

## Several Problems Must be Solved in the Film and TV Teaching in Colleges and Universities

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**Abstract:** The film and TV teaching in colleges and universities plays an important role in promoting the level of students' film and television creation and enhancing their artistic accomplishment. In the current education background, the teaching content should be combined with the changes of the times to achieve innovation and development, and the reform of teaching content should fully consider the future development of students. Furthermore, teaching methods should help to improve students' professionalism in film and TV. The film and TV education in some colleges and universities does not combine the employment of students, and the teaching is not scientific and pertinent. As a result, it is hard to improve the effect of students' learning in this aspect, which leads to the fact that the related teaching needs innovations.

### 1. Introduction

The teachings of many specialties in many colleges and universities reflect the characteristics of vocation-oriented education. Therefore, the teaching methods should take into account the professional development of students and the teaching effect should be conducive to improving their professional level. The improvement of students' skills helps to create conditions for their future development. The film and TV teaching in colleges and universities should take into account the particularity of this discipline. It is necessary to take the improvement of students' comprehensive ability as the guide, strengthen the improvement of individual ability in combination with the direction of career development, and implement necessary reforms on the teaching mode of film and TV education, so as to create various conditions for the development of students.

### 2. The significance of improving the teaching effect of film and TV education in colleges and universities

#### 2.1 The requirements of contemporary education

In recent years, many schools have set up specialties about film and TV education, and related teaching has positive effects on improving students' appreciation and artistic accomplishment. The traditional mode of film and TV teaching in colleges and universities lacks attention to student differentiation. Teachers do not take into account the particularity of the film and TV education and adopt the teaching method which is basically the same as the teaching of the culture class. The teaching is limited to the explanation of theoretical content in the textbook. This kind of teaching method is difficult to guarantee the effect of teaching, and the teaching process is not scientific and targeted and thus it cannot enhance students' enthusiasm. Teachers must realize the breakthrough and innovation of teaching thinking in the knowledge teaching. To effectively improve the teaching effect of film and TV education, it is necessary to eliminate the constraints of the original teaching concept. Teachers should realize the importance of teaching concepts, which will lead to different teaching effects. The concept of teaching can reflect the understanding of the discipline of film and TV education from many aspects, and the improvement of subject understanding will be conducive to the improvement of teaching effects.

## **2.2 The requirement of teaching reform**

Teaching methods are the embodiment of teaching methods. Therefore, in the teaching of film and TV education, teachers need to pay attention to teaching reform and give play to the role of teaching reform in promoting teaching quality, so as to effectively guarantee the teaching effect. The teaching method should be changed in combination with the characteristics of film and TV education. When reforming the teaching method, teachers should also take into account the receptivity of students, realize the effective combination of teaching content and film and TV education, and make good use of existing teaching resources. The design of the teacher's teaching plan should be scientific and reasonable. In addition, film and TV education has the teaching characteristics of art subjects, so attention must be given to improving students' artistic accomplishment. Teachers must improve students' capacity of art creation in an effective way to ensure that they can create excellent film and TV works in the future.

## **3. Problems in the film and TV teaching in colleges and universities**

### **3.1 The subordinate position of film and TV teaching**

In the teaching of colleges and universities, although the teaching of film and TV education is very important, it has not been taken seriously enough. Due to its subordinate position caused by the lack of attention, it is difficult for it to achieve an effective role in improving students' artistic quality. Many colleges and universities only focus on the teaching of specialized courses, so the teaching power is mainly concentrated in the teaching of those courses. In contrast, film and TV teaching tends to be formalized, so sometimes it is hard to complete film and TV courses with high quality. When making teaching arrangement, some teachers give priority to the teaching of specialized courses, and then arrange the relevant content of film and TV teaching. Therefore, film and television teaching is in a state of subordination.

### **3.2 Insufficient teacher resources for film and TV teaching**

The film and TV education in colleges and universities lacks sufficient attention and is subordinate in the teaching management of colleges and universities. Therefore, there might not be enough teaching resources for film and TV education and the personnel structure is unreasonable. The auxiliary status of film and TV teachers has affected their treatment, so they seldom obtain development opportunities. It is difficult for them to improve their quality because of the lack of opportunities for professional and standardized training. The management of teachers engaged in film and TV education is still in the traditional form, which cannot meet the needs of personnel training of film and TV education nowadays.

