# Educational and Film Discourse of COVID-19 Pandemic Period: An Influential Aspect

**Olena Shcherbak [a]**, **Hanna Truba [b]**, **Nina Filippova [c]**, **Valentyna Romanets [d]**, **Serhii Bordeniuk [e]**

*Corresponding Author [a]*

## Keywords

*education sector;*
*education;*
*educational element;*
*global pandemic;*
*health maintenance;*
*online education;*

## Abstract

The study aimed to examine the educational and cinematic discourse in the context of the worldwide pandemic. Methodology reflected two sets of participants with given quantitative primary research and qualitative secondary research. Research expressed surveys results to acquire a clear understanding of the impact of the pandemic on the education and film industries. The surveys clearly showed that the pandemic did have an impact on the researched industries. Around 56% of participants feel that the pandemic's long-term impact was significant, just 2% said that the impact was not obvious, and 4% were unsure of this particular circumstance. 24% of the participants feel that online education cannot adequately satisfy the needs of pupils, while 20% are uncertain. Around 40% of the participants supported the offline style of education, whereas 6% felt that the offline mode of education is becoming obsolete by the day and that one must develop to keep up. A detailed survey has also occurred based on the effect of COVID-19 on the film industry. According to this survey, it has been revealed that a huge negative condition has been generated in the film industry as well as in film discourse.

## Contents

[a] Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine

[b] Odesa Mechnikov National University, Odesa, Ukraine

[c] Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine

[d] Odesa Mechnikov National University, Odesa, Ukraine

[e] Kyiv National University of Culture and Arts, Kyiv, Ukraine

# 1  Introduction

COVID-19 global pandemic wreaked havoc in almost all the sectors and almost the entire structure of the functioning of the world got changed during this particular time. The entertainment industry and education sector are no exception in this particular scenario. An effective figure can be put forward in this particular scenario. According to the data provided by UNICEF, around twenty-seven countries are implementing complete lockdown and fifty countries opted for local lockdown as of February 2021. It systematically influenced the educational sectors as it is estimated that around eight hundred fifty million learners are suffering vehemently which is around forty-eight percent of the entire student population (Calderhead, 1989; Korthagen et al., 2006). The figure is sickening and the people with lower economic background has been severely affected by it while the people with upper socio-economic strata have been awarded newer and more advanced medium i.e. online medium (Bao, 2020). It completely shifted the concept of labor because of the digitalization of education and the result is very far-fetched.

The film industry has also been massacred by this pandemic. It has influenced almost all the sectors associated with the arts. According to Statista, the global film sector almost bore a loss of around eight billion U.S. dollars till April of 2020 due to the canceling and postponement of different blockbuster films (Statista (2021). It is also estimated that there is a grave chance that it might end up losing thirty-five billion in revenue if the trend continues. Additionally, visionary filmmakers are forced to change their filmmaking pattern considerably because of the global restriction imposed due to lockdown. Additionally, big studios are gunning for the digital release as the revenue put forward by digital medium maximized around thirty-five percent from the previous year and there are 1.3 billion online subscribers in the different mediums and they are forced to get quarantined due to restrictions (Filius et al. 2019). This assignment is going to analyze the educational and film discourse in the domain of the recent global pandemic through qualitative and quantitative research (Mofijur et al., 2021; Olding et al., 2021).

*Literature review*

According to traditional film theory, the discourse of a movie does not depend only on the language. Brazil has effectively described cinema as the inculcation of reality while Eisenstein puts forward effective insight on the importance of editing. "Narrative Discourse" refers to the portion of the films when only the narrative coexists inside the whole film, while "film discourse" mainly aligns with the whole film. However modern film theory differs considerably from it. It effectively refers to the influence of genre, settings, structure, conflict, characterizations, point of view, imagery, theme, effects, and camera can be incorporated in the domain of discourse. They efficiently believe that a camera can be utilized as film discourse (Dynel, 2011; Xifra & Girona, 2012). The modern filmmaker such as Brian De Palma is an ardent employer of it. It is important to mention in this particular scenario that the COVID-19 pandemic has systematically forced a change in the cinematic discourse. Famous directors such as Wes Anderson, David Lowery, and many others are trying to draw conflict as pedestrian as possible to maintain the COVID-19 restrictions, as well as the budget constraint as the failure of Tenet, put forward enormous fear in the minds of the directors and producers (Almahasees et al., 2021). Therefore, a traditional success mantra is employed in the film industry to avoid revenue losses (see Table 1).

