

# A new path for the "film and television +" practical teaching model in the post-epidemic era

Jing Sun

Xi'an Peihua University, Xi'an, China

**Abstract.** Under the guidance of the "Education Informatization 2.0 Action Plan" and the new coronavirus pneumonia (COVID-19) epidemic, education and teaching are facing major reforms. New technologies such as 5G, mobile Internet, big data, cloud computing, virtual reality and artificial intelligence are The new ecology of education provides more convenience and possibilities, and "film and television +" provides more space for film and television. This article discusses the new path of practical teaching of "film and television +".

**Keywords:** Post-Epidemic Era; film and television +; Practice Teaching.

## 1. Introduction

The novel coronavirus pneumonia (COVID-19) epidemic has not only brought great impact and challenges to the development of global education, but also given rise to new development opportunities for curriculum and teaching. the form of education and teaching changed greatly during the COVID-19 prevention and control period, and the teaching mode of film and television majors faced new opportunities and space in this context in the post-anti-epidemic era.

## 2. The urgency of "film +" education in the post-epidemic era

On April 13, 2018, the Ministry of Education of the People's Republic of China released the Education Informatization 2.0 Action Plan, which is designed to accelerate the modernization of education and the construction of a strong education country, promote the development of education informatization in the new era, cultivate a new engine of innovation-driven development combined with the national "Internet+", big data The action plan is to accelerate the modernization of education and the construction of a strong education country, promote the development of education informatization in the new era, cultivate a new engine of innovation-driven development, and combine the national "Internet+", big data, new generation artificial intelligence and other major strategies. By 2022, we plan to basically achieve the development goal of "three full, two high and one big", i.e. teaching applications covering all teachers, learning applications covering all students of school age, digital campus construction covering all schools, general improvement of information application level and information literacy of teachers and students, and the completion of the "Internet+Education" platform. The "Internet + Education" platform will be built to promote the transformation from education-specific resources to education resources, from enhancing teachers' and students' information technology application capabilities to comprehensively enhancing their information literacy, from integrated applications to innovative development, and to strive to build a new model of talent cultivation under the conditions of "Internet +" and to develop a new model based on the Internet. It also strives to build a new model of talent training, develop a new model of Internet-based education services, and explore a new model of education governance in the information age."

In December 2019, cases of "New Coronary Pneumonia" began to appear in Wuhan, China, disrupting people's normal lives and bringing a halt and change to the education sector. In the face of this challenge, a nationwide "school closure" was introduced to ensure normal teaching activities. Online teaching", which was previously used as a teaching aid, has started to become a lifesaver in special times. Previously, "online teaching" had been used as an extension and supplement to traditional teaching, and teachers and students did not pay enough attention to it and make use of it. The outbreak of the epidemic has forced a drastic change in teaching philosophy, teaching methods, teaching management and learning styles from "teaching to learning". Online teaching has opened up

a new field and space for traditional education, and how to efficiently use the network platform and build curriculum resources is an urgent issue to be solved.

In the context of policy vision and reality, the guiding framework of the Education Informatization 2.0 Action Plan and COVID-19 have greatly accelerated the process of worldwide education paradigm reform in the smart era. The World Catechism Congress in 2020 - "The Learning Revolution and the Transformation of Higher Education" - laid the groundwork for a worldwide paradigm shift in education. After the epidemic, the "pre-epidemic" offline education will not be able to meet the complex education ecology, and the "post-epidemic" online/offline integration model will continue to teach in a new era. In order to promote this educational paradigm, it is also very urgent to build a learning resource library, which is one of the important tasks of the global "new normal of education" and "dual-line hybrid" teaching. China University MOOC (MOC) national high-quality courses online learning platform, national primary and secondary school network cloud platform, super star learning pass, Daxia Academy Blackbord, wisdom tree, blue ink cloud class, rain classroom, etc. are all common online teaching platform. As a film and television professional education teaching, not only do we need to shoot and produce micro-lessons and catechism lessons, but we should also integrate "film and television +" education into teaching, and establish "film and television +" education for students. The concept of the "new normal of education" trend, for film and television students to open up new areas of employment, entrepreneurship thinking. It also brings new thoughts and opportunities for film and television teaching in universities, especially the practical teaching of "film and television+".

### **3. The new path of "film and television + education" under the influence of the digital wave caused by mobile Internet, big data, cloud computing, virtual reality and artificial intelligence.**

