stephen The course designed and led by Downes is called Connected Attention and Connected Knowledge. This course has 25 paid students from the University of Manitoba and more than 2,300 free students from all over the world participate in this course online. Course learning. All course content can be subscribed via RSS feeds, and learners can participate in learning with the tools of their choice: participate in online forum discussions with MOODLE, publish blog posts, learn in Second Life, and participate in simultaneous online meetings.

As an emerging teaching method, the MOOC has been explored by educators and has achieved good results [1]. Both higher education and compulsory education have entered a new stage of development after using the class. Since the introduction of the MOOC in 2012, the time of use has been limited. There are still some shortcomings [2]. The application of MOOC in film and television art teaching needs to be corrected and supplemented in practice exploration.

MOOC's film and television art courses should widely absorb the outstanding achievements in the world of film research, and give a detailed and appropriate introduction to the film's birth and development, audio-visual elements, and the development of films from all over the world. The artistic style and representative of famous film directors around the world. The works give a profound and simple analysis, analyze the artistic skills, artistic thoughts and cultural connotations of classical films in a professional and easy-to-understand way, and interpret the uniqueness of film art from the perspective of film content and audiovisual language. charm. The course selects 16 representative film-recognized classic films (including documentary films) for appreciation in the selection of film and television works, which is close to students, highlights marine characteristics, and combines classics with the latest. The teaching content of this course includes: The basic theory of film and television art. The history and current situation of the development of film and television art in various countries. The method, level and approach of film and television appreciation and the writing of film and television reviews. This course has changed the previous film and television art curriculum and teaching materials based on the theoretical knowledge of film art and the history of film development. The training of film appreciation methods and the cultivation of film appreciation ability are the core content of teaching. The course breaks the content framework of copying the professional video education materials (such as the introduction of film and television art, Chinese

and foreign film and television history, introduction to film and television drama, etc.). According to the knowledge structure characteristics of non-film majors, especially science and engineering students, the focus is on aesthetics. In accordance with the chronological order of the world's film development and country layout, the world's film trends and genres are the main line, select the representative film industry's authoritative classic film, with a professional eye to analyze the classics in a simple and easy-to-understand way. The artistic skills, artistic thoughts and cultural connotations of the film show the unique charm of film and television art from a multi-angle and multi-faceted perspective. The goal of this course is to promote students' ability to feel, analyze and understand film and television works, and to continuously improve students' aesthetic ability and humanistic spirit, and to enhance and enhance students' humanistic qualities.

## 2. Origin and Development Difficulties of MOOC

MOOC, referred to as MOOC, originated in 2012 and is a platform for online online courses. The MOOC is composed of Udancity, edX and Coursera. It is open and free, covering all fields of knowledge, and can explain the professional knowledge in a targeted manner [3]. The Moss class teaches a unique technique that allows viewers to think that face-to-face conversations not only enhance the sense of the picture, but also bring students into the classroom atmosphere. However, there are some difficulties in the development of the MOOC [4]. The single evaluation, the fixed focus of the curriculum system, and the existence of adverse interference will affect the teaching effect. In the teaching work, teachers should make rational use of the assessment system, effectively combine the focus of the MOOC with the actual curriculum to help students eliminate the influence of adverse factors [5].

## 3. The Application of MOOC in the Teaching of Film and TV Art

When using the MOOC method to carry out teaching tasks, it is not completely abandoning the traditional teaching methods, but the two are combined with each other to remove the disadvantages and give play to the teaching advantages of the MOOC. There is a "Basic Film and TV Director" course in the teaching of film and television art. The following is mainly based on the content of this subject, and the specific application of the enlightenment course [6].

### 3.1 Teaching Content.

The course "Basic Director of Film and Television" contains a total of theoretical knowledge and curriculum practice. In 48 lessons, we should clearly explain the director's accomplishment, director's ability, scene control, setting suspense, making scripts, and editing the film. And let students master the course skills. Teachers can consult the "Basic Film and TV Directors" course in the MOOC, and combine it with the textbook materials to develop a special teaching plan. For example, for the key knowledge of textbooks, the MOOC class explains the unclear corrections and obtains an overview of the precise knowledge points; the detailed content of the course content is summarized and concentrated to ensure that the length can meet the fixed class requirements [7]. By learning the advantages of MOOC teaching, teachers can simplify the teaching difficulties and doubts, design a perfect teaching plan, and lay a good foundation for teaching.We show you this "New World" by gradually analyzing the classic film and television works of various types (including life, travel, weddings, MVs, documentaries, advertisements, movies, etc.) that is, the "pull" that the insiders call". The overall macro. More knowledge needs to be integrated to renew its brilliance. All the knowledge we have learned will be worn in this class. You will experience the exciting behind the good films. Wisdom, consolidate what you have learned, and learn new things with warmth.