Table 1
Box office revenue loss of different countries

| Country | Box office revenue loss |
|---|---|
| Ukraine | Around 80 million dollars |
| Canada and the US | Around 2 billion dollars |
| Australia | Around 120 million dollars |

Source: Compiled by the authors

The COVID-19 pandemic has significantly influenced educational sectors vehemently and all the educational sectors got closed due to the pandemic restrictions. Even though UNESCO recommended opting for distance education to effectively continue the academic pursuit of the study. However, it poses many disadvantages in this particular domain. According to many researchers, online education or distance learning programs may create many problems while imparting and inculcating knowledge (Bakhmat et al., 2021).

Online education may formulate a feeling of isolation among the students. Even though the online application is trying heart and soul to bridge the gap amongst teachers and students, they are not succeeding in accomplishing it completely. It is important to mention in this particular scenario, online education demands a lot of discipline among the student. However, the children cannot maintain their composure effectively and it systematically hampers their study (Polhun et al., 2021)

It is important to mention that online education is vulnerable to different kinds of technical issues. The students have to spend an enormous time in front of the mobile or computer screen and the disorders associated with the eyes are ever-increasing. Moreover, the teachers are required to get trained properly on taking online classes. Some of the teachers who are not tech-savvy suffer vehemently due to it (Murphy, 2020).

The recent pandemic scenario transforms the mode of education into a digital model. The government of various countries has also ordered a 30% lockdown condition a duet to this reason online schooling has taken a strong procedure for providing education at every place. It can be stated that in a post-pandemic situation this digital model of education will be the backbone of every education (Batubara, 2021). Though it is undoubtedly a good step along with various benefits, several disadvantages can also be seen. Some benefits include the emergence of digital technologies and huge internet penetration in every area, learning beyond school education, cost-effectiveness, and easy access to diverse materials at a single time. Personalized as well as a flexible model of education (Saikat et al., 2021); All those things have emerged from the popularity of online education at a significant percentage. The benefits, limitations, scope as well as future perspectives have been shown inside a table that transparently helps understand the present scenario of education that has been affected by the COVID-19 (see table 2).

Table 2
Effect of COVID-19 on education and the impact of online education on students

| Subject | Description |
|---|---|
| Advantages | The emergence of digital techniques |
| | Upgraded internet connectivity speed |
| | Penetration of digital technologies at a vast area |
| | Enhancing capability of learning |
| | Lower cost of education |
| | Easy access to diverse educational elements |
| | Flexible environment of education |
| Future scope | E-learning contributes to better time management. |
| | Better retention in any organization |
| | More reliable than traditional education |
| | Creating as well as implementing creative ideas |

| Impact on students | Development of learning skills such as critical thinking, creativity, effective communication, and many others. |
| --- | --- |
| | Improvement of literacy skills such as accessing diverse digital sources, technological literacy, and many others. |
| | Generating life skills include self-direction, cross-culture interaction, and many others. |

Source: Compiled by the authors

According to Akser (2020), film discourse reflects a spiritually complex as well as a dynamic process of communication between an author and respective recipient. It can be obtained through interlanguage or intercultural space by the way of language used in cinema. It possesses various kinds of features such as verbal as well as visual components, different contexts, syntaxes, and similar others (Martyniv et al., 2021). Along with that, the other important element of film discourse includes intertextuality, descriptiveness, retrospection as well as pragmatic trend. The four key types of film discourse include argument, description, narration and the last one is exposition.

