

# Analysis on the application of digital media technology in the teaching of advertising planning course

Xiuyun Lin<sup>1,\*</sup>, Xiaodi Zhang<sup>1</sup>

<sup>1</sup>Shanghai Lida University, Shanghai, Shanghai,201609, China

\*994989156@qq.com

**Abstract:** Digital media technology is playing an increasingly important role in curriculum teaching, which provides new possibilities for the development and reform of education. This paper discusses the application of digital media technology in curriculum teaching, and points out its advantages in improving teaching quality, enhancing teacher-student interaction, promoting personalized learning, enhancing learning experience and improving teaching efficiency. However, the application of digital media technology also faces some challenges and problems, such as information overload, privacy protection, and high technical threshold, which need to be further studied and discussed. At the same time, the application of digital media technology needs to be closely combined with the teaching content of the course, and according to different course characteristics and student needs, the appropriate technology and way can be selected to achieve the best teaching effect. In the future, with the continuous development and progress of digital media technology, its application in curriculum teaching will be more extensive and in-depth. Digital media technology will be closely integrated with education, creating a more intelligent, personalized and efficient teaching environment for us, and promoting the development and progress of education. It can be seen that digital media technology has broad application prospects and potential in curriculum teaching, and it is worth our further exploration and research to make greater contributions to the development and reform of education.

**Keywords:** digital media technology, teaching reform, network marketing course

## 1. Introduction

Digital media technology is one of the rapidly developing disciplines in recent years, which covers many fields such as digital image processing, computer graphics, digital audio and video processing. With the

continuous development of computer technology and network technology, digital media technology has been widely used in various industries. However, with the continuous update of technology and the constant change of the market, digital media technology is also facing many challenges and opportunities. Therefore, it is of great significance to reform the curriculum of digital media technology and improve the teaching quality and students' practical ability.

This paper first introduces the concept of digital media technology, including digital image processing, computer graphics, digital audio and video processing and so on. This paper mainly points out the wide application of digital media technology in the current society, and emphasizes the challenges and opportunities faced by digital media technology. Finally, the thesis puts forward the topic, namely the curriculum reform of digital media technology, and emphasizes its importance.

## 2. Literature review

After reading the literature of Li Mang et al. "Foundation of Modern Educational Technology", The author has a comprehensive understanding of the basic theory and practice of modern educational technology, including the education and application of digital media technology. Literature points out that digital media technology can provide more multimedia resources for education, such as video, audio, pictures, etc., which can better attract students' attention, improve their learning interest, and improve teaching effects. In addition, digital media technology can also improve the teaching environment, make teaching more interesting and effective, and improve the efficiency of learning [1].

Zhao Zijiang's "Application of Digital Media Technology" gives a detailed introduction to all aspects of digital media technology, including digital image processing, digital audio processing, digital video processing, etc. In terms of education, the literature mentions that digital media technologies can be used for distance education, online courses, virtual LABS, etc. Through digital media technology, students can get richer and more intuitive digital media teaching information, share teaching resources, and improve learning results [2].

Chen Xiangdong et al. In the article Digital Media Technology and Application, the basic theory and practice of digital media technology are introduced, including digital image processing, digital audio processing, digital video processing, virtual reality technology, etc. In terms of education, the literature mentions that digital media technologies can be used for online courses, virtual LABS, interactive teaching, etc. In addition, the document also introduces the application cases of digital media technology in education, such as the use of digital media technology for distance education, online courses, etc. [3].

To sum up, the application of digital media technology in education has broad prospects and potential, which can improve teaching quality, enhance teacher-student interaction, promote personalized learning, enhance learning experience and improve teaching efficiency. However, there are also some challenges and problems, such as information overload, privacy protection, and high technical threshold, which need further research and discussion.

## 3. Problems in the teaching of advertising planning in the traditional mode

(1) Slow updating of teaching materials: Due to the rapid changes in the advertising industry, the content of teaching materials often lags behind the development of the industry and cannot reflect the latest advertising planning concepts and technologies in a timely manner.

(2) Too much theoretical knowledge and not enough practical links: Advertising planning is a highly practical course, but the traditional teaching mode pays too much attention to the teaching of theoretical knowledge and lacks opportunities for practical operation, which makes it difficult for students to understand and apply what they have learned.

(3) Single teaching method: the traditional teaching method focuses on teaching and lacks diversity, which is difficult to stimulate students' learning interest and initiative.

(4) Lack of industry ties: Advertising industry is an industry closely connected with the market, but the traditional teaching model lacks the connection with advertising industry, cannot make full use of industry resources, and limits the development potential of students.

(5) Single assessment method: The traditional assessment method is mainly based on examination, which lacks diversity and cannot fully reflect the actual ability and level of students.

