



## **Research on Blended Teaching Practice of Cultural Quality Core Course in Communication 4.0 Era** —— Research on the Blended Teaching Reform of Art, Aesthetics and Creation

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**Abstract:** Under the background that Communication 4.0 and Education Informationization 2.0, which are based on the mobile Internet platform, have become the fashion, the mixed teaching reform in colleges and universities is imperative. The mixed teaching mode of "offline teaching+online massive open online course+flipping classroom" gets rid of the dependence of traditional offline education on fixed time and space, and at the same time makes up for the shortcomings of online courses that can not be updated in time and lack of effective learning supervision, and stimulates students' independent research ability and outstanding independent research habits. At the same time, the mixed formation of professors and young teachers provides more space for the future development of the reform.

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In April 2018, the Ministry of Education of China issued and implemented the Education Informatization 2.0 Action Plan in order to improve the information literacy and information application level of teachers and students and encourage colleges and universities to vigorously promote the development of "Internet+Education" and online education. The process of education is essentially the information dissemination between teachers and students. After three stages of information dissemination: face-to-face communication, text printing and electronic media, human society has now entered the era of Internet-based communication 4.0. <sup>[1]</sup> Education Informationization 2.0 under the background of Communication 4.0 has achieved great development in the course construction of colleges and universities, and various online course platforms and multi-disciplinary and multi-form massive open online course have sprung up one after another. With the gradual disappearance of the region, the teaching contents of different schools and disciplines have been disseminated in multiple spaces and time periods, and the integration and exchange of such information has encouraged more and more equal exchanges. <sup>[2]</sup> In the

classroom filled with teachers in the past, teachers were the senders of information and students were the recipients of information. Nowadays, with the continuous innovation of educational philosophy and the multi-channel access to information, teachers delegate the right to speak to students, giving them more opportunities to independently study and explore and openly express their thoughts. Under this background, the mixed teaching reform of core quality courses in colleges and universities has become the general trend.

### **1. The curriculum planning: offline teaching+online massive open online course+flip classroom**

#### **(1) The advantages and disadvantages of massive open online course resources analysis**

As we all know, massive open online course resources have many advantages: first, it provides complete explanation videos, teaching courseware and online quiz, and provides sufficient and diverse learning materials; Secondly, the time dimension and geographical scope of students' study have been expanded, and everyone can arrange research time, study place and study way according to their own

actual situation and conditions, which largely meets the needs of students' characteristic chemical research; Finally, students can watch massive open online course videos repeatedly online, on the one hand, they can master the knowledge points that are not fully familiar with, so as to consolidate the learning effect; On the other hand, it can expand the knowledge range of the course and open the students' horizons. At the same time, there are some shortcomings in massive open online course: first, the network open course is aimed at all members who can use the network, so it is impossible to integrate theory with practice and prepare lessons and teach students in engineering colleges in a targeted manner; Second, massive open online course's teaching video is separated from offline classroom teaching. Just like the teaching and teaching mode of teachers in traditional classrooms, the interaction between teachers and students and the strength of teaching are scarce; Third, online video learning lacks supervision, which makes students prone to lack of concentration, fatigue and low learning efficiency; Fourthly, the content of online teaching is slightly weak in keeping pace with the times, and the cited cases are slightly outdated. Now the new generation after zero has grown up in the era of information explosion, and it is even more necessary to quote the latest information close to their lives to explain the obscure theories.

## (2) Construction of Blended Teaching Mode

To sum up, the reform strategy of this course is a mixed teaching mode of "offline teaching+online massive open online course+flip classroom". In the physical classroom, teachers impart professional knowledge, summarize and explain the important and difficult contents related to massive open online course, and supplement and expand the cutting-edge research materials; Teachers answer questions that students are generally concerned about in time, so as to achieve deep understanding and application of knowledge. As the saying goes, "The stone from other mountains can attack jade",<sup>①</sup> In online learning, massive open online course takes Introduction to Art from Professor Peng Jixiang of Peking University, a famous super star, as a supplement to the knowledge outside the classroom, so as to expand the breadth of students' knowledge. This course is a national excellent online open course in 2017. Teachers give way to students' right to speak in the process of flipping classroom activities. For example, Mr. Tao Xingzhi, an educator, elaborated on "the unity of teaching, doing and doing"- "A good teacher is not teaching, not teaching students, but teaching students to learn".<sup>②</sup> Students select the

content they are interested in in the course for in-depth research, retrieve relevant information on the Internet and summarize and think, write papers and make presentation documents and other multimedia forms for study and report, and several students will give speeches in each class to ensure that they have the opportunity to exchange their research results before the end of the class; At the same time, teachers will give guidance and knowledge development to each student's paper content and PPT presentation, and achieve good and timely information feedback. (As shown in the figure, the mixed teaching reform idea of "offline teaching+online massive open online course+flipping classroom") (Figure 1).

