

Research on the Teaching Reform of “Videoization of Traditional Culture Courses” under Big Data

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Abstract: Traditional Chinese culture has given the Chinese nation great vitality and cohesion, and is also an important source of cultural self-confidence for generations of Chinese people. While the ideological education of contemporary college students, the promotion and inheritance of traditional culture is also essential. Taking the dynamic class as the communication carrier, introducing traditional culture and its cultural connotation in the form of micro-documentary, film and television advertisement, small video, etc., making full use of the new media platform, the material carrier of traditional culture is converged and disseminated through the microblogging, WeChat, Today’s Headlines, APP, Tiktok and other big data, under the support of big data integration technology, researching the new breakthrough of traditional culture in the video dissemination teaching mode. With the support of big data integration technology, the study of new breakthroughs in traditional culture in the teaching mode of video dissemination can enrich the teaching curriculum and cultivate new talents in line with the requirements of social development, which not only can be applied and promoted in teaching, but also reflects the new exploration of new media on the dissemination of traditional culture.

Keywords: Traditional culture; Video communication; Curriculum teaching;

1. Introduction

Currently, traditional culture faces multiple dilemmas in the dissemination of course construction, one is the dissemination limitations brought about by traditional culture itself, and the other is the age level of the student group, the differences in cultural connotations, and the deconstruction of the communication language and other problems faced by the dissemination of traditional culture in the course of the course, but also in the high-speed development of the Internet era and the conflict of emerging cultures, so in the construction of the course, we can’t be boring to the traditional culture of the lecture as a means of dissemination. Therefore, in the course construction, traditional culture should not be taught in a boring way, but traditional culture should be combined with video technology, make full use of the new means and new ways such as the integration of big data formed since the popularization of network technology, and introduce the video teaching mode into the teaching of traditional culture, and carry out innovations in terms of innovation in communication duration, communication language morphology, communication form and integrated marketing, etc., to enrich and optimize the course, and strive to play an important role in improving the teaching effect, so as to facilitate the teaching of traditional culture. In order to play an important role in improving the teaching effect and facilitating the inheritance of traditional culture in the teaching process, the innovation and exploration of traditional culture courses are worth further research.

2. Text

As far as communication research is concerned, the research direction of traditional cultural communication is not popular, and although the scope and field of research is wide, the research results are few and not easy to be categorized. The number of monographs on traditional culture video-based communication is also very small. Advanced search in CNKI database with “traditional culture video-based communication” as the theme, at the same time, the search scope is the articles of news and media, and a total of 1007 related academic papers were searched (as of January 10, 2018). By analyzing the published papers on traditional cultural communication in various disciplines on Zhi.com in terms of the number of articles, it is obtained that the academic attention and the number of articles on traditional cultural communication have started to grow since 2001, and the rapid growth began in 2011. The number of articles issued exceeded 1000 in 2016 and peaked in 2017. And the ring growth rate has also grown steadily since 2000, reaching a relatively stable level. It can also be said that in recent years, the attention to the dissemination of traditional culture in academia, the number of articles and the growth rate of articles have

been steadily and gradually increased, especially after 2011, the growth has become more and more rapid.

Under the impetus of “Internet Plus”, new media is accelerating its impact on China’s development process and changing the face of social and economic development. The rapid popularization of the Internet and the Internet of Things has made the development of new media a norm, and people are getting more and more adapted to the changes in the way of obtaining information brought by new media. However, along with the development of Big Data and Artificial Intelligence, the new media itself is also constantly developing and integrating and innovating, which has led to the emergence of some new communication patterns, such as short and powerful “micro” communication forms and contents - WeChat, microblogging, micro-commentary, micro-video, micro-documentary, and so on, and interactive and direct intelligent communication modes - VR/AR, live broadcasting, cloud video, and so on. Practical research, with the depth of domestic research on college classroom, video teaching is actively introduced into classroom teaching, different schools according to its own actual situation, the formation of teaching methods of diversification, but in terms of different regions, to the coastal developed cities of the school is more widely used, more backward areas of the school due to a variety of factors such as hardware and facilities, or the traditional way of teaching is the main.

Video teaching mode in the domestic research, whether it is the theoretical aspects or practical aspects, for the combination of traditional culture research is mostly perceptual, not systematic enough, for this reason will be from the application of video communication teaching mode as an entry point, combined with specific teaching cases, to explore the value and significance of the traditional culture course innovation. Through the study of the current situation of traditional culture dissemination in China under big data, from finding the innovation of the new mode of traditional culture in the teaching process to the dynamic class of video as a mode of dissemination for the innovation of course construction, and strive to find a way that can be suitable for the combination of traditional culture and big data course innovation mode.

The study of the current traditional culture video communication problems and their reasons, in the course of teaching based on the analysis of the current situation of the development of communication found that there are problems, the traditional cultural education model through the video communication in the theory of communication theory there is a certain significance, combined with the current traditional culture courses and dynamic courses combined with the case of the traditional culture in the dynamic video content for the content of the course innovation - to Li Ziqi “traditional culture video” as a classroom case to put forward the current traditional culture dissemination of the countermeasures and development strategies.

Let traditional culture from paper communication transition to digital communication and let traditional culture to adapt to the communication mode of digital media, the need for digital communication path, contemporary college students can accept the traditional culture communication in the way of new media is also imperative. New media communication maximizes the coverage of the crowd, students in the course to obtain information to participate in the discussion of the way more and more simplified, AI, the emergence of virtual reality or will completely change the traditional culture of the dissemination of the arena, the traditional culture of the reproduction as well as the interaction between people and traditional culture is more realistic. As described in many science fiction blockbusters, the development of new media has brought many unpredictable developments to culture, and the development of new media has also brought many new attempts to the form of dissemination of traditional culture, and also provided innovative ideas for teaching reform.

3. Conclusion

Throughout the development process of teaching reform in colleges and universities, most of the colleges and universities in our country have added a variety of new media tools in the course design, especially in the Internet is extremely developed today, the application of video-based teaching in college teaching with the network, technology, social demand, it will be more widely used in the field of curriculum design and teaching reform. However, due to the new media development form is constantly changing, in order to its future orderly and healthy development, the academic community had to continue to explore the development of its laws, in order to better grasp and use of video-based teaching, and even specific to the video-based teaching and the course of the regulations and norms. It is foreseeable that the development of new teaching mode will also be brought to a newer development direction by the new media era.

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