To solve the above problems, the following measures can be taken to improve:

(1) Update the content of teaching materials: update the teaching materials in a timely manner, add the latest advertising planning concepts and technologies, and keep the course content synchronized with the development of the industry.

(2) Strengthen practical links: Increase opportunities for practical operations, such as simulated advertising planning cases and participation in actual projects, so that students can understand and apply what they have learned in practice.

(3) Diversified teaching methods: Adopt a variety of teaching methods, such as case analysis, group discussion, interactive question-and-answer, etc., to stimulate students' learning interest and initiative.

(4) Strengthen the connection with the industry: Invite professionals in the advertising industry to give lectures and share experience, make full use of industry resources, broaden students' horizons and improve their professional quality.

(5) Diversified assessment methods: Adopt a variety of assessment methods, such as course design, group discussion, personal report, etc., to fully reflect the actual ability and level of students.

#### **4. Curriculum reform of advertising planning based on the application of digital media technology**

The following measures can be taken in the course reform of Advertising Planning based on the application of digital media technology:

(1) Strengthen practical teaching and increase students' practical operation opportunities: In the course setting, the hours of practical teaching can be increased, so that students have more opportunities to carry out practical operation of advertising planning. At the same time, some practical advertising projects can be introduced, so that students can personally participate in the whole process of advertising planning, so as to better understand and master the theoretical knowledge of advertising planning.

(2) Introduce the latest digital media technology and update the teaching content: With the continuous development of digital media technology, the ways and methods of advertising planning are also constantly updated. In order to enable students to adapt to the latest industry needs, the teaching content can be updated in a timely manner to include the latest digital media technologies and their applications, such as artificial intelligence, big data, etc.

(3) Strengthen the connection with the advertising industry and introduce industry experts to teach: some experts in the advertising industry can be invited to teach on campus, so that students can understand the latest trends and trends of the advertising industry. At the same time, we can establish cooperative relations with some advertising companies, so that students have the opportunity to participate in the actual work of advertising planning, so as to better understand and master the practical skills of advertising planning.

(4) Adopt a variety of teaching methods to improve teaching effect: a variety of teaching methods can be adopted, such as case teaching, project teaching, group discussion, etc., to make students more actively participate in class learning, so as to improve teaching effect. At the same time, some digital media technologies, such as multimedia teaching and online teaching, can be used to make students more convenient to obtain learning resources, so as to better understand and master the theoretical knowledge and practical skills of advertising planning.

Through the above measures, the curriculum reform of "Advertising Planning" based on the application of digital media technology can effectively improve the teaching quality and students' practical ability, so as to better adapt to the demand for advertising planning talents in the new era.

##### *4.1 Advantages of digital media technology*

Digital media technology is an innovative application based on digital information and multimedia technology, which is widely used in many fields. The following is a detailed introduction to the advantages of digital media technology:

(1) Efficiency: Digital media technology can quickly generate, transmit and process a large amount of information, making information dissemination more efficient and timelier. Compared with traditional media communication methods, digital media technology can deliver information and update content faster.

(2) Interactive: Digital media technology can realize a variety of interaction modes, so that users can interact with others, enhance the user's sense of participation. For example, online games, virtual reality, and online live broadcasting are all interactive applications based on digital media technologies.

(3) Diversification: Digital media technology can support a variety of media forms, such as text, pictures, audio, video, animation, etc., making information dissemination more diversified and richer. Compared with traditional media forms, digital media technologies can provide more vivid, graphic and attractive content.

(4) Traceability: Digital media technology can realize the traceability of information, so that users can understand the source and history of information, increasing the credibility and transparency of information. Compared with traditional information transmission methods, digital media technology can better ensure the authenticity and reliability of information.

(5) Globalization: Digital media technology can spread information to all parts of the world, making information sharing and dissemination more global. Compared with traditional media communication methods, digital media technology can transmit information and update content faster, making the dissemination of information more extensive and timelier.

(6) Personalization: Digital media technology can make personalized recommendations according to users' preferences and needs, which improves users' satisfaction. Compared with traditional media communication methods, digital media technology can better meet the individual needs of users.

(7) Low cost: The production and dissemination cost of digital media technology is relatively low, making it easier for enterprises to promote and market. Compared with traditional media communication methods, digital media technology can deliver information and updated content more cost-effectively.

(8) Reusable: Digital media technology can be reused, saving costs and improving efficiency. Compared with traditional media communication methods, digital media technology can realize the reuse and sharing of resources better.

In summary, the advantages of digital media technology include efficiency, interaction, diversification, traceability, globalization, personalization, low cost and reusable aspects. These advantages make the digital media technology has a wide range of applications and prospects in many fields.

#### *4.2 Integration with teaching process*

With the continuous development of digital media technology, more and more educational institutions begin to introduce digital media technology into the teaching process to improve the teaching effect and students' learning interest. This paper will discuss the combination of digital media technology and teaching process from digital textbooks, online courses, interactive teaching tools, virtual laboratories, online assessment and feedback, intelligent teaching management, distance education and other aspects.

