



## Practical research on the mixed teaching model in the post-epidemic era — Take the "Film and Television Advertising" course as an example

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**Abstract:** Affected by the pneumonia epidemic caused by the new type of coronavirus, the Ministry of Education issued the "Guiding Opinions on Doing a Good Job in the Organization and Management of Online Teaching in Ordinary Colleges and Universities during the Period of Epidemic Prevention and Control", which requires the implementation and protection of colleges and universities during the epidemic prevention and control period. Online teaching. This paper analyzes the problems arising from the online education and classroom practice of the "Video Advertising" course, and explores the hybrid teaching model in the post-epidemic era from four aspects: the background of teaching reform, curriculum design, specific implementation, and effectiveness analysis and experience. It is expected to provide new ideas for the development of mixed teaching models in various universities.

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According to the summary of the online teaching mode during the "epidemic period", it can be seen that the online education at the emergence stage lacks the link to the teaching practice links, especially the lack of design arrangements for the characteristics of different disciplines. If it is said that during the epidemic, the curriculum reform is in the exploratory stage. Then, the "post-epidemic period" must have precise curriculum goals and central points. In the "post-epidemic era", although the situation of the epidemic is changing, the changes and inspiration brought by the epidemic to higher education are still continuing. With the online teaching experience accumulated before, the "post-epidemic era" should pay more attention to the reasonable arrangement of online + offline. Curriculum reform is carried out in accordance with the development of technology, the characteristics of the profession and the characteristics of the students.

### 1. The background and ideas of teaching reform

Under the epidemic, the traditional offline teaching model was replaced by the online teaching model. The teaching model has undergone unprecedented changes. The limited online teaching platform in the past also blossomed overnight. According to the survey, online teaching mainly has three teaching modes: asynchronous online teaching, synchronous online teaching, and synchronous and asynchronous hybrid. (1) Asynchronous online teaching means that teachers upload teaching videos

and teaching resources to online learning platforms such as China University MOOC, Rain Classroom, Xuetang Online, Wisdom Tree, or school teaching platform. Any student can use it at any time and any place. Learn any way. This method has greatly enriched learning resources, but the students' attention is not enough. Fragmented teaching has brought learning convenience, but it has not solved the students' "procrastination". (2) Synchronous online teaching means that teachers teach online through social or live software. In this mode, teachers can directly teach the knowledge points of the course and obtain real feedback from students. They can answer students' questions in time, and they can also spot check students' knowledge. It is basically impossible for teachers to obtain implicit feedback from students through computer screens. Therefore, synchronous online teaching will inevitably have the problem of low concentration of students, especially for long-term uninterrupted online live teaching, the learning effect of students will be even more affected. In addition, this method requires very high live broadcast software and network. (3) Hybrid online teaching is a combination of asynchronous online teaching and synchronous online teaching. Blended teaching solves the problem of "weak feedback" in asynchronous online teaching to a certain extent. This model only guarantees the delivery of teaching content, but does not achieve the student-centered goal.

The "Film and Television Advertising" course is a practical course offered by art design majors. It aims to

cultivate talents who meet the requirements of the industry and possess professional knowledge of film and television advertising planning creativity and production. Especially for students of art design, the aim is to dub their works after studying this course, reflect their professional characteristics in film and television advertising works, and cultivate students' analytical and creative abilities. After studying this course, improve artistic aesthetic ability and media management awareness. The created film and television advertising works can highlight the core socialist values and reflect the correct outlook on life and values. When teachers develop the "Film and Television Advertising" course, they combine the learning resources of online platforms to consolidate and expand students' learning of theoretical knowledge and realize the sharing of resources between teachers and students. Offline will mainly introduce subject competitions and project practice, and promote competitions. Learning, with students as the main body. The specific idea of this course is to reasonably distribute the knowledge points of each chapter before class, and publish them to the student's learning task list through the online teaching platform, so that students can understand the relevant knowledge points, and the formal class is online and offline synchronization Through the appreciation and analysis of excellent film and television advertising works, as well as the practical projects that guide and communicate with students, create an active and active learning environment inside and outside the classroom, and enhance students' independent learning ability and the spirit of practical inquiry.

