



REVIEW

Discussion on the Problems Faced by Film and Television Education and the Development Trends in the New Media Environment

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ABSTRACT

With the development of the economy, film and television education has gradually received more and more attention. With the rapid development of new media technologies, there are still some problems in film and television education in the new media environment. This paper mainly analyzes the problems faced by film and television education in the new media environment, and the development direction of film and television education in the new media era, and explores the forms of film and television education and film industry integration.

1. Introduction

The film and television profession is an emerging hot profession that has developed rapidly in recent years and is gradually favored by parents and students. Judging from the number of enrolled students and professional settings in art colleges in recent years, they all show an increasing trend year by year. Many parents believe that children choose film and television majors, and the employment direction after graduation is relatively clear. However, the development of film and television education is not optimistic, and the competition faced by film and television students is growing. How to better develop film and television education in the new media environment has become an issue that educators in art schools need to study in depth.

2. Problems Faced by Film and Television Education in the New Media Environment

2.1 The Film and Television Market Is Developing too Fast and the Education Cannot be Developed Simultaneously

Film and television education has shown rapid development in recent years, and the increase in market demand has led to the expansion of major art universities and colleges. Enrollment expansion has also brought many problems to film and television education. The development of film and television education and the rapid market demand cannot be developed simultaneously. The biggest problem facing the current film and television education is the teaching materials problem. Some colleges use their own teaching materials, and most of them do not have profes-

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sional teaching materials. Secondly, due to the rapid development of film and television, many institutions those do not have professional qualifications have also opened relevant film and television majors, which has led to a decline in the quality of students' education.^[1] At present, the actual demand of the market is that students need to have certain film and television skills, not merely simple theoretical knowledge, which requires teachers to have certain film and television experience; only new teaching materials and teachers can better adapt to contemporary film and television education.

2.2 Lack of Quality Education in Film and Television Education

Comprehensive universities and colleges strictly adhere to quality education, while film and television art schools do not pay much attention to the development of students' quality education. Affected by the enrollment system of higher education in China, the enrollment of film and television art colleges is mostly based on art candidates, and the students themselves have a low level of cultural classes. After entering the university, it is still mainly the film and television art class, ignoring the study of the culture class. In the new media environment, the goal of cultivating talents in film and television art colleges is mainly to cultivate high-quality film talents. We should not lower the requirements on students' cultural level or weaken their learning of basic cultural knowledge because of their professional artistic expertise. The essential requirement of higher professional art education is quality education, and humanities basic education is the key and difficult problem in film and television education. No matter which type of universities and colleges cannot neglect the development of students' quality education, quality education is the foundation of talent cultivation, and the film and television education that is separated from quality education cannot achieve the ultimate goal of training qualified film and television talents.

2.3 Lack of Excellent Teaching Staff

The level of teachers in film and television education will directly affect the quality of teaching. Under normal circumstances, the teacher sources of film and television profession are the following three kinds: first, full-time teachers in film and television, because these teachers not only have professional theoretical knowledge, but also have experience in film and television production, can combine theory and practice, however, the number of such teachers is not large, and most of them are concentrated in relatively well-known institutions such as Communication University of China, Beijing Film Academy,

The Central Academy of Drama and Shanghai Theatre Academy; second, professional teachers with literary background, because of the many literary background knowledge involved in film and television, some colleges often set up literary school teachers when setting up film and television majors. This type of teacher has a wealth of knowledge about the history of film and television development, film and television aesthetics, but the ability of such teachers to practice film and television is not high. If the teachers are composed of such teachers, the overall level of the teaching staff is not high; third, teachers with rich media experience and teaching in art colleges, such teachers can often bring students some more practical knowledge and skills, and students have a strong sense of identity with such teachers, however, the employment of such teachers also has certain drawbacks. It is difficult for the general media practitioners to calm down and engage in teaching. If they are external part-time teachers, it is difficult to guarantee the teaching time, and the mobility of part-time teachers is large, and the teaching work cannot be guaranteed.^[2]

2.4 Film and Television Education Has Not Kept Pace with The Times

The birth of new art forms will inevitably affect the old art form. If an art wants to survive for a long time, it must be able to adapt to the development needs of the times and be able to be invincible in many art forms. For example, many of today's film works tend to be more beautiful and stylish, but their plot content is pale and weak, resulting in people's low willingness to watch. A good work must not only have vivid expressions, but also intriguing and thought-provoking plot content. Only when the works have rich connotations can they maintain their permanent vitality.^[3] In addition, in the era of rapid development of new media, people have more access to information, however, how to maintain the national and national characteristics in an international cultural atmosphere and network atmosphere is a question that needs to be strongly considered by film and television educators. Film and television education should also embark on a road of development with national characteristics, and keep pace with the times while maintaining its own characteristics.

3. The New Development Direction of Film and Television Education in the New Media Era

Faced with the problems faced by film and television education in the new media environment, film and television education must transform traditional ideas, improve teach-

ing methods, integrate with the times, open up new ideas, and clarify the new direction of development.