According to Moon (2020), the argument is a special feature of interaction that means to incentivize a particular audience based on which the writer has expressed their views and due to COVID-19 the content is too much affected as the film individual cannot go in the right place that has been required for explaining the actual context. The Narration is the next part that reflects the actual story on which the film has been generated. Due to a huge pandemic, a lack of concentration as well as huge stress has been shown among the individuals, and due to this reason; they cannot express the actual emotion that has been required for constructing the story successfully. The description is the next part that depends on five senses to assist the audience in visualizing a scenario (Diachenko et al., 2021; Widjaja, 2021). According to a research study, it has been revealed that the five senses have been affected due to physical distancing and the complete lockdown process. Many people have been suffering from a stress problem and they cannot properly visualize the context of the film. At last, Exposition defines informing the respective audience about a particular event with totally neutral communication. Due to the devastating condition of the pandemic this expositional state cannot generate properly.

## 2 Materials and Methods

The systematic and logical description of ideas, tactics, and mechanisms used by study groups to combine the primary and secondary components of material is referred to as research methodology. This is important to the research group because it adamantly encourages the study group to choose the best techniques, tools, and figures to use and obtain the best data to present the inquiry in a way that will benefit the study group in the long term. As a result, for this research to accomplish the stated aims and objectives, effective use of the appropriate instruments and procedures is required. Furthermore, the practical selection of an appropriate approach is beneficial in reducing the complexity of this inquiry. The primary aim of the research is to replicate the greatest result in this exercising issue, therefore ethical deliberation has been closely maintained throughout the study to maximize the efficacy of the examination (Research Methodology, n.d.).

Quantitative primary research was put forward in this particular scenario. It is important to mention that primary research effectively assisted the researchers to gain an effective insight into the reality and the authenticity of the data is also maintained due to it. Additionally, the primary research effectively assisted the researchers to tap into realistic data that would help them to conclude their study properly. Additionally, the researchers put forward qualitative secondary research (Malterud, 2001; Castleberry & Nolen, 2018). It enables the researchers to save a lot of time while getting an efficient insight regarding the particular scenario. In this particular scenario, the researchers have effectively utilized peer-reviewed journals to maintain the authenticity of the information. Additionally, only the articles from the last decade are considered in this particular scenario (Research Methodology, n.d.).

It's worth noting that in this scenario, quantitative primary research and qualitative secondary research are presented with two groups of participants to acquire useful insights into the issue (Bauer & Scheim, 2019;

Suárez et al., 2017). The researchers gathered thirty-one parents in this scenario to provide an effective insight into the influence of the COVID-19 pandemic on the educational sector. Similarly, thirty-one film industry professionals were convened to discuss the influence of COVID-19 on the business. Ethical consideration was strictly maintained while surveying to avoid any sort of problems associated with it.

# 3  Results and Discussions

*3.1 Results*

It is important to mention in this particular scenario here put quantitative primary research and qualitative secondary research is put forward with two sets of participants to gain effective insights regarding the topic. In this particular scenario, thirty-one parents were gathered by the researchers to put forward an efficient insight on the impact of the COVID-19 pandemic in the educational sector. Similarly, thirty-one film professionals were gathered to get an insight into the impact of COVID-19 in the film industry. The answers to survey question 1 "Do you think that COVID-19 impacted the educational sector?" are shown in Table 3 and figure 1.