## 2. Online and offline hybrid curriculum design

The mixed teaching of the "Video Advertising" course is a comprehensive project teaching method, including many sub-projects, and finally complete the final work of film and television advertising. The online education of the course mainly relies on the online teaching platform to release teaching courseware, case videos and other teaching resources. Through online interactive discussion and answering questions with students, we can understand students' creative ideas and learning conditions, and adjust classroom content in a targeted and timely manner. In addition, active use of MOOC resources, including online answering, discussion, and evaluation links in the MOOC, online group classes such as WeChat groups, arrangement of teaching tasks, completion of pre-class previews, data checking, online submission and display of works, and online practice Training evaluation, work analysis and other links. Make full use of the major functions of the online platform for sign-in, discussion, linking, and video to intersperse different interactions into each knowledge item point

to ensure the learning effect. Online teaching is different from traditional teaching methods. In online teaching, "participation" is the prerequisite, "interaction" is the key, and "mastery" is the goal. Therefore, this course adopts the teaching concept of "project introduction, task-driven", with students as the main body and Achievement-oriented, using the talent training model of competition to promote teaching, carry out the overall design and implementation of the curriculum, and effectively cultivate the comprehensive ability of students. Offline is mainly based on lectures, supplemented by discussion. When the overall teaching design is carried out, a variety of teaching methods are used, which are specifically divided into pre-class preparations, in-class lectures, and post-class feedback and extension methods.

### (1) Preparation before class

At the pre-class stage, use the online teaching platform to clarify the key points and difficulties of the course according to the specific content requirements of each chapter, and send relevant content related to the teaching of this chapter to the online teaching platform by means of manuscript presentation or video, so that students can preview before class Since film and television advertising works are a highly practical course, students are required to watch a large number of classic advertising works. Therefore, make full use of the online teaching platform to introduce excellent film and television advertising works in the early stage, so that students can broaden their horizons through the appreciation of classic advertising works. , Lay a solid foundation for the independent creation of film and television advertising works in the later period.

### (2) Lectures in class

Since students are in the pre-class stage, they have used the online teaching platform to fully preview the content of this chapter, and rely on the online teaching platform to have good interactive communication with teachers. Teachers can make timely adjustments to the content taught in the class according to the stage of preparation before class. In the lecture stage, teachers will mainly give online and offline mixed lectures. First of all, the teacher will give lectures on the teaching objectives, key points and difficulties of this chapter. And carry out teaching activities through a variety of teaching methods. Depending on the content of each stage, situational method, case method, practical training, interactive discussion, etc. can be used. The teaching method can also be a combination of live broadcast, recorded broadcast, and face-to-face teaching. The most important thing is to carry out teaching content based on actual projects, combine subject competitions, and

introduce projects to stimulate students' enthusiasm for creation and improve professional practice capabilities.

### **(3) Feedback and extension after class**

The feedback phase after class is mainly result-oriented, and the assessment is conducted in the form of procedural evaluation and final works. Teachers can use the statistics of the online education platform to grasp the students' study time and online class results, which will help teachers to fully understand the students' learning situation, and give appropriate bonus points to those with high scores, which are included in the usual process. Sexual evaluation results provide targeted guidance for students who are not active and have poor performance. On the online learning platform, students can also have a clear understanding of the degree of mastery of their professional courses, and can use the online education platform to expand and supplement learning, and give full play to the advantages of online teaching. The film and television advertisements created by students can communicate with teachers in real time through the online teaching platform, and finally upload the works to the online education platform. Teachers can correct assignments and comments through the platform, and set a time point to allow some students with imperfect works to remedy them in time. Create qualified works to achieve effective feedback of online and offline information.

After the course is over, teachers can upload the students' finishing works and more in-depth course content on the online teaching platform. It not only allows each student to see their own works on the platform, learn from each other's strengths, discuss and learn from each other, but also improve their professional skills while stimulating a good sense of competition.

## **3. specific implementation**

### **(1) Introduction to film and television advertising**

Through 16 class hours of learning, through pre-class study and in-class lectures, you can master the basic components and production process of film and television advertisements, as well as the course objectives of the qualities that film and television advertisers need to possess.