## 2. Talent training objectives: knowledge, ability and quality

The process of human cognition of the world is a process of continuously obtaining information (knowledge) from the outside world, combing, integrating, analyzing and purifying information (ability), forming internal thoughts, adjusting external behaviors (qualities), and reaching a certain level through repeated circulation, training and accumulation. The ultimate teaching goal of this course is to enable students with engineering background to master the knowledge of art, aesthetics and production tools, improve students' ability to solve specific problems in study and life, and form multi-dimensional comprehensive abilities and individual qualities such as morality, intelligence, physique and aesthetics.

First of all, knowledge is the acquisition of information and the foundation of ability formation. Knowledge has boundaries, and it is subject-oriented. Through the study of this course, students with engineering background can break through the barriers of knowledge and form a relatively systematic understanding of the concept, historical evolution, types, main schools, what aesthetics is, the level of aesthetics, creative tools and practical application of art. It not only enriches students' knowledge in two dimensions: ideological and spiritual level and practical creation level, but also shows students ideas and methods to study specific problems from different perspectives.

<sup>①</sup> Note: It comes from The Book of Songs Xiaoya Heming, pre-Qin.

<sup>②</sup> Note: From Tao Xingzhi's "Integration of Teaching and

Learning", 1919.

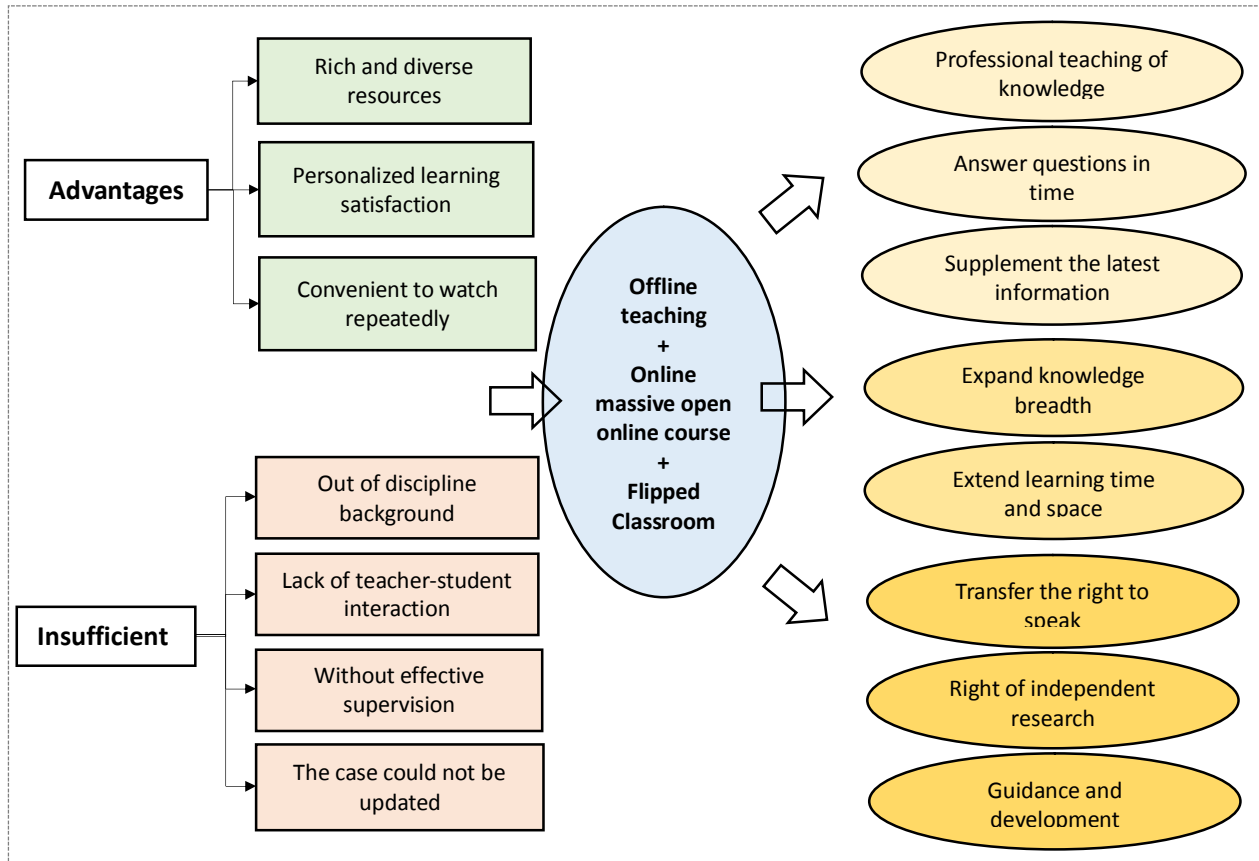


Figure 1. Mixed Teaching Reform Ideas of "Offline Teaching+Online massive open online course+Flip Classroom"

Secondly, ability refers to people's reflection of the process of analyzing, integrating and purifying information, which is the concrete presentation of comprehensive quality. Lippmann put forward the concepts of "real external world" and "world in mind" in Public Opinion.<sup>[3]</sup> Although everyone's knowledge comes from the objective existence of the "real external world", their ability is personalized, which is a concrete manifestation of the individual's "world in the sea". Everyone has different understandings and combinations of knowledge and information, so their views on events, conclusions and behaviors will be different. In this course, when art, aesthetics, creation and other related knowledge are sorted out and reconstructed in students' minds, students can form their own thoughts on art, and then choose their own creative methods to complete the expression. For example, in the flip class, students share their understanding of the ninth art-"electronic game" through PPT and micro-video. On the basis of explaining that the ninth art is the sublimation of the previous art forms, the paper discusses the influence of