Table 3
The impact of COVID 19-in the education sector

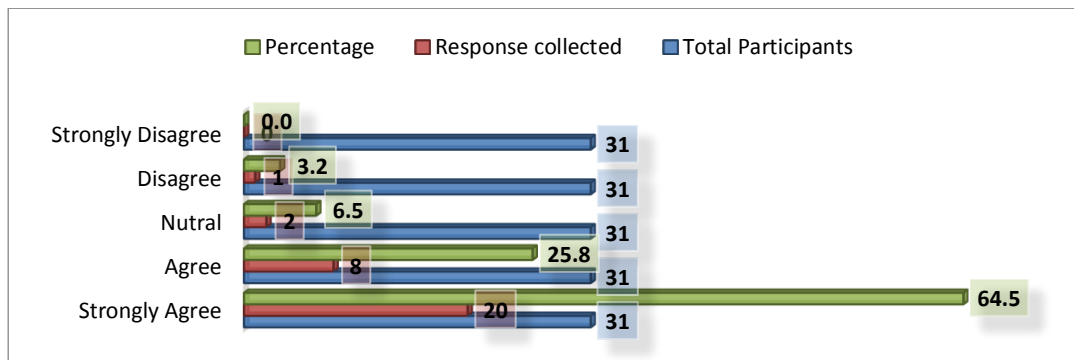| Options | Total Participants | Responses collected | % |
|---|---|---|---|
| "Strongly Agree" | 31 | 20 | 64,5 |
| "Agree" | 31 | 8 | 25,8 |
| "Neutral" | 31 | 2 | 6,5 |
| "Disagree" | 31 | 1 | 3,2 |
| "Strongly Disagree" | 31 | 0 | 0,0 |

Source: Compiled by the author



Figure 1.  The impact of COVID-19 in the education sector
Source: Compiled by the authors

In this particular graph, the reality of education can be witnessed effectively. In this scenario, 31 parents were approached by the researchers to gather responses to gain a vivid comprehension of the scenario. The first question addresses the importance of this pandemic on this sector. It can be effectively seen from the graph that the pandemic indeed affected this sector. Around fifty-six percent believe that the recurring influence of the pandemic was huge. However, only two percent of the participants thought that influence was not visible and four percent of participants remain undecided in this particular scenario. The answers to survey question 2 "Do you think that distance and online education can meet the requirements of the students?" are shown in Table 4 and figure 2.

Table 4
The role of online education in meeting up the requirements of the students

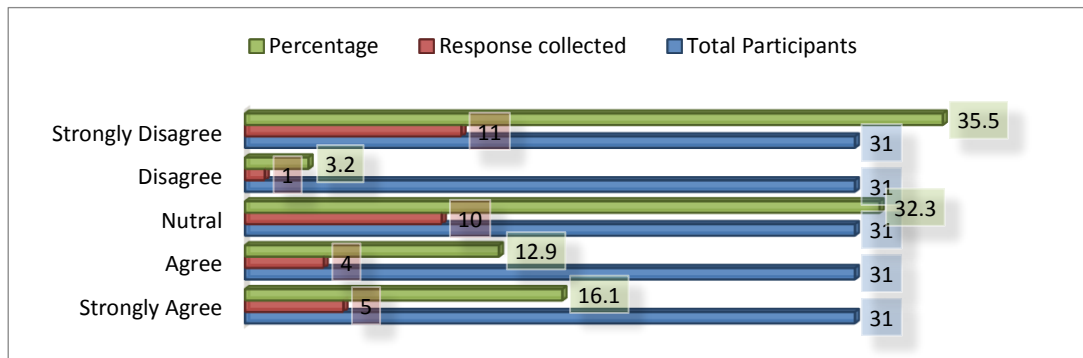|  | Total Participants | Response collected | % |
|---|---|---|---|
| "Strongly Agree" | 31 | 5 | 16,1 |
| "Agree" | 31 | 4 | 12,9 |
| "Neutral" | 31 | 10 | 32,3 |
| "Disagree" | 31 | 1 | 3,2 |
| "Strongly Disagree" | 31 | 11 | 35,5 |

Source: Compiled by the authors



Figure 2. The role of online education in meeting up the requirements of the students
Source: Compiled by the authors

A mixed result can be witnessed from this particular graph. It is important to comprehend in this particular scenario that the participants belong to the previous generations and they believe in a traditional way of teaching. However, the importance of this response can be not be denied despite they are age motivated. Only nine percent of the participants believed that online education can effectively meet the requirements of the students. However, a whopping twenty-four percent of the participants believed that online mediums of education can not properly meet the requirements of the students, while twenty percent remain undecided. The answers to survey question 3 "Do you think the offline mode of education is the right option to impart lessons effectively?" are shown in Table 5 and figure 3.