"New technology reshapes the education ecology", "technology integration" is the practical path of smart education. 5G technology in the expansion and the Internet of Things, cloud computing, blockchain, big data, artificial intelligence, machine learning and other technology integration can be good for platform construction. Effective exploration can also be conducted in teaching and assessment. Relying on the Internet, live TV and other teaching platforms (China University MOOC, Super Star Learning Pass, Daxia Academy Blackbord, Wisdom Tree, Blue Ink Cloud Class, Rain Classroom, etc.), the form of "film + education" is guided by the Education Informatization 2.0 Action Plan and accelerated by COVID-19 from The "Film+Education" format is gradually moving towards maturity and innovation under the guidance of the Education Informatization 2.0 Action Plan and accelerated by COVID-19. Education informatization 2.0 stage is characterized by "education system change". Education is one of the fields of science and technology practice. 5G technology can help reshape the education network environment, and the integration of VR, AR, and MR in the ultra-high-speed network environment has led to the emergence of 5G+VR, 5G+AR, and 5G+MR, which are immersive learning methods that can greatly alleviate the situation of offline classes due to the epidemic, increase the sense of presence in online teaching, and It can effectively communicate emotions and does not make students frequently "out of play", is a two-way empowerment of technology and education, is the intelligent era of educational change. Technology and education empowering each other will promote cross-border integration development, break the boundaries of network, media, technology, platform, resources, data, people and things, realize the integration and innovation of data, information, business, application and service, enhance the level of education wisdom, and let users get a high sense of experience and satisfaction of smart education services. Blockchain technology builds a safe and credible education system for us.

#### **4. "film and television + poverty alleviation" to help rural revitalization**

Rural revitalization plan is an important national strategy in the 14th Five-Year Plan period, and "film+video" can contribute to rural revitalization. The number of film and TV works on the theme of "precise poverty alleviation" has been increasing year by year since 2014, and there is no lack of excellent films during this period. For example, "My Hometown and I", "Eighteen Cave Village", "Life of Beauty" and so on. Poverty alleviation film and television creation and rural revitalization film and television follow national policies and the spirit of the times, and their communication power plays a historical mission for film and television poverty alleviation and three rural stories. Through box office, ratings, Douban ratings, long reviews, short reviews and other indicators, it is found that the dissemination of TV dramas with "precise poverty alleviation themes" has more advantages than movies, among which TV dramas with poverty alleviation themes are even higher than other popular TV drama genres, and the word-of-mouth and box office of movies with "precise poverty alleviation themes" are not inferior to those of popular commercial movies. The word-of-mouth and box office of movies with the theme of "precise poverty alleviation" are not inferior to those of popular commercial movies, so it can be seen that precise poverty alleviation TV dramas can achieve a win-win situation in terms of ratings, box office and word-of-mouth.

Film and television variety shows have also emerged as a new trend of "variety + poverty alleviation". In addition to traditional documentaries on poverty alleviation, variety shows take "entertainment as the shell and poverty alleviation as the core" and play the role of content responsibility of film and television variety shows, which can also live broadcast to help farmers and help alleviate poverty precisely. "We Are Action" and "Challenge the Limits" have witnessed the results of rural revitalization. Telling stories of poverty eradication and practicing benefiting farmers and helping them. Through variety shows, we vigorously promote tourism routes and push poor villages in the deep mountains into the public's view. Live broadcast to benefit farmers and tourism to help farmers, to help the long-term development of cultural tourism, and to achieve industrial poverty eradication. Compared to variety shows, short videos are easier to run and implement, but also very effective. Short video platforms such as ShakeYin and Little Red Book open up markets for rural revitalization. Live broadcast brings goods and expands the expression of "film and television + poverty alleviation". Short video workers like Li Ziqi, for example, have created high brand valuation. Short video can help agricultural products sell from "net red" to "long red".

Compared with film and television, short videos seem to be more suitable for teaching and learning, as they can be better manipulated and grasped by students in terms of format, and they are more interested in learning more about them. Inspired by "film and television + poverty alleviation", we also bring this into the classroom teaching. For example, we lead students to participate in the national "Internet+" innovation and entrepreneurship competition and the innovation and entrepreneurship training program for college students; at the beginning of students' project selection, we introduce to them the situation of the villages and towns that the school has established to help, and introduce the current poverty alleviation "film and TV+" movies, TV series, and variety shows to them. "Film+" movies, TV series, variety shows, short videos, etc. are introduced to students, and students are invited to sort out and clarify their ideas, and design their own poverty-alleviation "Film+" projects by combining their own reality. For example, students have set up projects such as: "Poverty Alleviation and Wisdom Support - a series of short video projects to promote agricultural and sideline products in Jintai District, Baoji City", "Short video projects on agricultural products in Gao Badian Township, Shanyang County, a deep poverty-stricken area in southern Shaanxi", and "Market support and promotion of cloth pile painting techniques in Yanchuan, northern Shaanxi". We cooperate with our counterparts in the townships, so that students can achieve real help for farmers through the classroom and through the project!

## **5. "film and television + tourism" to help the film and television industry**

The extension of film and television adds revenue to the tourism industry, and "film and television + tourism" has become a new trend of cultural tourism integration in the new era. The cross-border layout of tourism industry is a popular model in recent years, such as the Changfeng Century City, Jianye - Huayi Brothers Film Town, Ningxia Yinchuan Western Film and Television City in Zhenbei Fort, White Deer Plains Film and Television City and so on.

