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Analysis of the Key Points of Higher Vocational Digital Film and Television Course Teaching under the Background of Integrated Media

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Abstract: With the progress of the times, China's demand for the cultural industry has increased. The development of the film and television industry has also received special attention from the state. The state encourages enterprises to develop the film and television industry to meet the increasing demand for the film and television industry. Due to the gradual increase in the gap of film and television, higher vocational education has opened higher vocational digital film and television courses in order to meet the needs of the market. However, as the course progresses, more and more problems have emerged. This article uses the financial media as the background to analyze There are problems in the teaching of digital film and television courses in higher vocational colleges, and solutions are proposed. They are determined to reform the teaching of film and television courses and make contributions to digital media companies in my country.

Keywords: integrated media; higher vocational digital film and television; teaching analysis; solutions

With the vigorous development of my country's economy and the popularization of financial media, people have begun to pursue higher-level film and television works. At this time, digital film and television post-production is required. Digital film and television post-production is the foundation of the entire film's tone. The aesthetic effect of the transformation plays a vital role. In the later stage of film and television, it is necessary to cut and integrate the shot material, and add special effects. The development of film and television is faster and faster. In the case of large gaps in the later stage of digital film and television, many higher vocational colleges have set up majors in digital film and television to make up for the joint points needed for talents in digital film and television. While converging media services are rapidly improving, how to combine convergent media with higher vocational digital film and television

courses and convergent media is a problem that higher vocational colleges should consider at this stage. Actively cultivate related film and television talents for film and television post-production, and provide more film and television personnel with development opportunities.

1. Problems in the post-production major of film and television in higher vocational colleges

(1) Students in higher vocational colleges are seriously tired of studying

For a long time, under the influence of traditional cramming-style education and teacher-led classroom teaching, more and more students are in a bad learning state, and they are tired of all-in-one learning in the classroom. In higher vocational colleges,

some students use sick leave, skip classes, substitute classes, etc. to avoid class. Another part of students will come to class, but they don't want to listen at all, holding their mobile phones, watching small videos, playing games, etc. The phenomenon is not uncommon. In the course of teaching, the teacher opened one eye to this situation and closed one eye. It's not like the high school attendance rate. As a result, the rate of failing to pass the exam is extremely high. Sometimes when the teacher is in charge of the class, students will appear rebellious and contradict the teacher because of the teacher's stern attitude. As a result, a vicious circle is formed, the teaching effect is getting worse and worse, and students basically cannot learn anything in class. In the final exam, relying on the teacher to draw a picture of the key content, and spend 1-2 weeks to study all the content. It is of no use to enhance students' professional knowledge. If teachers continue to use the previous teaching model, the learning effect will only be lower and the learning atmosphere will be even more low. Therefore, teachers should "introspect" their own teaching model and propose effective solutions to this situation ^[1].

(2) Repetition of classroom teaching content

Due to the rapid development of film and television, the update speed of teaching materials is relatively slow. The update speed of teaching materials cannot catch up with the technology of film and television post-production. Teachers have been using the old teaching materials without the support of new teaching materials. Teaching and practical operation are derailed. Students are not aware of the use of new machines and the mastery of new film technology. After graduation, they cannot adapt to the work in the later stage of film and television, which has a greater impact on students' work in film and television. Secondly, the classroom teaching content is too single, and the classroom content is not expanded and extended, so that students only know one, not the other, and cannot achieve the effect of applying what they have learned. Students rigidly accept the teacher's knowledge washing, but the learning effect is not satisfactory. Teachers are overconfident in their own teaching professionalism and have no idea of updating their own professionalism, so they are

complacent. As a result, the teaching content cannot meet the practical needs of students, and the content cannot keep up with the rapid development of film and television.

(3) Teaching methods are lagging behind

Traditional teaching methods attach importance to students' academic performance, and constantly use exercises, workbooks, test papers and other "question sea tactics" to consolidate student performance, but in higher vocational colleges, this method obviously cannot improve students' academic performance. Higher vocational students generally have low interest in learning and ignore this kind of duck-filling teaching at all, and the level of students has always remained at the same level. Moreover, in the teaching process of higher vocational colleges, the importance of practice is not emphasized, and the teaching method is too solid and modular. Without basic practice, students' practical operations in the later stage of film and television only stay at the level of basic knowledge, without further development, which will have a significant impact on the future employment of students. Because film and television post-production attaches great importance to practice, without practice, it is equivalent to talking on paper and hindering the development of students' abilities. Students have no enthusiasm and the learning atmosphere is sluggish, resulting in poor learning effects. As the country vigorously develops educational reform, higher vocational colleges vigorously develop campus infrastructure construction, but ignore the reform of teaching methods, teaching methods have stagnated, which requires colleges and universities to introduce teaching reform methods, and teachers should abide by this reform method, To improve the classroom teaching methods to achieve the goal of students falling in love with the classroom ^[2].

