

Research on the Mode and Concept of Film Education in the Era of "Internet Plus"

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Abstract: This paper first introduced the development of film in the era of "Internet Plus", and then analyzed the transformation of film education mode in the era of "Internet Plus", and finally probed into the change of educational concept so as to improve the understanding of film education. Moreover, giving play to the role of "Internet Plus" in film education and promoting the long-term development of film industry in China is another aspect to be discussed.

1. Introduction

At present, our society has entered the multi-screen "Internet Plus" era. The emergence of the Internet not only changes the way people read in their daily life, but also changes the cognitive style of the public and the dissemination of social culture. The Internet is already a sharp weapon for the survival, development and communication of images. The arrival of the era of mobile media and multi-screen has further changed the communication channels and landscape of information. For films, from investment and financing to planning, publicity, schedule determination, screening forms, and so on, creators are embedded in the Internet.

2. The Development of Film under the "Internet Plus"

In the era of the "Internet Plus", every link in film production was smeared with the color of "Internet Plus" and the distance between the filmmakers and the audience was shortened. The convenient information exchange enables the production of the film to meet the expectations of the audience to the greatest extent. Many films under "the Internet Plus" will be based on the expectations of the audience on the Internet for data statistics. It judges what level of audience is concerned about what topics according to big data; meanwhile, it also selects the most concerned hot spots for design and packaging, and presents them in the film. Taking popular online novels and films based on "running men" and "where is dad going?" as an example, the strong box office and click volume confirm the evolution of the film industry in the Internet era. Further, the audience has gradually changed from a popular, passive object to a personalized subject. The Golden Age is a typical film made by big data. Although the final box office is not ideal, it is still a meaningful attempt. Only in this context would films like Pancake or Charlotte and others be produced. It can be seen that the Internet not only has an impact on film production, but also has a direct impact on film publicity and distribution mode. However, due to the influence of big data and the concept of "Internet Plus", the film quality is intermingled, so the filmmakers should bear the responsibility of social culture and the responsibility of popular culture to shape the "Three outlooks" of the audience.

3. The Change of Film Education Mode in the Era of "Internet Plus"

3.1 The authority of traditional classroom teaching is declining.

At present, the principle of consumer culture emphasizes entertainment, commerce, recreation and leisure. The consumption logic may take any classical culture, elegant culture or elite cultural product to consume, or dispel its classicality, elegance and meritocracy so as to make it the topic of mastication for the masses, and losing its seriousness. Students' acceptance of film knowledge and

ideas in the process of film education will also be influenced by consumer culture, and there will also be classical and elegant art forms. Therefore, in the past, the simple assignment of watching films and teaching knowledge are stereotypical, and students may not accept the authoritative classic film examples in class. For students who studying film, if the knowledge absorbed from the classroom cannot meet the needs, then they will find other ways to learn. Over time, it reduces the sense of sanctity and authority of classroom teaching. Li Zuchao and Ding Xi's survey data, "Investigation and Thinking on the Current Situation and Countermeasures of Film Education in Colleges and Universities in China", show that students' view of film on the Internet has already taken a very large proportion, and students are no longer like in the age of traditional media or rely on class to watch films. This change has impacted the traditional film education. How attractive is film education in the classroom to students in the Internet era? The problem about how to improve the attraction of classroom teaching is worthy to pondering by film educators.

3.2 Multiple channels for the communication of film education resources.

With the development of online education platform, "Internet Plus" education has become a new mode impacting traditional classroom teaching. The online education platform has its unique advantages, and surmounts the limitation of time, space, region and resources that traditional education does not have; moreover, it is a beneficial supplement to the traditional education resources. It allows the public to have more opportunities to choose educational resources and provides online education with diversified or even personalized services to promote the optimal allocation of educational resources and to maximize educational equity. In addition to the platform of educational resources, the development of social media also provides a good level for students to display their works. Under the background of Internet thinking, film education practitioners need to combine the characteristics of the times to guide students to participate in teaching and initiate thinking, to form abundant educational resources, interactive communication, and to use multiple online platforms to display and exchange students' works.

Today's online movie communities such as Douban Movies, Mtime Network and WeChat official accounts such as Qiyu Movies, Wenhui Park Road No. 3, Film and Television Industry Network have evolved into a vertical community of fans, with frequent online and offline activities. Aiming at the users with the same attributes, the focus of the film and television industry network is to excavate the analysis of the film production technology, and to invite the professional technology master to hold the offline exchange activities and the field teaching. And Wen Huiyuan Road No.3 focuses on theoretical training, inviting famous professors and experts to do offline teaching interaction. Whether concerned with theory or practice, the network vertical community realizes the sharing of film education resources to varying degrees. The network programs such as "Longbin Big Talk Film", "Film Public Mei Lesson" and "Doctor Qiai's Talk about Film" all have the spirit of film professionalism and entertainment. Both film analysis and film review have attracted a large number of students' attention. The rich expansion of network film education resources is not only a challenge, but also a beneficial supplement to traditional film education.