Table 5
The importance of offline mode of education

| Options | Total Participants | Response collected | % |
|---|---|---|---|
| "Strongly Agree" | 31 | 21 | 42 |
| "Agree" | 31 | 1 | 2 |
| "Neutral' | 31 | 6 | 12 |
| "Disagree" | 31 | 2 | 4 |
| "Strongly Disagree" | 31 | 1 | 2 |

Source: Compiled by the authors

*Shcherbak, O., Truba, H., Filippova, N., Romanets, V., & Bordeniuk, S. (2022). Educational and film discourse of COVID-19 pandemic period: An influential aspect. International Journal of Health Sciences, 6(1), 322-335. https://doi.org/10.53730/ijhs.v6n1.4277*
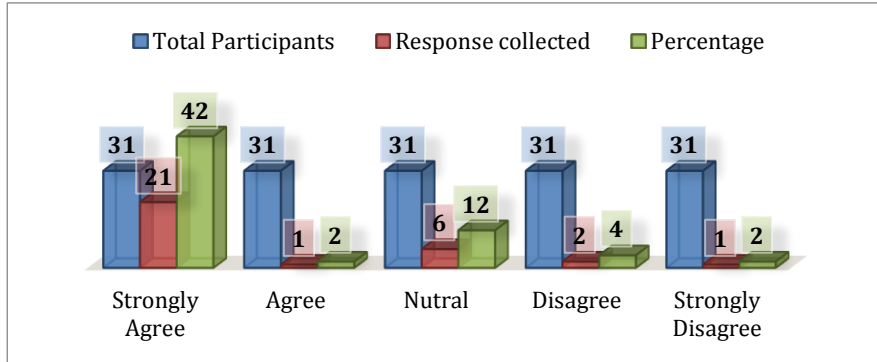
Figure 3. The importance of offline mode of education
Source: Compiled by the authors

This particular question addresses the issue associated with the importance of offline mode of education in this particular scenario. Around forty percent of the participants advocated for the offline mode of education, while six percent strongly believe that the offline mode of education is becoming obsolete day after day and one must evolve accordingly. It is important to mention in this particular scenario that around twelve percent of the participants remain undecided. The answers to survey question 4 "Has the film industry faced a huge loss due to the devastating condition of COVID-19?" are shown in Table 6 and figure 4.

Table 6
Huge loss faced by film industry due to a devastating condition of COVID-19

| Options | Total Participants | Response collected | % |
|---|---|---|---|
| "Strongly Agree" | 31 | 21 | 67,7 |
| "Agree" | 31 | 6 | 19,4 |
| "Neutral" | 31 | 1 | 3,2 |
| "Disagree" | 31 | 1 | 3,2 |
| "Strongly Disagree" | 31 | 2 | 6,5 |

Source: Compiled by the authors

According to the above table, it can be stated that the maximum number of film professionals has given a strong positive reply corresponding to the strongly disagreed person. As per this table, it is clearly shown that a total of 21 survey individuals has given a strong positive opinion on the proposal and the number of agreed persons is 6 indicating the 19% of total survey individuals. A total of 27 people out of 31 people have represented a positive opinion against the proposal and this also supports the thematic analysis where it has been mentioned that the revenue generation has lower at a significant amount due to the emergence of the pandemic situation.
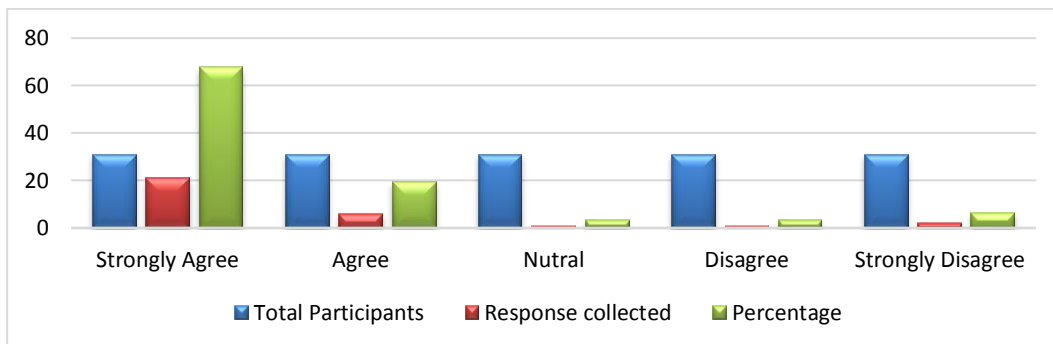


