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*Olena SHCHERBAK, Hanna TRUBA, Nina FILIPPOVA, Valentyna ROMANETS,
Serhii BORDENIUK, Rostyslav SHCHOKIN*

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Sociological Research on the Impact of the Covid-19 Pandemic on Student Preparation and the Development of Film Discourse

Olena SHCHERBAK¹, Hanna TRUBA², Nina FILIPPOVA³,
Valentyna ROMANETS⁴, Serhii BORDENIUK⁵, Rostyslav SHCHOKIN⁶

Abstract

This article aims to assess the impact of the pandemic on the education and film industry, specifically focusing on the formation of film discussion. The study examines the peculiarities of the educational process and cinema development trends during the pandemic and quarantine restrictions. The research methodology involves information systematization based on survey results. The study reveals that the majority of respondents perceive the pandemic as having a negative impact on education development, highlighting various challenges associated with distance learning. Additionally, a significant portion of respondents express concerns about the adverse effects of the pandemic on the film industry. The research identifies key development issues in education and the film industry. It suggests that digital advancements offer new opportunities for education development, while considering the changing worldview of the population due to the impact of mass diseases. In terms of film industry development, the study emphasizes the importance of considering economic and resource costs, as well as the need for digitalization during the pandemic. The findings highlight the

¹ Applied Linguistic Department, Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine, shcherbak.olena2410@gmail.com, 0000-0003-3097-7878

² Department of Applied Linguistics, Odesa Mechnikov National University, Odesa, Ukraine, rastruba_1510@ukr.net, <https://orcid.org/0000-0003-2232-1190>

³ Applied Linguistic Department, Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine, nina.filippova.2021@gmail.com, 0000-0002-8840-774X

⁴ Department of Foreign Literature, Faculty of Romance-Germanic Philology, Odesa Mechnikov National University, Odessa, Ukraine, romanecvalentina11@gmail.com, 0000-0001-9980-6482

⁵ Department of Cinema and Television Arts, Faculty of Cinema and Television, Kyiv National University of Culture and Arts, Kyiv, Ukraine, bordens2662@gmail.com, <https://orcid.org/0000-0003-2561-1409>

⁶ Department of Administrative, Financial and Banking Law, Interregional Academy of Personnel Management, Kyiv, Ukraine, rg.shchokin@gmail.com, 0000-0002-0836-8315

need for strategic measures to address the challenges faced by the education and film industry during the pandemic. The study underscores the importance of leveraging digital tools and platforms for education and film production. It calls for a comprehensive approach that takes into account the evolving needs and preferences of the population, as well as the economic and resource considerations in the film industry. The research provides insights for policymakers, educators, and filmmakers to navigate the current landscape and make informed decisions to promote sustainable development and growth in these sectors.

Keywords: pandemic, education, cinema discourse, film industry, cinema development, medicine.

Introduction

The negative global impact of the Covid-19 pandemic over the past two years has been observed in all industries. The entertainment and education industry is no exception. In February 2021, almost all countries introduced another lockdown, which practically froze the central part of the entertainment sector. The problem of quarantine restrictions also affected education when pupils and students were forced to study from home using the Internet. It is worth noting that the education sector is quite significant in every developed country. That is why about 850 million students worldwide were forced to change their lifestyles completely. Among this number, about 48% are students. The most affected are students who cannot afford distance learning due to a lack of financial resources. Every household must have at least a few devices that can work online and have enough power to work in educational environments to make online education possible. The rural population has been the most affected, while the urban population has mainly benefited from distance learning (Bao, 2020). This situation has completely changed the concept of providing educational services, which should, on the one hand, ensure the safety of pupils and students, but on the other hand, should provide access to knowledge.

In addition to the education sector, the state of the film industry has also changed significantly during the pandemic. The inability of the population to visit cinemas, which led to unprofitability in the production of film products, formed new markets for artistic services that almost wholly excluded the film industry. Experts note that by 2020, the film industry suffered losses of \$8 billion (Statista, 2021). However, these losses are not final, as the pandemic around the world continues to this day. Experts estimate that the possible losses of the film industry in the coming years will amount to \$ 35 billion. Under such conditions, strategically thinking directors are changing their approaches to creating a film product, focusing on global restrictions related to quarantine. In addition, large studios are focusing on creating a digital product, as this is the only film industry product that can be sold under quarantine restrictions. In general, the film industry market representatives

note that revenue from digital products has increased by 35% compared to the pre-crisis period. In addition, the number of digital product users has increased by 1.3 billion in various media (Filius *et. al.*, 2019). The problem's urgency necessitates additional opportunities for the film industry and education development during a pandemic. The study aims to analyze the state of education and the film industry under quarantine restrictions.

