

# The Development of Drama, Film and Television to New Media and Its Reasonable Development

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## Abstract

At the present stage, science and technology rise in the world, and has made very remarkable achievements, the era of science and technology development speed unprecedented, to people's living habits brought great changes. Nowadays, the development of information technology is particularly prominent, so it is also called the era of big data. In such a social background, the new Internet media industry development boom, this article in view of the new media horizon, drama, film and television to learn about the development of research, analysis of comedy film and television to learn in the next phase of the development direction and need to be aware of problems, summarize experience, rational development Suggestions for same field workers.

## Keywords

Drama, film and television; New media field; The reasonable development.

## 1. Preface

Theatre, film and television teaching is derived under the background of a new era of emerging disciplines, and movies, dramas and Chinese traditional opera, radio and television art closely associated with multiple disciplines such as, even more uniform and stable basic subject has not been formed its own demonstration, path in teaching idea, training mode, construction and other fields are need to keep the habit of pursuit and exploration, however, drama, film and television teaching itself has the uncertainty, work for the construction of the discipline provides a more considerable development space, as well as drama, film and television in the later stage of the teaching mode and teaching innovation paradigm provides a new opportunity. Teachers engaged in drama, film and television teaching do not have to be restricted by the training program of traditional teaching mode, they can carry out teaching activities according to the actual development needs of talents and the opportunity of the current era, so as to teach students in accordance with their aptitude and summarize more flexible, suitable and changeable teaching planning programs.

## 2. The Development Status of Drama, Film and Television Science in the Era of Big Data

"Big data era", "new media" modern vocabulary, such as symbol is the development of media industry to keep pace with The Times, in the network media support, traditional media, cinema and television are part of the information transmission of simple and passive accept information, lack of and the producer, the direct interaction between the creator, the received information all belong to passive to accept the information, the specific content of creator can receive feedback. The new media platform can preheat news in advance, so that the news audience can form an impression of the content created and have a general understanding of the information context before receiving the information. On receiving the information content of integration, two-way communication with drama, film and television content creators, do

views, such already can give creator provides more realistic feedback, film and television works, but also can offer new enlightenment and inspiration to the creator, so as to better decisions in the future stage of the writing style and work towards. Some scholars believe that news audience can be defined by the market as a specific media resource in the new era or a specific social and economic context with information orientation, which is mainly used to target potential consumer groups from the perspective of the market. This idea is the "audience is the market" theory of research. Audience belongs to the recipient, is also the disseminator of news and invisible market information dissemination media, audience's brain thinking and information updates, impressions and emotions about information, emotional resonance in this way can let the audience to drama, film and television works creation background information on how to produce a more profound impression, and at a deeper level to understand the content of the work, can even further sublimation creation content [1].

In the era of new media, the way of offline information exchange has changed, which can attract the attention of the audience more, and at the same time, generate a larger number of art audience. Drama, film and television works creators can be understood as an independent feature symbol consumption, so the actual cases, such as haidilao shops because of their "good service", as a result, the market symbol warm welcome by the nation, such as: hot TV series "the pretender", "know no know whether the red should languish and the green", "reed {langya} list" and so on are all produced by midday sun pictures, these test works are "consumption symbol", let the audience be understood after the use of works "consumption". Because most of the creators of drama, film and television works do not know their own work style, and at the same time have the popular "personalized" characteristics, thus forming their own unique "symbols", thus the creation of drama, film and television is widely spread and prominent [2].

### **3. The Main Problems Facing the Development of Drama, Film and Television Literature**

#### **3.1. The Teaching Mode Is Single and the Teaching Environment Is Too Closed**

Because of the specialty of drama, film and television, higher requirements will be put forward for the teaching environment. Therefore, scene creation becomes particularly important and needs to be paid attention to. Teaching cannot be conducted in closed Spaces. Up to now, major educational institutions have not paid enough attention to the teaching of drama, film and television, and the teaching structure is not scientific. Most literature teaching places are arranged in relatively closed Spaces. Such as: Drama, film and television teaching system, the theoretical teaching for a high proportion, showing a professional to single professional courses, daily teaching content more, less class hour, there is the relationship between different course is not quite close together, part between theory teaching and practice, and so on and so forth, these also belongs to the design of teaching contents and teaching problem, insufficient scientific, rigorous teaching environment, optimizing the teaching contents, insufficient teaching quality effectively, these questions will cause the professional learners, in their daily work is difficult to find real subject interest, the subjects lack of learning enthusiasm [3].

#### **3.2. The Training Model Lacks Novelty and the Subject Positioning Is Inaccurate**

Drama film and TELEVISION major belongs to a vivid, lively, highly contagious modern art discipline, comedy film and television teaching period, the first need to set a clear teaching objectives. Is China's current stage of the drama, film and television professional development actual situation analysis, there have a lot of colleges and universities curriculum setting and teaching content between the actual situation, at the same time, and other types of TV performance majors have divided not clear, this phenomenon will easily modern drama, film

and television professional artistic atmosphere and traditional culture connotation of confused or other professional knowledge, is not conducive for professional theater, film and television in the next stage of development in China, is unfavorable to the learner's perception of theater, film and television. Outside the above content, drama, film and television especially need to emphasize the content of the teaching job: to cultivate students' creative ability, after this stage for the students to shape a more vivid and personality is distinct work to lay a solid foundation, to create the film and television personality will also be able to more deeply rooted in the hearts of the people, however, in terms of the current drama, film and television teaching system, students because of life or film, drama art itself does not have unique feeling and true experience, so it is difficult to go to really understand the characters of psychological characteristics and tasks image; Some of the teaching contents designed by teachers to cultivate students' innovation are unreasonable, which will adversely affect students' innovation initiative [4].