Figure 4. The graph on huge loss faced by film industry due to a devastating condition of COVID-19
Source: Compiled by the authors

The above-mentioned graph clearly shows that the percentage of strongly agreed people exceeds the total disagreed person at a wide range and the yellow color segment of this graph reflects the total number of responded individuals along with the percentage with an ash-colored segment. Corresponding to the negative responses individuals the percentage of positive responses film individuals is significantly high indicates 42%. The answers to survey question 5 "Do you think COVID-19 creates a huge negative impact on the film discourse?" are shown in Table 7 and figure 5.

Table 7
COVID-19 creates a huge negative impact on the film discourse

| Options | Total Participants | Response collected | Percentage |
|---|---|---|---|
| "Strongly Agree" | 31 | 19 | 61,3 |
| "Agree" | 31 | 3 | 9,7 |
| "Neutral" | 31 | 3 | 9,7 |
| "Disagree" | 31 | 4 | 12,9 |
| "Strongly Disagree" | 31 | 2 | 6,5 |

Source: Compiled by the authors

According to the mentioned table, it can be clearly stated that more than half of the survey individuals have given a strong positive reply compared to strongly disagreed persons and the total number of people indicates 22 out of 31 film professionals. That reflects the film professionals hugely support the proposed matter. This result also highlights huge support to the thematic analysis where the effect of COVID-19 on film discourse has been critically discussed.
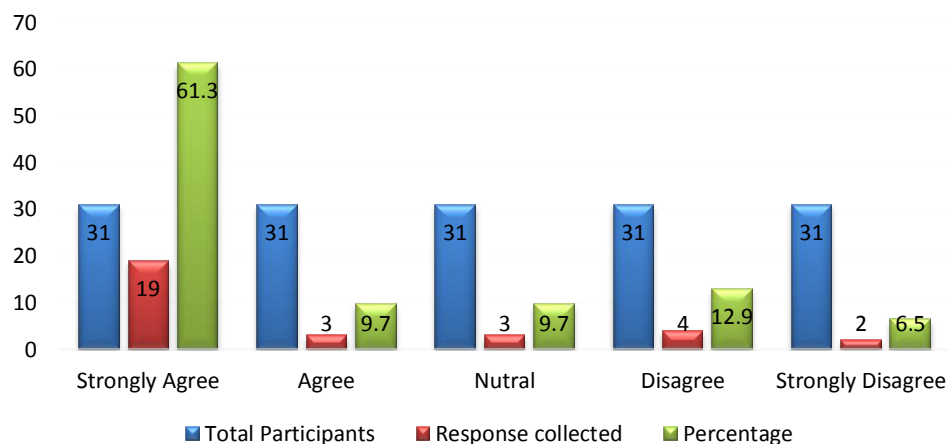


Figure 5. COVID-19 creates a huge negative impact on the film discourse
Source: Compiled by the authors

As per the mentioned graph, it has been revealed that there is a huge percentage gap exists between the positive and negative responded survey individuals. The blue-colored pillar shows the total number of persons that are 31 film professionals. The other two pillars that are yellow and ash in color reflect the response and subsequent percentage of the responded person. Through this graph, it can be stated that a wide percentage gap is also present between the positive and negative responses of survey individuals. 38% percent fil professionals have strongly agreed with this proposal and only 6% strongly disagreed.