the emergence of new media on artistic expression. To sum up, it aims to enable students to master the ability to guide concrete practice with abstract concepts, and then verify abstract concepts with concrete practice. Finally, quality is the comprehensive embodiment of ability. When knowledge is internalized into an individual's ideological realm through the processing of ability, which makes people show a relatively stable level of action, it can be called forming a certain personal quality. In this course, students are not only guided to complete theoretical thinking and understanding of time art, space art, solid art, fluid art, etc., but also to cultivate their ability to observe, taste and create beauty. Students are mastering "breaking bamboos, continuing bamboos, flying soil, and pursuing meat"<sup>③</sup>, you can enter the artistic place you are interested in, make slingshots and capture prey, thus enjoying the gluttonous feast of artistic knowledge and artistic beauty. The learning quality of students' independent research comes from inside the classroom,

<sup>③</sup> Noe: "Dancing Songs" by Anonymous, pre-Qin period.

and is more reflected outside the classroom.

### 3. The effect of curriculum reform

Traditional teaching is a collective learning mode which takes place in the physical classroom. This model imparts knowledge to students by virtue of teachers' oral language, and leaves the tasks of knowledge absorption, internalization and consolidation to be carried out independently after class. However, the flip learning of the reformed Art, Aesthetics and Creation is a personalized learning mode completed after class. In short, the "flipped classroom" of this course changed the traditional teaching method of the instructor, and the instructor changed from the leader to the learner, which fully "decentralized" the students' learning, and the students were given more learning opportunities for independent research. In this course, students learn the knowledge points designated by teachers through Superstar massive open online course's Introduction to Art, collect and sort out relevant data resources through the Internet, form their own independent knowledge system and thinking framework, and practice into learning achievements. At the same time, teachers provide offline classroom as an expression platform for sharing and spreading, and help students to integrate and sort out knowledge in class, and then carry out a kind of creative learning. Off-line teaching can not only complete routine teaching tasks, but also communicate directly with teachers in class, and teachers can answer questions. At the same time, teachers' supervision over students is more significant, which fully makes up for the shortcomings of online education. Flipping the contents of classroom students' reports can also be used as a test standard for the learning effect of online courses. As the saying goes, "the master leads the door, and the practice depends on the individual", in the mixed teaching mode, students get not only knowledge, but also the ability of independent study and good independent study habits.