### **3.3 Lack of professional content in film and TV education**

With the development of science and technology, there are much new equipment for film and TV education. Due to the development of teaching, there are also a lot of new teaching methods for film and TV education. However, due to the lack of attention to the film and TV education, the innovation and development of teaching methods are slow in some colleges and universities, and the teaching methods for this discipline are still relatively traditional. At the same time, some colleges and universities lack the investment in hardware for film and TV education and also lack changes in the teaching content. The film and television education does not play its role because it does not target the psychological and physiological characteristics of college students.

### **3.4 The lack of scientific management of facilities for film and TV teaching**

In the film and TV teaching, there is a need for related equipment and facilities with guaranteed types and quantities as the basis, which is also the requirement to enhance the teaching effect of film and TV education. However, due to various reasons, the equipment for film and TV teaching in some colleges and universities is relatively backward, and the equipment and facilities are difficult to be updated. The functionality of equipment for film and TV education has been affected to some

extent due to the lack of capital investment.

#### **4. The necessity of teaching reform of film and TV education in colleges and universities**

##### **4.1 Unclear education goals**

Since the film and TV education in many colleges and universities in China just lasts several years, the content of relevant specialties does not take into account the professional characteristics and also not form a systematic teaching mode. The film and TV education adopts the same teaching mode as traditional general knowledge course, without clear teaching direction and development goals. In the years of development, the way of film and TV teaching has changed, from the traditional way which laid too much emphasis on film and TV theories to a new which focuses on promoting students' professional skills. However, the teaching content and methods are still in the stage of reform and improvement. The education concept does not take into account the particularity of this discipline and it is difficult to improve the vocational skills of students.

##### **4.2 Defects in the teaching process**

The teaching process can reflect the implementation methods and means of teaching content. The film and TV education in some colleges and universities has certain defects in the teaching process. Because the vocation development of students is not fully considered, the teaching methods do not take into account the characteristics of this discipline, and thus their occupational quality is difficult to achieve effective improvement. The film and TV education in some colleges and universities relies too much on the traditional teaching mode, and the teaching methods still center on the teacher explaining theoretical knowledge. Students mainly passively accept what their teacher teaches, and thus their comprehensive quality cannot be improved effectively.

##### **4.3 Lack of support from relevant theories for teaching**

Some colleges and universities have not implemented the necessary teaching innovations for film and TV education. Due to the lack of innovation in teaching methods, the content of film and TV education does not combine the development of the times and the changes in this area. As a result, it is one-sided and limited. The main reason for this phenomenon is that the film and TV teaching has no relevant theory as its support and does not combine the new teaching theory of this discipline, and the relevant teaching content does not meet the actual situation of college students.

##### **4.4 Failure in the vocation-oriented teaching**

In the current development of colleges and universities, they attach more importance to the improvement of students' professional level and skills. Therefore, the teaching methods need to be combined with vocation-oriented teaching, and more attention should be paid to improving the overall quality of students. In other words, the development of student career should be considered in the film and TV teaching. However, some colleges and universities have not combined vocation-oriented teaching with film and TV education. The teaching content mainly focuses on the improvement of basic skills. It does not take into account that film and TV teaching can promote vocational education. In this context, it is difficult to realize the comprehensive improvement of students' professional skills.

#### **5. The scientific and targeted measures to improve the film and TV teaching in colleges and universities**

##### **5.1 Transform the original teaching concept**

In the traditional management in colleges and universities, the film and TV education in a secondary and auxiliary position due to the lack of sufficient attention in this discipline, and its functions have not been exerted. However, film and TV education requires not only the necessary theoretical support but also necessary practice as a guarantee. The effective combination of teaching

theory and teaching practice can enhance the role of film and TV education. Therefore, the teaching management of colleges and universities should change the original concept, pay attention to the film and TV teaching and highlight the development of film and TV education.

