

Exploration and practice of innovative teaching ideas and teaching modes for film and television majors in application-oriented colleges and universities

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Abstract: Application-oriented colleges and universities pay attention to the cultivation of practical application ability, film and television needs. The major of drama, film and television literature and the major of radio and television editing and directing are common film and television majors in applied comprehensive colleges and universities. These two brothers' majors cover a wide range of subjects, including film, television, drama and other disciplines. They cover a wide range of art disciplines. Based on the University of Applied Technology, it is urgent to explore how to follow the pace of The Times to carry out innovative teaching ideas, teaching modes and practical teaching. This paper mainly takes film and television as an example to clarify and sort out.

1. Reform of Teaching Mode

In traditional teaching, teachers give priority to teaching and students mostly sit in class to receive information. In such a class, the acceptance rate of students' knowledge is relatively low, especially in the current era of smartphones, students' self-control and self-discipline are relatively low. Therefore, only by changing the classroom teaching mode, improving students' attention, improving students' knowledge acceptance rate and knowledge retention rate, can students' learning ability be effectively improved. Teachers use flipped classroom, game teaching method, blue ink cloud class and other teaching methods to effectively improve students' attention to learning in class. In classroom teaching, teachers mainly play a leading role, rather than indoctrination. Most students of application-oriented universities do not have very high scores in the college entrance examination, lack of self-discipline and relatively weak foundation. For these students, the reform of teaching methods and classes is particularly important.

In the current development of talent training programs for film and television majors in application-oriented colleges and universities, the practical class hours should basically reach 50%, and the whole practical courses should account for 30% of the total class hours. Distinguish the talent training of scientific research type universities and formulate the training mode suitable for oneself. In today's media of all things, the film and television industry has great development potential and talent demand. Only by adapting to the development of The Times and effectively carrying out the reform of teaching mode can the applied talents adapt to the needs of the industry be cultivated.

2. “Entrepreneurship and Innovation Education” runs through the whole teaching process of film and television major

Innovation education and entrepreneurship education are very important in higher education teaching, especially in application-oriented universities, “entrepreneurship and innovation education” is more important. According to its professional positioning and industry development needs, film and television majors mainly aim to cultivate students' skills and position themselves as skilled talents. Cultivate students' ability of screenwriting, shooting and production, drama writing and creation, writing and directing, etc. Firstly embodies in the course of training: “double” education “of film and television class specialized courses mainly through two aspects of dominant curriculum and hidden curriculum, explicit curriculum are: career planning and employment guidance, business base, situation and policy, professional training courses, technical courses, tour (literature and art, drama

rehearsal project, a short video taken in production, documentary drama creation, drama essay creation,” Internet + “innovation business planning), etc.; There is also a second class: innovation, entrepreneurship and employment, academic reports, intensive reading of books, social practice, scientific research achievements, competitions and awards, and all kinds of experiential education activities. Invisible course: film and television major has strong practicality, and the major will invite industry leaders to give lectures regularly to enable students to integrate with the industry, create an atmosphere of innovation and entrepreneurship, and strengthen students' cognition in this respect. Second, the spirit of entrepreneurship and innovation is being promoted and implemented in universities and all walks of life, relying on the training program for college students' innovation and entrepreneurship and the “Internet plus” competition. However, relatively few of them are applied in art majors. It is generally recognized that art is a burst of inspiration, not the first choice for entrepreneurship and industrialization. However, with the rapid development of the all-media environment, the Internet and big data, film and television majors are very suitable for the practice of “mass entrepreneurship and innovation education”, especially in application-oriented universities. Application-oriented universities pay attention to students' mastery of application, technology and skills, and take students' practical ability as the focus of talent cultivation, aiming at application. Video class professional can take advantage of every year of college students' innovative entrepreneurial training projects and “Internet +” contest, organize students to take an active part in, in the two games as a platform, and whereas, in order to promote teaching, improve students' ability in the “double gen”, achievements, is inspired from the campus television engineering students' innovative entrepreneurial potential. The two events will promote innovation and entrepreneurship education, showcase the achievements of entrepreneurship and innovation education, and bridge the gap between the achievements of college students' entrepreneurship and innovation and social investment. The film and television industry is closely connected with the mobile Internet, cloud computing, big data and the Internet of things. The active input of the “Internet plus” competition will help cultivate new products, new business forms and new models for the employment and export of students majoring in drama and literature. Through college students' innovation and entrepreneurship training program and “Internet +” competition, students' potential for innovation can be stimulated, a cultural atmosphere for innovation and entrepreneurship can be created, and students' desire for innovation and creativity can be stimulated. The rapid development of integrated media, we media and short video has brought new employment mode and innovative thinking to students majoring in film and television. According to the current feedback data of graduation entrepreneurship, the number of entrepreneurship is increasing year by year, which is undoubtedly inseparable from the good foundation of “entrepreneurship and innovation education” laid by students in school. (figure 1)