"The focus of education is not to make people 'accept' and 'adapt' to what they have, but to make good use of what they have for the purpose of 'transforming' and 'surpassing'!"<sup>④</sup> The way of "turning over the classroom" enables teachers to deepen their understanding of the deep connotation of this course from the teaching process, as well as their understanding of "teachers and students learn from each other's teaching strengths", "independent research study" and "teachers and recipients participate in and interact with each other" in education and teaching work. "Teachers and students learn from each other"

shows that teachers and students express their opinions in the process of education, and this mode of sharing their own views will also give teachers inspiration and inspiration. As stated in "Although there are good dishes", "it is because of learning and then knowing the deficiencies, and teaching and then knowing the difficulties ... Therefore, it is said that both teaching and learning are strong. "Redeeming Life" means "learning half", which is called it!"<sup>⑤</sup> At the same time, teachers "teach students according to their aptitude". In the course of turning over, teachers comment and encourage students according to their different talents and experiences in learning achievements, and at the same time adopt different ways to guide and dispel doubts, so as to help students get rough and refined. "Independent research-based learning" does not mean that the teachers completely let go and let the students play freely, but under the established teaching objectives, fully respect the subjective wishes of the educated subjects, and enable the students to arrange their own learning tasks spontaneously and voluntarily on the basis of having the right of independent research. In this course, the teachers plan the learning content of Introduction to Art by massive open online course every week, and students can plan their own study according to their own time. "Both teachers and recipients participate in and interact with each other" is manifested in the fact that all staff members have the right to speak and participate, realizing the two-way flow of teachers and students' understanding of art and aesthetics. To sum up, the "Flip Classroom" of this course adjusts part of the teaching process of this course to online learning by means of students' self-learning of Introduction to Art after class and reporting the learning results in class, and arranges the process of internalizing the classroom content to be an online physical classroom, which can be said to be more in line with students' cognition and learning rules, and also promotes the communication, communication and interaction between the lecturer and the taught person in a real sense.

"Teachers teach, not in full, but in camera induction."<sup>⑥</sup> As Mr. Ye Shengtao said. Through the study of this course, students from different academic backgrounds have mastered basic artistic knowledge, enriched their artistic knowledge reserve, improved their artistic cultivation, artistic taste and artistic appreciation ability, expanded their imagination, analytical ability and understanding, cultivated their innovative thinking, continuously expanded their aesthetic ability and humanistic quality, and developed

<sup>④</sup> Note: From Lu Jie's "On the Adaptation and Transcendence of Education", p. 21, China Education Press, 1985.

<sup>⑤</sup> Note: It comes from Dai Sheng's Book of Rites and Learning, Western Han Dynasty.

<sup>⑥</sup> Note: From Ye Shengtao's Essays on Ye Shengtao's Chinese Education, Education Science Press, 2015.

their ability to think and study independently, cognitively explore the world and feel the real world. At the same time, it gives full play to students' initiative to see life through art. In daily study and life, they gain positive energy value from art, comprehend life philosophy, fill life wisdom, and be true, good and beautiful.

#### **4. The future development plan: pass on the help and grow together**

There are several young teachers in this mixed teaching reform team. Young teachers are fresh blood in the team, but they are also "shortcomings" in the reform team. Although young teachers are enthusiastic, energetic, knowledgeable and broad-minded in practical teaching and research work, their experience in dealing with specific problems encountered in their work is not sufficient. Relatively speaking, professors with deep qualifications have rich teaching experience, excellent ability and high professionalism. When encountering some difficult problems or unexpected situations, they can quickly get to the point and solve the problems. In order to let young teachers get into their own roles faster, the importance of "passing on and helping the young teachers" is highlighted. Through the team building of "passing on and helping others", new teachers can grow up quickly, take experience and methods into education and teaching work, and play the role of new forces.

#### **5. Conclusion**

In the era of Communication 4.0 and Education Informationization 2.0, online courses based on the Internet are booming, and the mixed teaching reform of online courses has become a common practice in colleges and universities. The mixed teaching mode of "offline teaching+online massive open online course+flipping classroom" not only meets the needs of students to choose their own time and place for personalized research after class, but also effectively improves the shortcomings of online massive open online course, such as breaking away from subject background, lack of teacher-student interaction, lack of effective supervision, and failure to update cases. In the later promotion of the project, this mixed formation of professors and young teachers will make great achievements.

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