Literature review

Film discourse is the artistic representation of a story through language and pictures. According to traditional theory, the film discourse of a movie depends on the language. Discourse is perceived differently by different people. In particular, Einstein believed that montage is very important for film construction. At the same time, Brazi describes cinema as an opportunity to reflect reality. Approaches to filmmaking that will be popular among modern people have changed significantly. Film discourse depends on the genre, context, characters, images, and cameras. All of this is included in the format of the discourse, its history, unique interpretation. It can be considered that the camera is also part of the cinematic discourse. At the same time, some directors, in particular Brian de Palma, note the vital place of shooting features in filmmaking.

Oddly enough, the Covid-19 pandemic has had an impact on the peculiarities of filmmaking. It has a tangible impact not only on the nature of the shooting. The characters of the actors are also changing. Famous directors like Wes Anderson and David Lowery change their approach to forming a film picture to adapt to new conditions. In particular, the restrictions that apply due to Covid-19 are necessary. Quite often, such restrictions are not so much physical as moral. It is since many paintings during a pandemic may not be perceived by the public. In particular, there have been several failures of good films in history, after which directors and producers become very cautious in creating new films. Of course, these restrictions also apply to the budget. Let us look at how budgets in different countries have suffered in Table 1.

Table 1. Box office revenue loss of different countries

Country	Box office losses
Ukraine	\$80 mln
US & Canada	\$2 mln
Australia	\$120 mln

Source: Compiled by the authors

Numerous works are devoted to the nature of film discourse. The essence of film discourse reflects a complex and dynamic communication process between the author and the information recipient (Akser, 2020). For this purpose, an interlingual or intercultural space is created, which is reflected in the film. This space has different features. It is formed by verbal and non-verbal components and synthesizes different approaches to information transmission.

An essential element of film discourse is retrospective, intertextuality, descriptiveness, and pragmatic orientation. In addition, film discourse includes arguments, narration, description, and, most importantly – exposition.

Argumentation is a unique interaction form between the narrator and the information recipient, which determines the stimulation of the audience to specific emotions. Unfortunately, due to the pandemic, the world has faced severe stresses, and therefore cinema has lost traditional cinematic discourse components (Moon, 2020). Quite often, viewers need additional contextual explanation, which requires new approaches to storytelling.

Narration is the next component that reflects the real story that became the film's basis for creation. Unfortunately, due to being in a constantly stressful situation, many emotions have become inaccessible to the viewer. Therefore directors need to look for new ways to emphasize the significance of a particular event.

Description entirely depends on all factors of information transfer, but cinema can only use eyesight and hearing. That is why the director needs to put scenes in the picture that will be easily recognizable to the audience and associated with other senses, such as smells, touches, etc.

Exposure defines informing the relevant audience about a specific event through communication. However, due to the destructive state of the pandemic, communication processes between people are also changed. In addition, given the current realities, when most people in the world communicate using a protective mask, the reflection of such communication in cinema requires new approaches in film discourse.

Numerous works are devoted to studying the pandemic's impact on changes in education and training. Although the volume of educational services has not changed, all scientists note a change in the approach to learning. Even though UNESCO recommended that all educational institutions come to online learning, this approach could not be implemented without losses and problems. As it turned out, there were many shortcomings in the distance learning system. Let us consider them.

Students and teachers experience excessive psychological pressure while studying at home. Many people are unable to organize a workplace where they can receive information comfortably without creating inconvenience to other family members. Especially significant is the burden on the parents of primary school students, who take on the work of a teacher, have to organize children to

study, and sometimes, explain disciplines to them and monitor the implementation of tasks. Discipline is required by primary school students and high school and university students who find it difficult to tune in to work and self-organize for the learning process at home (Polhun *et. al.*, 2021).

Many people cannot buy computers, tablets, or phones necessary for organizing remote work. Moreover, the practice has shown that for practical distance work, a pupil or student must simultaneously use two gadgets, one of which will be used directly to communicate with the teacher and the class or audience and the other to receive information.

The problems of using computers have been recorded for many years. The main ones are related to the negative impact on health, particularly the state of eyesight. For example, in distance learning conditions, when pupils' or students' attention is fully directed to the gadget for 6 hours, each child experiences an excessive load on the eyes, resulting in deterioration of sight among the young population.

The problems of distance learning are also discussed by teachers, who have to organize the educational process via the Internet. Therefore they must have computer skills and be able to respond quickly to changes or minor breakdowns so that the learning process is uninterrupted (Murphy, 2020).

The pandemic has completely transformed education into a digital model. At the same time, students and teachers have become accustomed to this mode for several years of distance learning and noted its positive aspects (Leshchenko *et. al.*, 2021). Governments of different countries have also seen the positive aspects of distance learning (Bakhov, 2013). However, in many countries, it was decided to isolate partially when only one-third of the population should be quarantined. Therefore, education first decided to take care of this issue (Batubara, 2021).