### **3.3. Lack of Teacher Resources and Teachers**

Teachers are the key factors in the drama, film and television teaching system. They are mainly responsible for disseminating knowledge, training students' innovation consciousness, cultivating their complete personality and creating outstanding talents. All these contents belong to the basic teaching responsibility of teachers, and these teaching contents will not change easily. However, drama, film and television teaching system, the existing universities faculty concentration, some teachers still uphold the traditional education idea, the old teaching mode, in such cases, the teaching way to keep pace with times development, this to a certain extent, limits the teachers' teaching level of play, very bad influence on drama, film and television professional teaching, student's own artistic training will also be adversely movie. At the same time, a large part of the school teachers strength is weak, double the number of teachers' education teaching reserves is insufficient, in the long term, the students growing cultural needs and the level of the teachers with serious is not consistent, between this kind of phenomenon will influence to the later stages of teaching activities, teaching work can't timely and smoothly [5].

## **4. Under the Environment of New Media, the Reform Measures of Drama Film and Television Teaching Program**

### **4.1. Improve the Existing Teaching System**

In order to better ensure the discipline construction effect and the long-term development of the major, it is necessary to ensure that the training system can adapt to the characteristics of current college students and play a positive role in promoting the growth of students. Education in colleges and universities need to according to the existing characteristics of all kinds of drama, film and television set different levels of arts design, analysis and define their own discipline connotation, more accurately grasp the key to the future development of drama, film and television to learn, realize the subject orientation, a final development direction, combing the development train of thought, systematic training goal, stand at the level of the employment guidance analysis and planning the goal of modern drama, film and television teaching plan. During this period, in order to further avoid drama, film and television professional conflict so close to other professional disciplines, to prevent the teaching content of cross of the fuzzy professional talent training, the pursuit of art teaching homogeneity problem occurred, so we need to constantly improve teaching system, adjust the professional course teaching content, make more clear teaching goal [6].

## 4.2. Giving Full Play to the Role of the Internet and Innovating Teaching Models

For drama, film and television professional, need enough open platform, open teaching classroom, these conditions all belong to inspire potential and exercise performance interest, therefore, in the teaching mode, teaching content and teaching environment, the need to pay more attention to teaching openness and diversity of teaching content, create a positive and orderly situation teaching atmosphere for students. Because drama, film and television has a very close relationship between the teaching and the cultural media, so must be new media real-time development for future teaching guide, teaching contents and reform teaching methods, timely innovation to ensure the quality of the teaching activities, at the same time, also need to combine classroom teaching with the virtual network, with vast resources of the network media expand horizons for the students, thus improve teaching quality of teaching to pursue, guarantee the teaching effect.

## 4.3. Pay Attention to Practical Education and Strengthen Teacher Training

The teaching of drama, film and television is different from other traditional art disciplines to some extent. Limited experience in discipline construction is a practical problem that needs to be faced, but various new experiences will emerge during the teaching period, and these successful teaching experiences are also new opportunities to realize the development and progress of the discipline [7]. Since the teaching content of drama, film and television involves many fields and is very extensive, teachers must timely update their teaching ideas, change traditional teaching methods, and keep pace with the development of The Times. Only in this way can more talents be cultivated that are in urgent need of social development. At the same time, the major institutions of higher learning in China also needs to pay attention to the cultivation of teachers' teaching level, for teachers to arrange more out communication and practical training opportunities, in the meantime, you also need to popularization activity launches the discussion meeting of the new teaching model, summarizes the heuristic teaching mode, to ensure the actual teaching effect, pay attention to the teacher during teaching guide, in the classroom teaching more reflects the subject status of students in groups. At the same time, teachers also need to provide the scientific guidance for the students' practical activities, during the activity of conscious exercise students' comprehensive practice ability and the ability of independent exploring, so that we can let the students find themselves in time in practice exist deficiencies, and thus more targeted improve student ability, make up for the deficiency of students, for students to enter society, in a broader stage light hair color lays the foundation, the development of the later stage for the students to provide basic protection.

## 5. Conclusion

To sum up, in terms of theater, film and television talent training, need to make sure that the project design to conform to the requirements of The Times development, after many culture and teaching experience of traditional disciplines, needs to be based on the inherent teaching planning, to further improve the teaching content design, according to the division teaching practice as well as the history of the discipline, develop more suitable for the cultivation of the solution, for subsequent stages of the talent training pattern to provide reference, in the meantime, drama, film and television to learn in new media environment, also need to insist on its own, so to be able in the wave of artistic development more considerable achievements.

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