Original Paper

The Optimization Path of Practical Teaching System for Film and Television Media Majors in the Context of New Liberal Arts

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Abstract

Under the macro vision of new liberal arts, the teaching of film and media majors is ushering in unprecedented challenges and broad opportunities. This paper focuses on exploring the optimization strategy of the practice teaching system of film and media majors, aiming to precisely meet the demand for talents in the new era, and to cultivate application-oriented innovative talents with profound humanistic sentiment, excellent practical ability and innovative spirit. In order to achieve this goal, this paper elaborately designs a multi-dimensional optimization path, covering such key areas as the deep integration of interdisciplinary subjects, the comprehensive innovation of the curriculum system, the creation of high-level teachers, the strengthening and upgrading of practical teaching, the in-depth promotion of the integration mechanism of industry-university-research and the effective incorporation of curriculum ideology and politics, etc., and puts forward a series of specific and feasible optimization measures, with a view to providing strong support and guidance for the future development of the film, television and media professional education. A series of specific and feasible optimization measures are proposed in order to provide strong support and guidance for the future development of film and media education.

Keywords

New Liberal Arts, Film and Media Program, Practical Teaching

1. Introduction

With the rapid development of new media technology and the new requirements for the construction of human spiritual civilization, the teaching system of film and media majors is in urgent need of reform and optimization. Under the background of new liberal arts, interdisciplinary integration, cultural innovation, and equal emphasis on theory and practice have become the core concepts of professional construction. The background of new liberal arts construction is the result of accelerated development of globalization, informatization and interdisciplinary integration, which requires liberal arts education to adapt to the needs of the times and cultivate composite talents with international vision, innovative spirit and interdisciplinary ability. For the education of film and media majors, the construction of the new liberal arts has promoted the innovation of the curriculum system, integrated modern technological elements such as computer science and data science, and enhanced the practicality and cutting-edge of the teaching content. At the same time, it strengthens practical teaching and works closely with the industry to provide students with more real-world opportunities and cultivate their ability to solve practical problems. In addition, the new liberal arts department also emphasizes cultural confidence and international exchange, prompting the development of film, television and media majors in inheritance and innovation, and cultivating high-quality talents who can not only tell Chinese stories well but also participate in international competition. Optimizing the practical teaching system of film and media majors is of utmost importance, which not only significantly improves the quality of talent cultivation and ensures that students master solid professional skills and innovation ability, but also closely connects with the needs of the industry and cultivates composite talents who can adapt to the changes in the market. By strengthening practical teaching, students can exercise in real or simulated working environment, enhance the ability to solve practical problems, so as to meet the demand for high-quality talents in the film and media industry. In addition, the optimization of the practical teaching system can also promote the development of the discipline, promote the deep integration of industry, academia and research, and inject fresh blood and innovative power into the industry. This system not only promotes the transformation and application of knowledge, but also encourages the mutual promotion of academic research and industrial practice, laying a solid foundation for the sustainable development of film and media professional education.

The purpose of this paper is to discuss in depth the optimization path of the practice teaching system of film and media majors under the background of new liberal arts, in order to cope with the fast-changing social demand and technological progress. In the current system, although there is no lack of innovative attempts, it still faces many challenges. On the one hand, the practical teaching is out of touch with the needs of the industry, and the content of the courses fails to fully reflect the latest industry dynamics and skill requirements; on the other hand, the interdisciplinary integration is insufficient, which restricts the cultivation of students' comprehensive quality and innovation ability. In addition, the uneven distribution of faculty and practical teaching resources is also a key factor restricting the improvement of the effectiveness of the practical teaching system. Therefore, the optimization path should focus on

strengthening the cooperation between schools and enterprises, promoting the synchronous updating of curriculum and technology, deepening the interdisciplinary cross-fertilization, and increasing the investment and reasonable distribution of practical teaching resources, so as to comprehensively improve the quality and effect of practical teaching in film and media majors, continuously improve the quality of talent cultivation, and cultivate composite and comprehensive media professionals.

2. Analysis of the Current Situation of Teaching Practice in Film and Media Specialties under the Background of New Liberal Arts

2.1 Specialty Characteristics and Positioning

Film and media majors stand out for their unique interdisciplinary integration, bringing together the essence of artistic creativity, literary heritage and technological frontier. Education in this field is closely centered on the dual drive of theory and practice, not only refining students' professional skills, such as film and television post-production, media communication strategy and media project management, but also focusing on cultivating their innovative thinking and sensitivity to technology application. In terms of content creation, the film and media program follows the pulse of the times, explores content innovation and diversified expression in the new media ecosystem, and leads the trend.