### 3.2 Teaching Process.

### 3.2.1 Pre-class preparation

The teacher conducts guided teaching according to the preparatory teaching plan, so that the students can complete the pre-class preparation tasks independently. For example, when learning the director's literacy section, teachers can list several knowledge points, share relevant content videos to students, and let them review and preview on the platform of the MOOC. You can set up some director-acquainted Q&A assignments for students. Use the platform to explore the homework problem.

### 3.2.2 Classroom application

In the formal lectures, teachers can use the MOOC platform to complete the entire course explanation and discussion. After receiving the student preparation work on the platform of the MOOC, the teacher can analyze and think, formulate a reasonable course teaching plan, and improve the classroom teaching atmosphere. For the detailed explanation of the high error rate of students, the teacher can use the MOOC platform to display the specific teaching content, which can make the students understand the knowledge points thoroughly; answer the questions raised by the students, and use the MOOC tools to highlight the key knowledge, which can make Students know the blind spots of thought; for students to master the inadequacies, use the teaching method of MOOC to give a second explanation, which enables them to grasp the missing content and listen carefully to the professional knowledge of film and television art. In addition to solving students' doubts, teachers need to supplement the teaching focus and complete the overall teaching plan. After completing the explanation, the teacher should leave the students to discuss the space, let them communicate with each other and deepen the classroom teaching work. For example, when setting up suspense content, students will have questions, why should we set suspense? Teachers should make full use of the platform of the MOOC, so that students can use an anonymous question and answer method to express their understanding of knowledge. By collecting and answering comments, teachers will understand the knowledge mastery and direction of learning, and will be conducive to targeted teaching, so that students' uneven film and television art level will be unified and improved.

### 3.2.3 Post-class consolidation exercises

The platform of the MOOC is open, and the teacher can let the students upload the homework after class, which will effectively improve the students' knowledge level and enhance their creative ability. On the platform of the MOOC, student assignments can be viewed by classmates, teachers, and other personnel [8]. Students can obtain relevant positive and effective suggestions, correct the lack of homework, and expand their thinking direction. Students can also access relevant excellent works, appreciate the beautiful means of production, and draw on advanced thinking concepts to enhance their artistic quality. For example, after uploading a self-directed video assignment, student Xiao Li can use the discussion and analysis function of the MOOC platform to obtain suggestions on other works, correct technical errors in video operations, and further develop the video design concept and master the video. Editing ability to become a director's prepare. The open nature of the MOOC platform not only allows students to consolidate their curriculum knowledge, but also expands students' open thinking, understands the factors of the development of the times, integrates social diversification perspectives, draws on positive concepts, forms a unique film and television art cognition, and becomes a spiritual creator. Teachers should pay attention to the post-class consolidation period to ensure that students absorb positive energy advice, control the direction of students' knowledge, prevent some bad suggestions from affecting students' correct values, and some unprofessional cognition to combat students' enthusiasm. Teachers mainly play a supervisory role in this link [9]. As long as they do not deviate from the correct direction, students can freely speak on the platform of the MOOC and fly freely.

### 3.2.4 Open assessment

Teachers can let students transfer their works to the platform of the MOOC and test the social resounding of the works. In the evaluation platform of the MOOC platform, the student evaluation scores occupy an overall score of 0.3, and teachers occupy 0.7. Through the comprehensive evaluation system, students can recognize their own deficiencies according to the praise of the works, and enhance the film and television art ability; teachers can understand the students' learning situation, launch targeted teaching, and improve the students' film and television art level. MOOC's interactivity is reflected in two aspects between teachers and students, students and students, and this interaction is intensive. For example, in the classroom, when a teacher explains a problem, if the student has a great interest, the student can immediately interrupt the class, communicate with each other, and then watch the content taught later. In addition, students can also press the question button at any time during the teacher's lecture. If the teacher is interested or thinks that he does not interfere with the progress or ideas of his class, he can respond immediately, and can switch the video to see the student directly. Teachers can link the praise system of the MOOC with the performance appraisal as a student class scoring standard to encourage students to study hard [10].

### 4. Teaching Effect

Teachers can conduct questionnaire surveys based on MOOCs, improve teaching programs, and improve teaching results. According to the survey data, students are more likely to accept the class. This kind of online teaching method can improve the boring and tedious drawbacks of the traditional teaching mode, balance the theoretical knowledge and practice learning teaching content, let students enjoy the classroom atmosphere, enhance the communication ability of students, and effectively release the artistic nature. After the use of the MOOC, the teaching effect has been greatly improved. Teachers should continue to improve the supplementary teaching plan so that the MOM teaching can be effectively developed.

### 5. Conclusion

After the above analysis and discussion, we can see that the application of MOOC in the film and television art teaching under the era of "Internet +" has a good development prospect, which can simplify the teaching content, speed up the teaching process and enhance the teaching effect, which plays an important role in the education cause. I hope that in the future, the education department will be able to strengthen the teaching of MOOC and provide more talents for the country.

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