The emergence of COVID-19 epidemic has accelerated the change of the film and tourism industry, and various industries are looking for opportunities in the crisis, actively laying out the integration pattern of "film and television + tourism" online and offline, and exploring new modes of diversified integration and transformation and upgrading. In the post-epidemic era, the tourism industry can develop "online" mode, not just rely on offline, "film +" help to bring more possibilities. This also provides a new path for us to practice teaching for students. For example: We have opened "Small Play Writing", "Online Video Program Planning and Production", "Short Video Shooting and Production", and "Vertical Screen Short Play Production". These courses are closely related to the current new trends in the film and television industry, the characteristics of media platforms, and the audience. needs to be opened. The course is practiced with tourism bases such as Bailuyuan Film and Television City and Yongxingfang. Courses such as "Short Video Shooting and Production" and "Vertical Screen Short Drama Production" are conducted at the base through practical teaching. The short videos and VLOGs shot are awarded, put on platforms, and fan accounts are established for promotion.

For the shooting practice of the practical class in the film and television base, students can truly feel the real scene of the film and TV series shooting, which is beneficial to the students to experience the shooting environment and scene. For example: Bailuyuan Film and Television Base in Xi'an, where the film and TV series of the same name were filmed. Students felt the filming points of film and television dramas in the "house at the entrance of the village" and "Bailu Village", and they also filmed many of their own works here. . Secondly, let students understand the differences between natural tourist attractions, cultural tourist attractions and film and television cities in film and television shooting bases, such as: "Bailu Village" in Bailuyuan Film and Television City, although it is built according to the house structure of the villages in Guanzhong countryside, it is not consistent with the actual situation. The villages where the Guanzhong people lived in that era were different. Because, in addition to its appearance, it needs to restore the residential villages of Guanzhong people from the late Qing Dynasty to the 1970s and 1980s, and it also meets the shooting requirements of film and television dramas. Therefore, the construction proportion and actual design are built according to the needs of photography. The shooting will make students feel intuitive.

When VR was just beginning to rise, in the practice of students, it was very difficult to develop the course, the shooting equipment was expensive, the technology was relatively complex, and the existing teachers' teaching ability was not enough. These are all practical problems. In order to enable students to keep abreast of the industry, we start by helping students apply for the "Daichuang" program, invite professional tutors in the industry, and implement the "dual tutor" system. In this way, VR is gradually integrated into the curriculum, and then a separate VR is established. The course, established cooperation with well-known scenic spots, museums, science and technology museums and other bases in the province, shot VR+ travel short videos, VR+ museum short videos, VR+ science and technology museum short videos, implemented online travel, met tourists who could not watch due to the epidemic, and exercised students The practical expansion of "film and television + tourism".

## **6. A high degree of integration of "film and video + games"**

In the post-epidemic era, film-game fusion movies have a broad space for development. During the epidemic, the audience's gamification aesthetics have become better and newer, the rapid development of the game industry, and the development trend of film-game integration have provided

a strong realistic basis and psychological for its development. Demand and consumption space, this trend provides ideas and paths for the training mode of drama and film and television.

Affected by the epidemic, games have become the company of many people who stay at home for a long time. Subsequently, people's aesthetics and consumer psychology will also have new changes. For example, the preference for gameplay, gamified film and television works, and the consumption of derivatives. According to Gamma data, "87% of users have played games during the epidemic prevention period, and 65% of users believe that games have relieved the depression of staying at home." This has great enlightenment for film and television creation and film and television teaching. The current college students are the generation born after 2000. They are the "Net Generation" and "Youth Generation". The game thinking is sharp and natural. The film creation thinking and method of "film-game integration" has opened up their learning and creation. New space, increasing its usefulness. The thinking of "film-game integration" should be added to the teaching of film and television. At present, courses related to film-game integration have been added to the curriculum settings of talent training programs in many schools, such as "IP Play Adaptation", "Animation Game Script Writing", etc. , these courses closely follow the thinking and habits of "video game integration" in the post-epidemic era, and are the creative trend in response to the new era of film and television teaching. At present, the curriculum of many schools' talent training programs includes courses related to the integration of film and game, such as "IP play adaptation", "animation game script writing", etc. These courses follow the "integration of film and game" thinking and habits in the post-epidemic era, which is the creative trend to cope with the new era of film and television teaching.

## **7. Practical teaching of film and television under the expansion of digital teaching**

Digital space helps to build a new education form and a new talent training paradigm in the age of intelligence. It prepares and builds the foundation for the realization of "Education Modernization 2035" and provides more practice. The digitalization, virtualization and dynamization of teaching space form a new form of mobile online education. A new construction of teaching space and time on the Internet, and the creation of a seamless interconnected space and time between in-class and out-of-class, online and offline, can produce new education and teaching in the information age. The gamification of online teaching of "flipped classroom", "mobile classroom", "smart classroom" and "cloud classroom" The performance and integrative thinking of online teaching in the post-epidemic era have implications for education.

To sum up, in the post-epidemic era, various teaching modes of "film and television +" have penetrated into the teaching field, which has brought a lot of inspiration to the practical teaching of film and television majors. Keeping up with the needs of the times, improving education and teaching methods, making students' practical courses and practical links in school more meaningful, establishing more physical projects, and allowing film and television teaching and "film and television +" thinking to broaden into more teaching practice areas.

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