

# Research on the application of mixed teaching method in the teaching of film and television majors

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**Abstract:** With the development of social economy, the progress of science and technology and the vigorous development of film and television industry, the demand for high-quality professional and technical personnel of film and television industry is growing day by day. Secondary vocational education is one of the important ways to train professional and technical personnel with solid professional knowledge and practical skills. Teachers should use methods to innovate the teaching mode of professional courses in film and television, so as to realize the advancement of professional education and teaching with The Times. Based on this, this paper will analyze the current teaching situation of film and television majors, and put forward the application strategy of methods in film and television majors.

**Key words:** Film and television majors; Mixed teaching; Applied strategies

Blended pedagogy refers to a teaching model that combines traditional offline face-to-face teaching with online teaching, aiming to provide students with a more flexible and personalized way of learning. Film and television majors involve courses that need to be conducted on computers, such as film and television creation and production, digital film and television editing art, film and television editing and directing practice. Therefore, adopting the blended teaching method to carry out the teaching activities of film and television majors is helpful to further enrich the teaching resources and teaching methods, improve the teaching quality of film and television majors, and cultivate more excellent professional and technical talents of film and television majors.

## I. Application advantages of blended teaching method in teaching of film and television majors

### 1. Improving the teaching quality of film and television majors

Teachers apply blended teaching methods in film and television majors, and further integrate online and offline teaching resources by combining traditional classroom teaching with online teaching, so as to provide students with a more comprehensive and richer learning experience. At the same time, teachers can also use information technology to upload micro-lessons and MOOCs videos on the online teaching platform, so that students can use the fragmented time after class to complete the preview task, or watch the teaching videos of the chapters they have learned, so as to make up for the knowledge points missed in the classroom learning. In addition, teachers can constantly optimize the teaching content and teaching methods according to the learning characteristics and needs of students, so as to ensure that students can better master the professional knowledge and skills of film and television, and thus realize the effective improvement of professional teaching quality.

### 2. Improve students' professional practice ability

In the traditional teaching mode, students only follow the rhythm of teachers to learn and memorize the knowledge and skills of film and television creation and editing, while hybrid teaching enables students to acquire knowledge through different channels, which not only broadens their horizons, but also stimulates their enthusiasm for active learning and practice. In addition, through the online teaching platform, students can also obtain the practice cases, film and television materials and editing skills needed for film and television professional learning anytime and anywhere. In case of confusion, students can also seek help from classmates and teachers by virtue of the communication and interaction function of the online teaching platform. In this way, students can better understand and master the professional knowledge they have learned, and apply it to practical practice, and constantly improve their professional practical skills such as film and television creation and editing.

## II. Current teaching situation of film and television majors

### 1. The teaching mode is relatively single

In the teaching of film and television courses in the past, teachers generally adopted the "infusing" teaching mode to carry out teaching activities. However, due to the numerous knowledge points of film and television majors and the close connection with practice, simple theoretical explanation is easy to make students feel boring, and then conflict with professional learning. In addition, in order to complete the requirements of the syllabus and teaching objectives as soon as possible, some teachers tend to focus on teaching content, and lack of interaction with students in class, so that students are in a passive state of learning. If this goes on for a long time, students' learning effect is not satisfactory. With the extensive application of the Internet in students' daily life, contemporary students have more personalized learning needs, but the traditional teaching mode can no longer meet the learning needs of students, which hinders the development of teaching of film and television majors to a certain extent.

### 2. Practical teaching still needs to be improved

At present, in the course system setting of film and television majors in some secondary vocational schools, traditional classroom teaching still occupies a large proportion of class hours, and the lack of development and utilization of online teaching platform restricts the innovation and development of practical teaching of film and television. Film and television creation and production, digital film and

television editing art and other professional courses are mostly aimed at cultivating students' practical ability, but at present, most of the teaching activities involving practical operation are mainly teaching editing operation skills, and then students use the film and television materials provided by teachers to imitate the teacher's operation steps and editing ideas for practice. Students are not provided with sufficient space and opportunities to create practice. As a result, although students have a good reserve of professional theoretical knowledge of film and television, their practical application ability is relatively weak. In this regard, teachers should make use of blended teaching and constantly improve the practical teaching curriculum of film and television majors.

### 3. The evaluation mechanism needs to be improved

In the current evaluation mechanism for film and television majors, there are still some secondary vocational schools that use the way of "normal scores + final exam scores" to evaluate students, but for the teaching of film and television majors, this evaluation mechanism cannot comprehensively evaluate students' practical ability and creative ability. In particular, the traditional evaluation mechanism neglects the evaluation of students' learning process, learning attitude, innovation ability and other aspects, which is not conducive to promoting students' all-round development, but also conducive to improving students' professional ability. At the same time, the teaching objectives and requirements of film and television majors are relatively complex and diverse, but there are ambiguities in the formulation of evaluation standards. This leads to strong subjectivity of teachers' evaluation of students, which affects the fairness and justice of the evaluation results.