*Theme 1: Though online education comprises some limitations, it can be a convenient platform for the good future development of students*

In the previous context, the benefits of online education and the reason behind its emergence have been critically analyzed. Along with that, it can be stated that the students must be aware of some important things to create a good competitive advantage in the recent advanced technological era. Global awareness, as well as economic literacy, is the most important thing in this context. Due to COVID-19, most parts of the world have faced a destructive condition and due to this reason, there is a huge need to earn transparent knowledge about the environment as well as diverse cultures of our world through clear communication. Students can easily learn about the present condition of people of diverse cultures and make sense to mitigate their complications through digital searching as well as contribution to different NGOs (Muthuprasad et al., 2021). Besides that, by going through various journals of different writers they can broaden their knowledge about the environment. Students can participate in different seminars also through which they can clear their thinking about the recent COVID-19 health scenario. Participating in various seminars, online training, and going through diverse articles on different matters can generate diverse knowledge on all subjects as well as make them competitive to get a job in the recent devastating condition of COVID-19 (Almahasee et al., 2021). Thus, this pandemic situation has smoothened the implementation process of online education and students can easily acquire their knowledge on diverse things beyond their traditional subject-oriented learning methods.

*Theme 2: COVID-19 affects significantly diverse types of film discourse*

The identification of film discourse Huguley depends on several important perspectives such as the purpose of the writer of a definite film, the actual idea behind this film, the nature of language that has been used in the whole film, the actual way through which all the information has been accumulated by the filmmaker. Based on those things, a film has been produced. The main types of film discourses are Narrative, Description, Expository, argumentative and persuasive. The narrative reflects the overall story of a film that includes several characters, a setting, a suitable plot, managing resolution, and raising a conflict (De Valck, 2020). Due to COVID-19, all those components have faced a huge complication and cannot choose the right plot as well as the setting of essential things for creating an attractive story. The descriptive part defines the ability of a film to impart a real-life experience to the audience. Due to the emergence of the pandemic, the film producers cannot get the right place to shoot their context and as a result, they cannot provide such real experiences. This hugely affects creating a significant level of revenue.

Persuasion reflects a unique technique that influences the audience to change their mode of thinking. Due to physical distancing and less attachment with the relatives' people suffer from huge stress and as a result, they lose their actual thinking ability (McSheaffrey, 2020; Attamimi et al., 2020). They cannot give proper concentration on any matter and as a result, the inner meaning of the film cannot encourage their thinking. It is a huge drawback of film discourse relative to these characteristics. Argumentative discussion cannot come into play properly due to the ineffectiveness of logical thinking among the audience. A strong argument can be produced if it is supported logically. Due to the destructive pandemic situation, proper evidence cannot be visualized for imparting logical thinking, and for this reason; the actual meaning of a film cannot be imbibed. Due to all those mentioned effects, the revenue generation has become too low corresponding to previous perspectives. Along with that the survey result also can support the less revenue generation in the film industry due to the destructive effect of COVID-19.

*Theme 3: The emergence of e-learning transforms the education sector of Ukraine during the COVID-19 pandemic*

It is important to mention in this particular scenario that the quarantine situation due to COVID protocol enables Ukraine to opt for online education. Murphy effectively commented in this particular scenario that the employment online educated can be described as an emergency measure by the government of Ukraine. Different policies were put forward by the government of Ukraine and it was stated in those policies that "eLearning is regarded as the emergency response to save the community from pandemic". Additionally, it is

essential to mention in this particular scenario that different educational requirements were identified related to the life-saving aspects in this particular time frame. Therefore, the government of that country provided many online solutions to impart lessons to save life or put forward online propaganda to take precautionary measures during the COVID pandemic. Some of the private television networks took the initiative to put forward education for numerous students. The Ministry of Science and Education also added those lessons to their YouTube channel so that the student can tap into those educational materials when required. However, no initiatives were taken associated with the university courses. Due to curriculum differences among different universities university students suffered immensely (Ministry of Education and Science of Ukraine, 2021).