3.1 Enhance the Concept of Actual Combat and Increase the Docking Of Film and Television Education and Film and Television Platforms

The ultimate goal of film and television education is to serve the audience with film and television art, which requires film and television educators to achieve effective interface with new media and new technology platforms, increase students' practical concepts, and expose students to the latest technology and film and television concepts, and create works that meet the needs of the audience and the development of the times. Film and television education can't be limited to classroom teaching. It is necessary to increase students' practical opportunities, let students integrate theory and practice, and strengthen students' daily practice in the studio, recording studio or video editing room to transform the classroom into a practice base.

3.2 Spread New Ideas and Strengthen Communication between Departments

In the film and television education, we must strengthen the dissemination of new ideas; teachers and students must abandon the traditional theory of teaching, especially in the new media environment, film and television educators should vigorously encourage students to engage in the creation of new art forms such as micro-movies and innovative short videos, which requires improving the traditional education model, from the original single-style, isolated teaching to "complementary" teaching, increasing the integration and collaboration between disciplines. On the basis of strengthening the film and television education courses for students in this major, we will expand the study of relevant subjects in film and television education and realize the integration of subject knowledge. Film and television educators should be good at breaking the boundaries between disciplines when teaching, so that students can do the same thing and integrate them.

3.3 Strengthen the Professional Staff of Teachers

Nowadays, the number of Chinese film and television education schools or bases is increasing. Many comprehensive universities have also established relevant majors in film and television media, forming a rich and diverse educational structure. However, China's film and television education started late, and its development is relatively slow. Only the professional film and television art colleges have a high level of teachers, however, comprehensive universities pay less attention to film and television education, and their de-

velopment is still relatively slow, which requires strengthening the professional team of China's overall film and television education. To this end, the state needs to provide relevant financial and material support. Take film education as an example, in the selection and training of teachers, not only must they have professional skills, but also have certain shooting experience, at the same time, they should also master the most advanced technologies in film shooting and have the ability to do video clip. In the construction of the teaching staff, the teaching team must have strong professionalism. Only in this way can we meet the needs of students' all-round development.^[4]

3.4 Improve Educational Methods and Support the Development of New Media

The Internet and new media are currently developing rapidly. The development of film and television education should also rely on the Internet and new media platforms to continuously improve educational methods, combine film and television education with new media, and enhance the development of the film industry. Improving the means of education and strengthening the development team of emerging media talents is the only way for the development of China's film and television education. Film and television education needs to adopt innovative means to integrate traditional media and emerging media, and cultivate cross-regional innovative talents to support the development of the emerging film industry.

4. The Forms and Exploration of the Integration of Film and Television Education and Film and Television Industry

With the rapid development of the film and television industry, the requirements for talents are getting higher and higher, which has brought new opportunities and challenges to film and television education. Film and television education must be done with the times, constantly innovate, and integrate film and television education and film and television industry to achieve the common development of film and television education and film and television industry. Therefore, film and television education should improve teaching methods and improve the quality of teaching. It is also necessary to pay close attention to the development and changes of the film and television industry, to cultivate the talents needed by the film and television industry, to promote the development of teaching with industrial demand, and to make film and television education more in line with market demand. Especially in the new media environment, the integration of film and television education and film and television industry has

become a trend of future development.^[5]

There are many different ways and means to integrate film and television education and film industry. This paper mainly describes three common forms of integration. First, the film and television industry is the leading factor, and film and television education plays a supporting role. At present, many TV stations and film and television companies in order to strengthen the development of the film industry, to make the industry bigger and stronger, will use the form of personnel re-education, strengthen the training of the company's internal film and television personnel, or continue to further study in universities and colleges. This kind of film and television education is highly targeted; second, the proportion of film and television education and film and television industry is quite the same. The fusion of this method is generally common in film and television colleges. It usually divides one school year into two parts, half of which is used to learn theoretical basic knowledge, and the other half is used for practice to achieve a combination of theory and practice; the third way is to take film and television education as the leading factor and the film and television industry as an auxiliary education. This kind of method is widely used in professional art colleges and comprehensive universities and colleges. The film and television industry here is not a film and television industry in a strict sense, but an internship base for film and television education. Under normal circumstances, in order to ensure the quality of teaching and strengthen the students' practical ability, the school will unite some radio stations or film and television companies to establish a corresponding film and television industry to provide a certain space for student creation. At present, this method has been researched in many film and television art colleges and has achieved certain results; however, this method is more dependent on capital and requires the school to have certain economic strength. For some schools with less investment in film and television hardware, it is more difficult to combine film and television education with the film and television industry, which is also a major problem in the current film and television education in some institutions.

5. Conclusion

With the development of the film and television industry

in recent years, film and television education has also received attention, however, in the new media environment, film and television education is also facing many problems. The film and television education and the fast-developing film and television industry cannot be synchronized, and the development of quality education has been neglected in the development of film and television education, resulting in the training of personnel in film and television education that does not meet the needs of the development of the times, which requires film and television education to continuously innovate teaching methods, improve teaching ideas, clarify the new direction of film and television education in the new media era, and strengthen the combination of film and television education and film and television industry, so as to enable students to combine theoretical knowledge and practice to further promote the development of film and television education.

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