(4) Teachers are content with the status quo and do not seek improvement

In higher vocational colleges, due to the lack of professional teaching teachers in higher vocational colleges, the flow of teachers in higher vocational colleges is very small, and the status of teachers is very stable. Without external competition, teachers

begin to settle for the status quo and do not pursue professional skills To improve, do not follow the times to change their teaching methods. Because I am very familiar with textbooks, teach directly without preparing lessons, do not consider the teaching goals after reform, do not consider the teaching effect, and do not try to improve the enthusiasm of students in learning. The teacher's ability to innovate is basically zero. Over time, the teacher loses the idea of realizing self-worth, is in a passive teaching state, and there is no new idea in teaching. Without the active guidance of teachers, students gradually lose their motivation to learn in such a class.

2. Solutions to the post-production of film and television in higher vocational colleges

(1) Develop a reasonable teaching plan to increase students' interest

In order for students to put aside the emotion of being tired of learning, teachers should make reasonable teaching plans to increase students' interest in learning. Teachers can use the questionnaire to summarize what modern vocational students like and need, and make reasonable and scientific plans for the things they like. Secondly, understand the students' basic knowledge mastery and post-production technical ability, and through the combination of the two, make a learning plan suitable for the class. Teachers can set up the curriculum in two stages: First, focus on video editing, and most students are interested in video editing, thereby enhancing students' mastery of basic knowledge and laying a solid foundation for the next step of learning . Secondly, learn film and television special effects, train students' digital information processing technology, and make simple pictures into wonderful special effects. First, it can consolidate the knowledge learned in the process, and second, it can increase students' interest in video production. To ensure the foresight and continuity of teaching ^[3].

(2) Changing teaching concepts and focusing on the combination of technology and art

Inherent teaching concepts are not suitable for the needs of students' development. Combine traditional teaching concepts with new teaching concepts after the transition, take the essence, remove the dross, and master the teaching concepts suitable for teaching development. Teachers' guidance to students should focus on understanding concepts so that students can achieve the purpose of drawing inferences from other examples. Strengthen the explanation of key vocabulary, expand the vocabulary horizontally and vertically. So that students can quickly master unfamiliar vocabulary. Carry out layered teaching, design different teaching plans for students with different foundations, and set up assignments with different difficulties when assigning homework after class to give students space to explore. Secondly, in daily teaching, teachers should have frequent heart-to-heart with students, communicate in study and life, understand students' daily habits, living conditions, learning conditions and mental health, and provide timely help and guidance when students have difficulties . Finally, in the teaching process, we must always encourage students, appreciate their teaching status, observe their strengths, and affirm them. Have egalitarian exchanges with classmates, breaking the fortress of the distance between teachers and students ^[4].

(3) Combination of traditional teaching mode and emerging teaching mode to achieve diversified teaching

Traditional teaching concepts have fallen behind in today's rapid development of information technology. According to statistics, in higher vocational colleges, most teachers still adopt a single traditional teaching mode to teach. However, the single traditional teaching model cannot satisfy the improvement of students' comprehensive quality and the increase of professional skills. Therefore, in the teaching process, through the combination of traditional teaching mode and emerging teaching mode, students can master the theoretical knowledge described by the teacher in specific practice ^[5]. For example, when teaching about editing content, new technologies such as micro-vision can be used for video deductive teaching. The content of the editing is relatively

extensive, but through the microvision software, complex editing can be taught in layers, which is more clear and clear. Secondly, in editing teaching, some students will definitely encounter some difficulties. Teachers should give full play to the role of guide, help students find the key to the problem, and then guide students to solve problems with the fastest efficiency and cultivate students' hands-on ability And practical ability to help students build the ability to think independently.

(4) Strengthen school-enterprise cooperation and cultivate technical teachers and students

Because teachers in higher vocational schools are too content with the status quo, there is no teaching innovation, and students have no motivation to learn. Therefore, the school can strengthen the cooperation with film and television companies to combine theory and practice. Invite senior professional filmmakers to teach teachers and students together, and introduce new ideas and new models to the campus. Teachers get more enlightenment from the teaching of film and television producers, and they have new inspiration in teaching, which breaks the teacher's fixed thinking. Thereby strengthening the students' theoretical foundation and perfecting their production skills. Secondly, by placing outstanding talents in the school for internships in enterprises, students can learn new methods and new technologies. The enterprise gets a highly skilled employee to achieve a win-win situation for the school and enterprise. Finally, the school and film and television companies conducted a summary of student internships to understand the actual demand for talents in the market. The school cultivated more film and television workers through its own teaching model and new reform concepts. In this way, more technical production talents are provided for the film and television industry, and more beautiful film and television works are presented to the country ^[6].

Conclusion

The economic development is extremely rapid. In the torrent of the development of film and television technology, higher vocational colleges need to train film and television talents related to the film and television industry, so as to have a place in the film and television industry. It is imperative to reform the film and television post-production curriculum. Higher vocational colleges must actively change their teaching concepts, based on the current

situation of school construction technology, pay attention to the combination of technology and art, and formulate according to the specific situation of students and the difficulty of basic knowledge Reasonable teaching plan. Based on the market's demand for film and television talents, the traditional teaching mode is combined with the emerging teaching mode to cultivate film and television talents that adapt to the market. Finally, the cooperation between schools and enterprises is promoted to provide more film and television talents for the film and television industry.

Conflicts of Interest

The authors declare that they have no conflicts of interest to this work.

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