### **5.2 Focus on improving the quality of teachers engaged in film and TV education**

The professional competence of teachers engaged in film and TV education is an important basis for realizing the improvement of the teaching effect of this discipline, and their teaching ability will directly affect the teaching effect. Therefore, related teachers should focus on improving their own teaching skills. They must not only master the teaching methods of college film and TV education, but also integrate new knowledge, new methods and new technologies of this field into teaching practice. The improvement of the teaching level of teachers will help to improve the quality of students, and thus colleges and universities should create the necessary conditions for the quality improvement and personal professional development of related teachers.

### **5.3 Strengthen the construction of film and TV teaching**

To ensure the overall teaching effect, colleges and universities should lay stress on the development of film and TV education and promote the innovation of this discipline. The construction of film and TV teaching should aim at the specific situation of this discipline in colleges and universities to achieve a coordinated and scientific plan. The teaching should be conducive to the improvement of the teaching level of this discipline. The construction of film and TV education should also realize the efficient use of relevant teaching resources and form a disciplinary system with the characteristics of this discipline. Film and TV education should focus on strengthening teaching management. It is also necessary to improve the integrity and reliability of equipment for the film and TV education. In addition to supporting maintenance and a maintenance system, enough attention should be also given to updating the equipment that is backward or dysfunctional, so as to realize the effectiveness of equipment for film and television education.

### **5.4 Reform the teaching content of film and TV education**

The improvement of the teaching level of film and TV education will help enhance students' professional skills in this aspect. The improvement of students' comprehensive quality has been widely concerned in the current teaching reform of colleges and universities, and the effect of film and TV education can improve students' physical and psychological qualities. Film and TV teaching should combine the professional skills education to change the original teaching methods. In teaching management, it is necessary to clarify the key role of film and TV education and help students to master relevant skills through teaching. Film and TV teaching should also take into account the current development of this discipline to enhance the overall quality of students by introducing new knowledge.

## **6. The direction of reform of college film and TV teaching**

### **6.1 Film and TV teaching should be oriented towards professional needs**

The transformation of film and TV education in colleges and universities should take into account the occupational needs that affect education, and they are the basis for achieving teaching innovation. The teaching goal of colleges and universities is to improve students' professional skills, but the training methods of film and TV education are partly different from other specialties. Therefore, the reform of film and TV education in colleges and universities should be combined with the particularity of this discipline. It needs to be integrated with vocation-oriented education, and students are expected to master related knowledge with vocational characteristics through film and TV education. It is also needed to clarify the teaching objectives and change the original teaching methods in line with the characteristics of this discipline and the features of vocational education.

## **6.2 Film and TV teaching should be integrated with vocational education**

The college teaching should be conducive to the improvement of students' professional ability. Therefore, the film and TV education in colleges and universities should be integrated with vocational education, and the teaching content should also attach importance to the improvement of students' professional ability. It is necessary to realize the promotion of the reform of the film and TV education to students' ability. The film and TV teaching should be combined with the characteristics of this discipline to set up relevant teaching methods and content. For example, it is feasible to play the role of actual case analysis of film and TV works and combine the characteristics of these works to encourage students to put forward individualized thinking and viewpoints, so that they can improve their professional ability in actual case analysis. On the other hand, this kind of teaching method is also beneficial to enhance their innovation ability.

## **6.3 Film and TV education should change the original teaching mode**

The film and TV education in colleges and universities should take into account the future personal development of students, and combine the characteristics of this discipline with the students' personal development goals to optimize teaching methods. The film and TV teaching can avoid the defects "simple demonstration" in the original teaching and adopt a new teaching type which integrates specialty learning and practice, expanding the coverage of film and TV teaching. The improvement of related teaching environment can promote the development of film and TV teaching. Relevant research showed that different teaching environments have a synergistic effect on the film and TV teaching through a specific mode of action. Advanced facilities, standard venues and sufficient equipment can meet the various needs of film and TV teaching, and the material guarantee can enhance the overall quality of teaching activities.

## **7. Conclusion**

The film and TV teaching in colleges and universities should not only focus on improving students' professional skills, but also carry out corresponding innovations in light of the specialty characteristics of students. The film and TV education in colleges and universities should combine the needs of the occupation to create conditions for the future career development and professional ability of students.

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