## III. The application strategy of blended teaching method in the teaching of film and television majors

### 1. Innovate and diversify professional teaching modes to stimulate students' Interests in learning

In the teaching of film and television majors, it is essential to innovate and diversify professional teaching models. With the progress and development of modern teaching technology, there are more and more channels for students to learn knowledge. Teachers should make use of Internet technology to constantly innovate the teaching mode of film and television professional courses, so as to better meet the actual learning needs of students. In blended teaching, teachers can make full use of the online teaching platform to provide students with more abundant and diversified learning resources, and record video micro-lessons to upload to the platform, breaking through the limitations of traditional classroom in time and space, allowing students to realize liberal and personalized learning, so as to stimulate students' interest in learning professional courses of film and television. For example, in the course of "Digital Film and Television Editing Art", students are often confused in one way or another by relying only on dozens of minutes of classroom teaching, which involves knowledge points such as the combination principle of shots, the adjustment of video attributes and key frames, and the transformation of scenes. In this regard, teachers can record about 10 minutes of micro-class videos explaining important and difficult knowledge, and upload them to the online learning platform, so that students can consolidate what they have learned in class by watching after class and reduce their own confusion. In addition, in order for students to truly understand and master the knowledge and skills of "digital film and television editing art", students need to carry out a lot of operational practice. Therefore, teachers can assign a practice assignment at the end of each micro-class video to exercise students' editing and creation ability. After completion, students upload it to the platform for unified comments by teachers. Good teacher-student interaction also helps enhance students' enthusiasm and initiative for learning professional courses.

### 2. Optimize the teaching content combining science and practice to improve students' practical ability

It is one of the educational objectives of secondary vocational film and television majors to cultivate innovative and applied professional technical talents. This requires teachers to pay attention to the combination of theory and practice when teaching content, and guide students to apply their professional knowledge to practical operation, so as to achieve the cultivation of students' good practical ability. First of all, teachers can deepen students' understanding and application ability by introducing practical cases while explaining theoretical knowledge. For example, by analyzing the production process of classic movies or TV dramas, students can understand how theoretical knowledge is transformed into practical application operations. In the teaching of film and television majors, students need to master a series of practical operation skills such as photography, editing and sound effects. Teachers can design practical teaching projects and let students participate in practical operation, so as to improve their practical ability. For example, the current Living Vlog is popular on social media. Life Vlog is a simple record of personal life. Although it does not require advanced editing techniques, it can also practice students' video creation ability and basic editing skills. Teachers can ask students to record and make a life Vlog as a daily assignment, and require students to try their best to apply the new knowledge learned every week to the video production, so as to strengthen the combination of science and practice in teaching and improve students' practical ability. At the same time, teachers can also organize students to participate in the actual shooting and production process of movies and TV dramas, so that they can personally experience the real shooting environment and process, and further improve their adaptability and professional quality in practice.

### 3. Enhance the application of online teaching platforms to enrich professional teaching activities

In the teaching of film and television majors, making full use of online teaching platforms has become an effective way to improve teaching quality and enrich teaching content. First of all, online teaching platform can provide students with a variety of learning resources and practice materials. The study of film and television majors needs a wide range of professional cases and material support, while traditional classroom teaching has many restrictions, so that students can only use textbooks and teachers' courseware for professional learning. Professional skills practice can only be limited to the materials provided by teachers. Through online teaching platforms, film and television learning websites and other online resources, students can easily access a variety of excellent cases, practice materials,

video tutorials, research papers and other learning materials, so that they can have a more comprehensive understanding and learning of professional knowledge and skills in film and television. In addition, teachers can also make use of the discussion function of the online teaching platform to set up thinking topics on the online teaching platform, so that students can share their own views and experiences in the corresponding functional areas, interact with other students and discuss problems together. This form of communication can promote the collision of ideas among students and improve their learning interest and thinking ability. At the same time, teachers can enhance the interaction and communication with students through online platforms, adjust and improve the teaching content and teaching methods in time according to students' learning situation and development.

#### 4. Improve scientific and efficient evaluation mechanisms to promote the development of professional teaching

In order to promote the development of the teaching of film and television majors and the overall improvement of students' abilities, it is very important to improve the scientific and efficient evaluation mechanism. First of all, teachers should change the traditional single evaluation mechanism, add evaluation of students' classroom performance, homework innovation performance, learning initiative and other aspects in the evaluation content, and guide students not only to pay attention to the final exam results, but also to improve their professional ability and comprehensive quality in the whole learning process. Secondly, teachers should define operable evaluation standards. Let students clearly understand the specific content and requirements of the evaluation standards, so that they can study and practice in a targeted way. For example, in the major of film and television, students can be clearly required to have a certain ability of script writing, photography skills and editing skills, and corresponding evaluation standards and score weights are given. Finally, teachers should expand the sources of evaluation, such as allowing students to conduct self-evaluation and peer evaluation, allowing students to reflect on and evaluate their own learning through self-evaluation, and stimulating students' professional cognition and thinking exchange through peer evaluation, so as to promote the development of film and television teaching. In addition, each student has his or her unique personality advantages and learning ability, and teachers should set different evaluation standards according to different students. For example, for students whose professional level is relatively average, if the students can successfully complete the class study and homework, they should be given positive encouragement and evaluation. For students with good professional ability, teachers can encourage them to explore and challenge difficult film and television projects, so as to teach students according to their aptitude and help them grow and progress accordingly.

## IV. Conclusion

To sum up, due to the rapid development of the film and television industry and the increasing requirements for professional and technical talents in film and television, teachers should adapt to the development of The Times, apply mixed teaching method to carry out professional teaching of film and television, and adopt strategies such as innovating diversified professional teaching modes, optimizing teaching content combining science and practice, enhancing the application of online teaching platform, and improving scientific and efficient evaluation mechanism. To promote the reform and innovation of the teaching of film and television majors, and cultivate the all-round development of students.

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