Students conduct field research on selected topics in groups of 3-4, including questionnaire surveys, interviews, etc., and after collecting certain research information, analyze the situation, draw up corresponding advertising strategies, creative ideas and complete the writing of the planning book.

### **(2) Film and television advertising pictures, sound and creative performance**

Through 12 class hours of learning, through pre-class study and lectures, you can master the course objectives of film and television advertising picture modeling methods, sound art methods, and creative expression of film and television advertising.

Students will appraise and evaluate excellent film and television advertisements on an individual basis, and form film reviews. Teachers use online and offline interactive methods to discuss, guide and modify.

### **(3) Production of film and television advertisements**

Through 24 class hours of learning, through pre-class study and lectures, you can master the composition of film and television advertisements, script writing, and independent creation of film and television advertisements.

By determining the theme of the film and television advertisement. The students design and produce film and television advertisements in groups of 3-4 people. In this process, the online and offline interaction between teachers and students is very important. Students focus on independent creativity and teacher guidance. The online platform conducts real-time communication and guidance to create a complete film and television advertising production plan. Including advertising copy, sub-shot script and actual shooting production plan. After the plan is determined, the team members will be divided into shooting and production, and the teacher will provide real-time online and offline guidance and optimization during the whole process.

## **4. Effectiveness analysis and experience**

Through nearly a year of exploration and practice of online and offline hybrid teaching models, compared with traditional teaching systems and models, the effective combination of online education and classroom practice is conducive to the construction of disciplines and the improvement of students' comprehensive ability. First of all, teaching feedback. After the implementation of the online and offline hybrid teaching mode, students' satisfaction with the courses has been significantly improved. Students can better master professional knowledge and understand the content of the "Video Advertising" course. The online teaching platform gives students a good experience. The platform where you can review the knowledge points and accept the correct professional knowledge has cultivated students' strong interest in film and television advertising. Compared with the traditional offline teaching mode, students' classroom initiative and enthusiasm have been significantly improved; secondly, online teaching and Through the connection of classroom practice, students' overall creative ability and the quality of

works have been significantly improved, and the subject competition atmosphere is strong. Students have achieved excellent results in many important national-level competitions such as the University Advertising Competition and the National University Advertising Festival Academy Award; In the practice of teaching reform, teachers also have a deep understanding of the online and offline hybrid teaching model, and the development and control of the content have also accumulated rich experience, which is conducive to the exploration of new teaching models in the future. Finally, by giving full play to the advantages of blended teaching, teacher-student interaction and student interaction are deeper. The traditional offline classroom teaching model is far from enough. The online and offline hybrid teaching model uses modern technology and methods. Improve the good classroom atmosphere and environment, and become more proactive. It helps to build a harmonious teacher-student relationship and a good learning atmosphere.

Online teaching is a virtual teaching community. Teachers and students are no longer the traditional face-to-face education model. The teaching model of "project introduction and task-driven" subtly and organically connects online education with classroom practice, and implements innovative education. In the future of teaching: enrich teaching methods and teaching resources, make students more focused and motivated, fully mobilize students' autonomy, stimulate students' internal motivation, expand the curriculum in an optimal way infinitely, and pay attention to students' interests in time Learning dynamics and carefully commenting on each project

work of students, realizing the closed-loop online teaching of "theoretical teaching and project practice", understanding the learning situation in time and adjusting teaching strategies. It is a question that every teacher should think about to tap and develop students' personal advantages and creative potential, and cultivate more innovative and applied talents to give back to the society.

In short, as an art professional course, "Film and Television Advertising" occupies an important position in college art majors. In the post-epidemic era, online education and classroom practice will be effectively linked to make the teaching content more practical and targeted. Construct students as the main body, teachers as the leading factor, adopt a variety of scientific teaching methods, fully mobilize students' initiative in learning, and at the same time, use abundant online teaching resources to stimulate students' interest in autonomous learning and improve students' practical application ability. The teaching quality of the "Video Advertising" course can be continuously improved.

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