In terms of cultivation objectives, the program is committed to cultivating high-quality, applied talents with all-round development in ethics, intellect, physique, and aesthetics, and requires students to be proficient in professional knowledge of film and media, as well as possessing profound humanistic connotation, noble professional ethics, and unremitting pursuit of innovation. Through all-round learning and practical exercises, students will be able to move freely in various fields such as film and television production, news communication, advertising creativity and media operation, and become composite talents with strong competitiveness.

In the wave of the construction of new liberal arts, the film and media majors show their strategic importance. As a model of interdisciplinary integration of liberal arts, engineering, arts and other disciplines, it is not only a pioneer in the innovative development of liberal arts education, but also a key force in promoting cross-border integration of knowledge. Its position in the construction of new liberal arts is to build a bridge for the deep integration of liberal arts education and modern technology, and to cultivate media elites who are able to adapt to the trend of media integration in the new era and the demand for innovative development of the industry. By strengthening practical teaching, broadening international vision and deepening the cultivation of innovation ability, the film and media program is injecting vitality and wisdom into the construction of new liberal arts.

2.2 Status quo of Practical Teaching System

The current practice teaching system of film and media majors mainly consists of independently set practice sessions such as cognitive internship, professional internship, graduation internship, graduation thesis (design) and in-class practice (practical training) sessions, which is an important part of

professional teaching. In-class practice (practical training) focuses on the integration of theoretical knowledge into practical operation, such as shooting skills, editing software applications, etc.; cognitive internship is an effective way for students to learn about the development of the industry and understand professional knowledge; professional internship, through simulating the real project, allows students to experience the whole process of completing the planning from planning to publishing in teamwork; school-enterprise cooperation and graduation internship can provide students with the opportunity to enter into the industry and enterprises for internships, and to directly contact the industry frontier and experience the real work. School-enterprise cooperation and graduation internship can provide students with the opportunity to enter the industry enterprises for internship, directly contacting the industry frontier and experiencing the real working environment; graduation design is the investigation and training of students' comprehensive ability. In terms of implementation, most institutions have established a relatively perfect practical teaching system, but the implementation results vary. In some institutions, due to limited resources, practice teaching is often a mere formality. Problems mainly include: First, the uneven distribution of practical teaching resources, such as the lack of teachers, some colleges and universities with obsolete equipment, can not make full use of off-campus internship bases of hardware and software resources, and did not set up a place for practical teaching specifically to train students' professional skills and vocational qualities; Secondly, the practical teaching is out of touch with the industry demand, and the course curriculum fails to keep pace with the changes in the industry; Thirdly, the practical teaching evaluation system is imperfect, the evaluation standard is not clear, and it is difficult to comprehensively assess the students' practical teaching and training. Thirdly, the evaluation system of practice teaching is not perfect and the evaluation standard is not clear, which makes it difficult to comprehensively assess students' practical ability. These problems limit the effectiveness of the practical teaching system of film and media majors and the cultivation and improvement of students' practical ability.

2.3 Industry Demand and Trend

With the rapid changes in the industry development trend and the continuous upgrading of market demand, the requirements and expectations for film and media professionals are also increasing. At present, the industry is accelerating to the direction of digitalization, intelligence and integration, which requires professionals not only to be proficient in traditional film and television production skills, but also need to master new media technology, big data analysis, artificial intelligence applications and other cutting-edge knowledge. At the same time, the market demand is more diversified, not only need to be able to create high-quality content creators, but also need to be familiar with the market operation, with commercial thinking of the composite talent.

Therefore, the expectation of film and media professionals lies not only in their excellent professional skills, but also in their innovative thinking, cross-border integration ability, teamwork spirit and good professionalism. The industry expects these talents to follow the pace of the times, explore unknown fields, and contribute fresh blood and creative inspiration to the prosperous development of the film

and media industry.

3. Optimization Path of Practice Teaching System of Film and Television Media Classes under the Background of New Liberal Arts

3.1 Optimize the Curriculum System

Establish a perfect curriculum system, including basic courses, core courses and extension courses. Coordinate the arrangement of theory and practice teaching. According to the development direction of the specialty and the demand of talents in the industry, especially focusing on some new thinking, new technologies and new business models, the basic courses should cover media theory, art foundation, information technology, etc., so as to lay a solid foundation for the study of core courses. Core courses should focus on key areas such as film and television production, media technology, media operation, etc. to ensure that students master professional skills. Extension courses can be set up according to students' interests and industry needs, such as virtual reality (VR), augmented reality (AR), and the application of artificial intelligence (AI) in film and media. According to the development trend of the industry and technological innovation, the course content is constantly updated and cutting-edge knowledge and technology are introduced. Ensure that the teaching content is current and cutting-edge by inviting industry experts to give lectures and participate in actual projects.

