

## TEACHING PRACTICE REFORM OF FILM AND TELEVISION MAJOR IN HIGHER VOCATIONAL COLLEGES UNDER THE GUIDANCE OF SHORT VIDEO MARKETING

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**Background:** The ability to respond to stimuli inside and outside the receptor is called consciousness, or the ability of individuals to recognize and observe themselves and the outside world. Conscious individuals usually have good orientation, can have a clear understanding of the surrounding environment and themselves, and their conscious content in cognition, judgment and reasoning is normal. Consciousness obstacle is the obstacle in the individual's awakening state, orientation and consciousness content. Analyzing the current development of short video from the perspective of consciousness barrier, the vigorous development of short video gradually shows some problems. Short video plagiarism, infringement, handling and other phenomena emerge one after another. When a short video is popular, many short videos of the same type will appear quickly, but the actors inside change, the content is basically similar, and the copyright awareness of the short video producer Lack of legal awareness. Influenced by the general environment of short videos and the idea of putting interests first, the students majoring in film and television in higher vocational colleges are not aware of the awakening state of consciousness, weak awareness of copyright, lack of legal awareness and lack of good orientation. Driven by interests, in order to obtain more traffic, they follow the trend in the production of popular videos, weak awareness of innovation and lack of innovation in the short videos produced. Lack of awareness of the market, lack of judgment ability in the audience's video pain points, awareness content barriers, lack of market awareness, film and television students' aesthetic awareness needs to be continuously improved in order to keep up with the audience's increasing aesthetic awareness.

The development of short video market and the consciousness barrier of film and television majors in higher vocational colleges put forward new requirements for the teaching of film and television majors. In the previous teaching, short video and other related teaching contents should be added, which is not a small teaching reform for the teaching of film and television majors. We need to strengthen the cultivation of copyright awareness, legal awareness, market awareness, innovation awareness and aesthetic awareness of film and television majors, awaken the subject consciousness of film and television majors through teaching, and make their learning attitude more proactive, so as to improve their professional level and adapt to market changes.

**Objective:** In view of the consciousness obstacles of film and television majors in higher vocational colleges, teaching practice reform should be carried out to enable students to stimulate their subject consciousness in an equal teaching form. In the learning atmosphere of free communication, carry out discussion and Research on problems, enhance the ideological collision between students and cultivate students' interest in learning. Through the in-depth analysis of some excellent cultural works, we can understand the character and relevant background, integrate into the market consciousness, so as to improve the performance level and arouse the resonance of the audience. Let students adapt or create literary works, ponder the author's writing perspective, guess the character of the characters, and deepen their understanding of the characters, so as to improve students' cultural literacy, creative ability and performance ability, which is conducive to the improvement of students' innovative consciousness. Teach students majoring in film and television copyright knowledge and law to improve their copyright awareness and legal awareness.

**Research objects and methods:** The research object is the students majoring in film and television in higher vocational colleges. This paper analyzes the problems existing in the current short video market and the performance of consciousness obstacles of film and television students, studies the areas where film and television teaching in higher vocational colleges needs to be improved, and collects and processes relevant data. The teaching practice reform intervention experiment is carried out for the learning of film and television major in higher vocational colleges. The film and television students in two classes are randomly divided into control group and intervention group. There is no significant difference in the level of students in the two classes. The control group adopted the teaching practice mode before the reform, and the intervention group adopted the teaching practice mode after the reform. The intervention experiment lasted for 3 months. The teaching practice mode and its effect used in the intervention experiment were quantitatively analyzed by meta-analysis, and the collected experimental data were processed by SPSS software.

**Results:** SPSS software was used to process the relevant experimental data to study the effect of the reform of teaching practice mode of film and television specialty in higher vocational colleges. The results are shown in Table 1.

In Table 1, after the intervention experiment, the degree of consciousness disorder of film and television

majors in the control group and the intervention group is different. The market awareness score of the control group was (61.22 ± 2.45), and the market awareness score of the intervention group was higher than that of the control group (83.41 ± 3.17). The scores of aesthetic consciousness in the intervention group were higher than those in the control group (32.0 ± 51).

**Table 1.** The effect of the reform of teaching practice mode of film and television specialty in higher vocational colleges

Group	Market awareness	Innovative consciousness	Aesthetic consciousness
Control group	61.22±2.45	64.56±0.46	70.34±0.58
Intervention group	83.41±3.17	86.32±0.51	93.48±0.55

**Conclusions:** The rapid rise of short video has become a way of entertainment for many people in their leisure time. The problem of short video market awareness barriers has become increasingly prominent, which has brought enlightenment to the teaching practice of film and television majors in higher vocational colleges. In view of these awareness barriers, we should strengthen the cultivation of film and television Majors' relevant awareness and promote the improvement of students' relevant awareness, so as to improve the professional ability of film and television majors and promote the improvement of short video quality, provide more employment opportunities for students majoring in film and television.

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## THE INFLUENCE OF HUMANISTIC SPIRIT ON STUDENTS' THINKING LOGICAL OBSTACLES IN MARXIST PHILOSOPHY EDUCATION

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**Background:** Thinking logic disorder belongs to the thinking disorder of cognitive disorder. Thinking logic disorder mainly includes four types of thinking logic disorder, such as symbolic thinking and new words. Individuals with symbolic thinking will have obstacles in the use of words, and often give some common words special meanings, which are incomprehensible to ordinary people. The pathological manifestation of symbolic thinking is the anti-wearing behavior of mental patients, or giving some meaning to some things normally, such as green symbolizes life. Individuals make up words and give them special meanings, which has become a new work of words. In addition, the individual thinking with logical inversion thinking is logically confused, without correct logic, and the relevant reasoning cannot be supported by facts or statements. Sophistry thinking individuals use a large number of empty words in word expression, which cannot be realized. The relevant remarks are farfetched, pure nonsense and empty words, stubbornly adhere to their own views and do not listen to the opinions of others. At present, under the influence of traditional education mode, college students are used to passive acceptance of knowledge and are not good at active thinking. In the face of problems, college students' thinking logic ability is insufficient and there are thinking logic obstacles, which are embodied in three aspects: new words, logical wrong thinking and sophistry thinking. The concept is the basic point of thinking logic. Due to the confusion of logical basic points, the understanding of conceptual knowledge is inaccurate, and the similarity and difference of relevant concepts cannot be distinguished, resulting in the misuse of concepts or the lack of knowledge on how to mobilize relevant knowledge. The relevant learning knowledge cannot form a complete logical thinking system, resulting in confusion of thinking logic. Lack of logical thinking method and insufficient ability to observe, analyze and deal with problems.

The humanistic spirit pays more attention to individual values and needs, which represents a kind of value concept and cultural spirit. It includes the humanistic spirit. The organic combination of scientific spirit and humanistic spirit is emphasized in Marxist philosophy education. Through humanistic spirit education, stimulate students' thinking, improve their spiritual realm, and pay attention to the development of students' psychology, thinking and personality. This paper analyzes the influence of humanistic spirit on students' thinking logical obstacles in Marxist philosophy education.

**Objective:** To understand the current thinking logic obstacles of college students, study the role of humanistic spirit in the all-round development of college students, make a specific analysis of the dominance of Marxist philosophy in humanistic education, and analyze the influence of humanistic spirit on students' thinking logic obstacles in Marxist philosophy education.