*4.2.1 Digital teaching materials.* Digital teaching material is a kind of teaching resources made by digital media technology, which has the characteristics of interactivity, rich media and individuation. Compared with traditional teaching materials, digital teaching materials can better attract students' attention, improve students' learning interest, and also provide personalized learning content according to students' learning conditions. The use of digital teaching materials requires the design and

production of digital teaching materials, and requires teachers to master the relevant digital media technology and be able to effectively combine teaching content with digital media technology.

*4.2.2 Online courses.* Online course is a way of remote teaching using Internet technology, which has the characteristics of flexibility and convenience. Through online courses, students can study autonomously at their own time and place, while being able to communicate and interact with teachers and other students. Online courses can be presented using video, audio, text and other digital media technologies, and teachers need to have good online teaching ability and technical level.

*4.2.3 Interactive teaching tools.* Interactive teaching tool is a kind of teaching method that realizes teacher-student interaction by using digital media technology, which has the characteristics of real-time and interactive. Through interactive teaching tools, teachers can grasp students' learning situation in real time and adjust teaching strategies in time according to students' learning situation. Meanwhile, students can communicate and interact with other students to promote knowledge sharing and transmission. Interactive teaching tools can be realized by using multimedia, network and other technologies, and teachers need to have good interactive teaching ability and technical level.

*4.2.4 Virtual lab.* Virtual laboratory is a kind of teaching method using virtual reality technology to simulate experiment process, which has the characteristics of safety, convenience and repeatability. Through the virtual laboratory, students can conduct experimental operations in a simulated environment, and at the same time, they can communicate and interact with teachers and other students to improve the experimental effect and learning effect. Virtual laboratory can be realized by using 3D modeling, multimedia and other technologies, and teachers need to have good virtual laboratory construction and teaching ability.

*4.2.5 Online assessment and feedback.* Online evaluation and feedback is a kind of teaching evaluation and feedback using digital media technology, which has the characteristics of real-time and personalized. Through online assessment and feedback, teachers can grasp students' learning situation in real time, and give feedback and suggestions according to students' learning situation in time. Meanwhile, students can also know their learning situation and progress in time. Online assessment and feedback can be realized by data mining, cloud computing and other technologies, and teachers need to have good assessment and feedback capabilities.

*4.2.6 Intelligent teaching management.* Intelligent teaching management is a way to realize teaching management by using artificial intelligence technology, which has the characteristics of automation and intelligence. Through intelligent teaching management, teachers can automatically complete the teaching management of student information management, curriculum management, grade management and other teaching management, improve the efficiency and quality of teaching management. Intelligent teaching management can be realized by using artificial intelligence, big data and other technologies, and teachers need to have good intelligent teaching management ability.

*4.2.7 Distance education.* Distance education is a way of distance education using Internet technology, which has the characteristics of flexibility and convenience. Through distance education, students can study autonomously at their own time and place, while communicating and interacting with teachers and other students. Distance education can be presented using video, audio, text and other digital media technologies, and requires teachers to have good distance teaching ability and technical level.

To sum up, the combination of digital media technology and teaching process can bring many advantages, which can improve teaching quality, enhance teacher-student interaction, promote personalized learning, enhance learning experience and improve teaching efficiency. However, there are also some challenges and problems, such as information overload, privacy protection, and high technical threshold, which need further exploration and research. At the same time, it is necessary for

teachers to have good digital media technology and teaching ability in order to better apply digital media technology to the teaching process.

## **5. Conclusion**

Digital media technology plays an increasingly important role in curriculum teaching, providing new opportunities and challenges for the development and reform of education. This paper analyzes and discusses the advantages of digital media technology and the combination of digital media technology and teaching process, and points out that digital media technology can improve teaching quality, enhance teacher-student interaction, promote personalized learning, enhance learning experience and improve teaching efficiency.

However, the application of digital media technology also faces some challenges and problems, such as information overload, privacy protection, and high technical threshold, which need to be further studied and discussed. At the same time, the application of digital media technology also needs to be closely combined with the teaching content of the course, according to different course characteristics and student needs, choose the appropriate technology and way, in order to achieve the best teaching effect.

All in all, digital media technology has broad application prospects and potential in curriculum teaching, which requires us to further explore and study, and make greater contributions to the development and reform of education.

## **References**

- [1] Li Mang et al. Foundation of Modern Educational Technology [M]. Posts and Telecommunications Press, 2007.
- [2] Zhao Zijiang. Application of Digital Media Technology [M]. China Machine Press, 2008.
- [3] Chen Xiangdong et al. Digital Media Technology and Application [M]. Posts and Telecommunications Press, 2011.