Diversified extension courses are set up to meet the individual development needs of students and enhance their comprehensive quality. These courses can include "Application of Virtual Reality Technology", "Augmented Reality Design", "Artificial Intelligence and Media Innovation", etc., so that students have the opportunity to get in touch with and master the latest technological developments.

3.2 Strengthening the Teaching Staff

Introduce and cultivate, formulate talent introduction programs to attract high-level teachers to join; at the same time, strengthen the training and development of existing teachers to improve the overall teaching level. Improve the educational and teaching level and practical ability of teachers by introducing outstanding talents and encouraging existing teachers to pursue further studies. Strengthen academic exchanges and cooperation among teachers to create a team of teachers with high quality, reasonable structure and innovative spirit. While improving professional skills, focus on improving teachers' ideological and political literacy. By organizing thematic training and carrying out ideological and political education activities, we help teachers establish correct values and moral values, and ensure that they can penetrate ideological and moral education while teaching professional knowledge.

3.3 Strengthening Practical Teaching Links

The construction of practice teaching bases and the establishment of stable practice teaching bases in cooperation with enterprises and industrial organizations are strengthened. Through project cooperation and internship training, students can improve their professional skills and teamwork ability in practical operation. Enriching the content and methods of practical teaching, designing diversified practical teaching content and teaching methods by combining the needs of the industry and the characteristics

of students. Such as research and study tours, project teaching, summarizing and discussing, etc., so that students can learn in practice and practice in learning. At the same time, multimedia teaching means and virtual teaching field are utilized to improve the attractiveness and effectiveness of practical teaching. Practice teaching evaluation system construction, the establishment of a scientific practice teaching evaluation system, comprehensive assessment and feedback on the effectiveness of practice teaching.

3.4 Promote the Integration of Industry, Academia and Research, and Implement the Ideology of the Curriculum

Strengthen school-enterprise cooperation, deepen cooperation with enterprises and scientific research institutions, and realize resource sharing and mutual benefit. Promote the deep integration of industry, academia and research and the transformation and application of scientific and technological achievements through joint research and development projects and technical cooperation. To build a platform for cooperation among industries, universities and research institutes, and to build a platform for cooperation among industries, universities and research institutes, and to provide students with more practice opportunities and entrepreneurial support. By organizing activities such as innovation and entrepreneurship competitions and entrepreneurship training camps, we stimulate students' innovative spirit and entrepreneurial enthusiasm.

Integrate the elements of Civic and Political Education in the specialized courses, such as media ethics, press regulations, media and society. Through case studies, discussions and exchanges, students are helped to establish correct values and moral values. Innovate the teaching methods of Civics and Politics, adopt interactive, discussion and case study teaching methods, so that students can realize the profound connotation of Civics and Politics education in their participation. At the same time, multimedia teaching means and virtual teaching field are utilized to improve the attractiveness and effectiveness of Civic and Political Education.

4. Concluding Remarks

Under the background of new liberal arts, this paper discusses the optimization path of the practice teaching system of film and media majors, and puts forward a number of strategies, including optimizing the curriculum system, strengthening the construction of faculty, reinforcing the practice teaching link, and promoting the integration of industry-university-research. These strategies not only follow the development trend of the industry, but also focus on cultivating students' innovative ability and practical ability, which injects new vitality into film and media education. The research results of this paper not only provide a practical teaching system optimization plan for film, television and media majors in colleges and universities, but also promote the in-depth integration of industry, academia and research, and promote the transformation and application of scientific research results. Through this research, we have made a positive contribution to improving the quality of education for film and media majors and cultivating more high-quality talents that meet the market demand.

Looking into the future, under the background of new liberal arts, the practice teaching system of film and media majors will show the development trend of diversification, integration and internationalization. With the continuous progress of technology and the rapid change of the industry, the practice teaching will pay more attention to interdisciplinary integration, such as the deep integration with digital technology, artificial intelligence, cultural communication and other fields, in order to cultivate composite talents with innovative spirit and cross-boundary ability. At the same time, the practice teaching system will be more open and inclusive, promote international exchange and cooperation, introduce international advanced education concepts and methods, and enhance students' international vision and cross-cultural communication ability. The future research direction will focus on how to integrate teaching resources more effectively, optimize the teaching mode, improve the quality of teaching, as well as exploring new modes and paths of practical teaching to meet the needs of the industry, so as to deliver more high-quality and innovative talents for the development of the film and media industry.

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