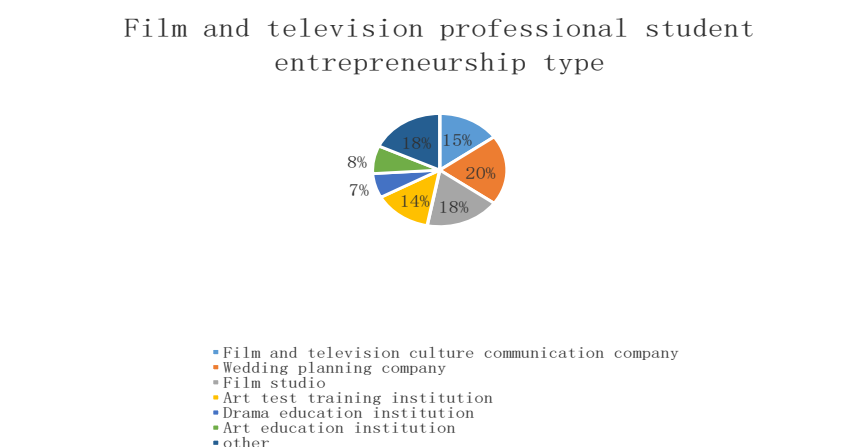


Fig.1 Film and television professional student entrepreneurship type

3. Moocs and micro-courses are applied to film and television professional courses

The use of moocs large-scale, open online courses, improve students' practical application ability.

Moocs and micro-courses are currently innovative teaching modes, which have been gradually applied to the teaching in colleges and universities. Film and television majors also need to keep pace with this new teaching concept and mode. Both are based on the traditional teaching mode and break the closed classroom teaching.

The production and teaching design requirements of moocs are relatively high. At present, the production of moocs is still in the stage of learning, reference and exploration in the film and television majors of application-oriented universities. CSC film school is currently the authoritative online learning platform for film and television learning in China. Our own teachers are gradually developing mooc courses suitable for students majoring in film and television in application-oriented universities after learning, teaching and research, and gradually trying to establish a complete teaching design mode. And try to establish online assessment system with Max and blue ink cloud class, such as quiz, exam and so on, to make it more convenient for students and improve their learning ability more effectively.

The production of micro-course is widely used in the current teaching of film and television majors, and is relatively mature, which has a great relationship with the composition and characteristics of micro-course itself. In the process of teaching, we often find that it is a common phenomenon that students forget or only remember part of what they have taught in class in practice. The micro class is used to present the knowledge in the form of short video, which is in line with the habits and patterns of the post-00s generation, and stimulates their interest in learning so that they can look it up at any time when they apply it in practice. Specific to the film and television major, for example, in the process of writing scripts, shooting, editing and directing, and post-production, video can be found at any time to watch their own questions, so as to improve students' creative ability and avoid repetitive mistakes. The "contextualization" of resource composition, structure and composition is the main use of micro-course.

4. The training of double-teacher teachers

In applied universities, dual-teachers are very necessary. Application-oriented colleges are currently making great efforts to adjust the faculty, introducing industry elites, and sending front-line teachers to use the winter and summer vacations to study at the forefront of the industry is an effective way to effectively promote the training of dual-teachers. Application of "teacher +" mode: since colleges and universities have high requirements for teachers' academic qualifications, most teachers are from school to school and lack front-line work experience. For teachers with high professional titles in the industry, they are usually invited to the school to do some special salons. There is a problem, however, with disconnection. We try a new way, is the way of the school teachers and school teacher cooperation, the school teachers to develop a complete syllabus, to overall control of the entire course, and then to school teachers teaching experience in business, industry segment, please the teacher teach, so that teaching is more and more professional. Students can also master and improve in theory and practice through a course. It is the only way of application-oriented university to improve the professional experience and practical ability of its own teachers and to improve the construction of double teachers. The proportion of double-teachers has risen sharply, and the increase of industry experience has been of great benefit to innovative teaching concepts and teaching models. From the application of scientific research results of applied universities in the past two years, practical projects have risen on a large scale. Moreover, the number of projects and utility model patents that students participate in is gradually increasing, which is inseparable from the improvement of the construction of double-skilled teachers.

5. Practice teaching

Practice teaching is very important in applied universities. The effect of practical teaching has a direct impact on students' mastery of knowledge and skills, as well as their employment and entrepreneurship. Currently, we are divided into the following parts: (1) the combination of in-class practice and full-practice courses can improve students' practical ability and theoretical cognitive

ability. (ii) school-enterprise cooperation, industrial cultivation, school-enterprise cooperation of “project type”, creation oriented to the market, and real school-enterprise cooperation. (iii) Cooperate with well-known universities at home and abroad to run schools and conduct study Tours, so as to promote students to improve their professional horizon and cutting-edge abilities in the industry. (iv) pay attention to the construction of film and television training base and the integration of production, learning and research. Training base and production, learning and research institute are important fields for the practical teaching of film and television majors. (v) Strengthen the construction of studios, which is paid more attention to in the film and television majors of various application-oriented universities.

Studios and makers can establish multi-professional joint creative teams, which is an important carrier of campus culture. It can improve students' practical ability, solidarity and cooperation ability, and it is also an important bridge to cultivate the communication between teachers and students. What should be grasped is that studios and makers should not be completely handed over to students. On the basis of fully giving freedom to students, teachers should be assigned to provide professional guidance, such as project production process, joint operation, organizing competitions, international teaching exchanges and cooperation, etc. In addition, we should control the development, publicity, recruitment, inheritance and other aspects of the studio, so as to better promote the development and expansion of the studio.

Innovative teaching ideas and teaching mode is always as a college teacher continuously explore areas, keep up with the development of The Times, contact the actual with all available resources, for the students to master skills, improve the learning efficiency, grasp the real ability, really achieve graduate obtain employment, namely is our constant goal, we also innovate the ultimate goal of teaching concept and teaching model.

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