According to some eminent researchers, it demands a significant amount of time, investment, and planning to execute a proper online course. Even though Yang and Li completely agreed with the idea, however, he does not shy away from the importance of teaching training while imparting an online lesson (Yang & Li, 2019). It can also be seen in the domain that MOOC has been employed frequently to impart online education. However, data associated with advantages, disadvantages, faculty attitudes, consumer transparency cannot be put forward due to scarcity of it.

### *3.2 Discussions*

The recent pandemic situation has created a huge impact on both sectors such as education as well as the film industry. Based on the emergence of the COVID-19 pandemic scenario, the education sector has transformed totally into a unique method of education. Different types of digital technologies have been incorporated in the education sector and that generates huge flexibility in this sector. Effective time management and cost-effectiveness of that new mode of education impart its popularity among the students. Along with that, technological advancement assists to develop competitive knowledge through which a huge comparison has generated among job seekers. Besides that, students can easily develop their competency in diverse sectors that make them extraordinary (Dutta, 2020; Widana et al., 2021). They can easily improve their learning skills, literacy skills, and life skills that help to broaden their view on understanding diverse cultures as well as several real-life matters.
Through online searching, students can broaden their knowledge on different dimensions that help build up the self-confidence to take on difficult situations based on a specific situation. Apart from various limitations of online education that also has been mentioned in the previous context, it can be stated that it transparently incentivizes students to gain diverse knowledge in diverse fields.

On the other hand in the film industry, a huge decline has appeared that also highlights a lower number of revenue generation. The film discourse has been severely affected by this devastating condition. Various elements of film discourse such as narrative, descriptive, expository as well as argumentative perspectives are immensely affected through this condition (Merza, 2021). A survey has also been organized to take a recent view about this situation that reveals a strong negative condition. The filmmakers, as well as all the film professionals, have suffered from huge complications on diverse matters and the previously discussed survey result from transparent supports the declining condition of the film industry.

## 4  Conclusion

After evaluation of the whole report, it can be concluded that the COVID-19 pandemic situation imparts a huge negative impact on the film discourse. In addition to this, the education sector has also transformed into a new model that is different from the traditional method where there is a huge necessity of a separate classroom, a good schooling environment, proper maintenance of health and hygiene in education sectors, and face to face communication between students and teachers. Those all things are converted into a more personified perspective and the technical matters have been included in the education sector. Huge digitalization of education-related components has created a major concern among students and it also comprises benefits as well as several limitations. Huge internet penetration and at the same time incorporation of smart devices along with advanced technologies transparently supports the new mode of education. Students become more

competitive and creative thinking has been noticed among them. All those mentioned things are supported by the previous discussion where a survey has been organized by taking 31 individuals. Three questions have been asked to the students and two questions have been asked on 31 fil professionals to investigate the current situation. At last, it can be stated that the education sector, as well as film discourse both, has been affected at a significant amount by the emergence of the COVID-19 pandemic all over the world.

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# Biography of Authors

**Olena Shcherbak**
Candidate of Philological Science, Senior Lecturer of Applied Linguistic Department, Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine
ORCID: 0000-0003-3097-7878
*Email: shcherbak.olena2410@gmail.com*

**Hanna Truba**
Ph.D., Associate Professor, Department of Applied Linguistics, Odesa Mechnikov National University, Odesa, Ukraine
ORCID: 0000-0001-9944-0476.
*Email: 3182009060@ukr.net*

**Nina Filippova**
Candidate of Philological Science, Professor, Head of Applied Linguistic Department, Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine
ORCID: 0000-0002-8840-774X
*Email: nina.filippova@nuos.edu.ua*

**Valentyna Romanets**
Associated Professor, Foreign Literature Department, Romance-Germanic Philology Faculty, Odesa Mechnikov National University, Odesa, Ukraine
ORCID: 0000-0001-9980-6482
*Email: romanecvalentina11@gmail.com*

**Serhii Bordeniuk**
Professor of Cinema and Television Arts, Cinema and Television Faculty, Cinema and Television Arts Department, Kyiv National University of Culture and Arts, Kyiv, Ukraine
ORCID: 0000-0003-2561-1409
*Email: bordens2662@gmail.com*