3.3 Interaction as a substitute for one-way communication.

The impact of the Internet era on film education is also reflected in the interaction of communication behavior to replace one-way. Web2.0 or web3.0, are based on the interactive analysis and participation of users. This principle of user-first has also helped to change film education. Students as individuals in the process of acquiring knowledge are not only recipients, they can directly access the film information through the network, and form their own cognition. For traditional film education, communication has changed dramatically. Instead of relying on teachers to teach book knowledge in the classroom, students have access to film resources throughout the country and around the world through the Internet. And in front of the film information increased the power of expression. The enhancement of students' interactive expression is reflected in the film scoring website. The most groups gathering on Douban network and Mtime network are 19to 24 years old, accounting for 38 percent and 34 percent respectively. The users of this age group basically lock in the group of college students. The film community website,

represented by Douban.com and Mtime Network, has updated film consultation, professional film review and offline activities of film master class, and more importantly, it provides a network interactive comment platform.

In classroom teaching, students are no longer satisfied with the passive acceptance of film professional knowledge and film reviews, and the teacher, as the only utterance output of classroom teaching, is no longer suitable for the current student input. Moreover, teachers' strong indoctrination of knowledge is also difficult for students to accept. They need the expression of individual questions and values, especially for the multiple themes in the film. In the Internet era, the classroom teaching should extend the network level and express their opinions, and have full communication and interaction.

4. The Change of the Concept of Film Education in the Era of "Internet Plus"

The development of film has a direct impact on social progress and spiritual civilization. It plays an irreplaceable role in improving a nation's ideological and cultural influence and its overall image in the international community. Film and television literature education is one of the important ways to improve the quality of literature and art for college students. It not only has the most basic aesthetic value of entertainment, but also bears important social responsibility. Moreover, it has film and television professional education, history education and reality education, moral education, national culture essence inheritance education. The level of development of science and technology promotes education and other social educational functions. It has many social educational functions, such as film and television specialty education, history education and reality education, moral education, national culture essence education, level promoting education on science and technology development and so on. The film education in the new social and historical process, in keeping with the changes of the times, has brought about new changes in concept, which are mainly reflected in two aspects:

First, in terms of film major skills, the way is more convenient and diversified. At present, the communication channel of the film is more diversified than ever, and the college students can watch and study the film making through all kinds of communication channels. Many excellent teaching films are getting easier and easier to obtain. Some classic films, art movies, which were originally only available to students of film colleges and universities, are now available to "enthusiasts" who can see them and learn shooting or editing skills through these films. As a result, the teaching and learning of film professional skills has become easier than ever before, whether it is the teaching of comprehensive universities or the autonomous learning of film lovers. The role of technology and industry resources in competition is not as great as before. The advantages of creativity, humanity and other factors began to stand out. However, in the process of education, students should look at the image world objectively and have a clear cognition and judgment on the gap between the image presentation and the objective reality, so that to reduce the negative factors in the image world as far as possible.

Second, film education should change from professional education to popular education. With the promotion of Internet technology and the impact of digital technology, the unreachable film production has gone off the altar and become a popular entertainment mode. The digitization of filmmaking equipment has made the production of films acceptable to the general public, and the miniaturization of cameras and real-time surveillance have deprived professional cinematographers of their absolute power over the film age. Films have also changed from minority careers to accessible entertainment and recording of life. Film lovers can open the Internet and learn any knowledge and skills about any aspect of film production, such as script writing, film shooting and post-production, etc. In addition to considering the characteristics of new media such as network communication and mobile user communication, however, in the process of education, whether as the film art of professional education or as the media literacy of popular education, we should consider the overall quality of the work, such as stories, storytelling methods, image quality, visual style and visual appeal.

5. Conclusion

The arrival of the era of "Internet Plus" has impacted and changed many ways such as film production, propaganda, distribution and so on, which urges people to cultivate Internet thinking and improve their media literacy. Film, as the most important part of media literacy, its changes have brought about the innovation of educational technology, and it is also changing people's concept of film education imperceptibly. It not only becomes more diversified and convenient for the study of film technology, but also becomes an important part of popular education.

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