For several years of distance learning, almost every student and teacher has acquired skills in computer software that can be used for other purposes, not only for education. In particular, with the help of the Internet, people began to solve the problems of the household organization more effectively; they became bolder to buy things online. At the same time, it was determined that the Covid-19 disease occurs in a wave-like manner, and therefore it makes no sense to organize education only by distance learning. Therefore, most institutions have switched to a hybrid or flexible education model (Saikat *et. al.*, 2021). This model allows us to solve the urgent problems associated with the pandemic. On the other hand, it allows for solving many psychological problems faced by students and teachers in distance work. We systematize information on the advantages and disadvantages of distance learning in Table 2.

Table 2. Covid-19 impact on education and the impact of online education on students

Subject	Description
Advantages	The digital technology emergence; Speed increase of Internet connection; Penetration of digital technologies on a wide territory; Improvement of learning opportunities; Reducing the educational cost; Easy access to a wide choice of educational elements; Flexible educational environment
Future scope	E-learning promotes better time management; Better employee retention in any organization; More reliable than traditional education; Creating and implementing creative ideas
Impact on students	Development of learning skills such as critical thinking, creativity, effective communication; Improving literacy skills such as access to a variety of digital sources, technological competence and many others; Building life skills including self-direction, cross-cultural interaction and many others

Source: Compiled by the authors.

Methodology

Research methodology is a statement of tactics, mechanisms, methods, and tools used by researchers to combine different material components. For researchers, the methodology provides an opportunity to find the most effective solution, as it forces them to choose the best methods to reach the goal more effectively. At the same time, various tools and methods are chosen that allow obtaining not only theoretical but also practical results. In order to achieve the goal of the research and to fulfill all the tasks, all research procedures should be consistent and clearly defined. A practical approach helps simplify the research and allows us to understand its essence. The purpose of the study reflects the final result that will be achieved in the process of performing the tasks set in advance (Research Methodology, Methodology, 2021).

To conduct an empirical study, quantitative primary material research is used, which is based on a survey. The study aims to determine the pandemic's impact on education and entertainment services. The respondent was asked several questions, and in turn, they had to answer them. The average answer of the respondent is perceived as the population's attitude to a particular problem. The primary research allowed us to collect necessary conclusions and generalizations data effectively. In

addition, it allowed researchers to save time and understand a particular scenario (Research Methodology, Research Philosophy, 2021).

In this scenario, primary quantitative and qualitative secondary research is represented by two groups of respondents with different attitudes toward the problems. During the survey, the organizers followed ethical considerations. They conducted the survey based on confidentiality, and the study results were published with the respondents' consent.

Results

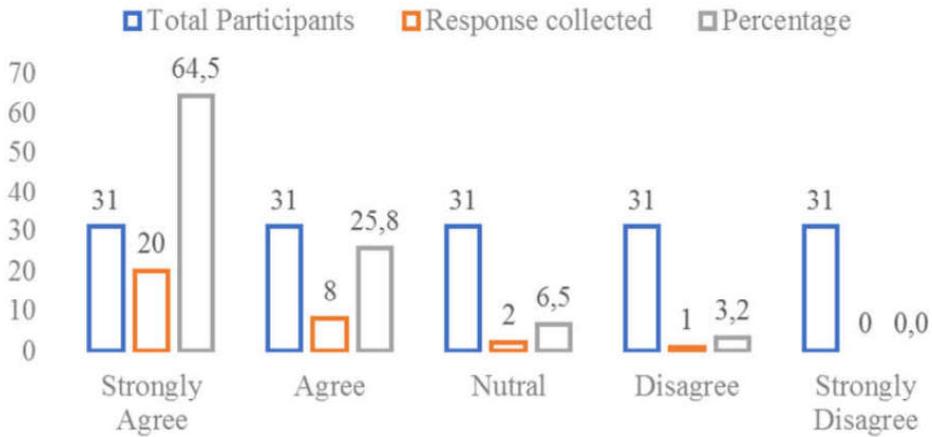
In order to conduct an empirical study, a public survey was conducted to determine the impact of quarantine restrictions on education and entertainment. A total of 31 people took part in the survey. These people were asked a series of questions about the impact of Covid-19 on education. After that, they were asked about the impact of Covid-19 on entertainment. The first question was, "Do you think that Covid-19 has affected the education sector?" The answers are systematized in Table 3 and Figure 1.

Table 3. COVID-19 impact on the education sector

Options	Total Participants	Response 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 authors

According to Figure 1, it can be seen that most people have experienced a significant impact of Covid-19 on education. About 26% of respondents agreed that the impact of quarantine restrictions on education was insignificant. About 3% of respondents believe that distance restrictions have not affected the educational process.



Source: Compiled by the authors

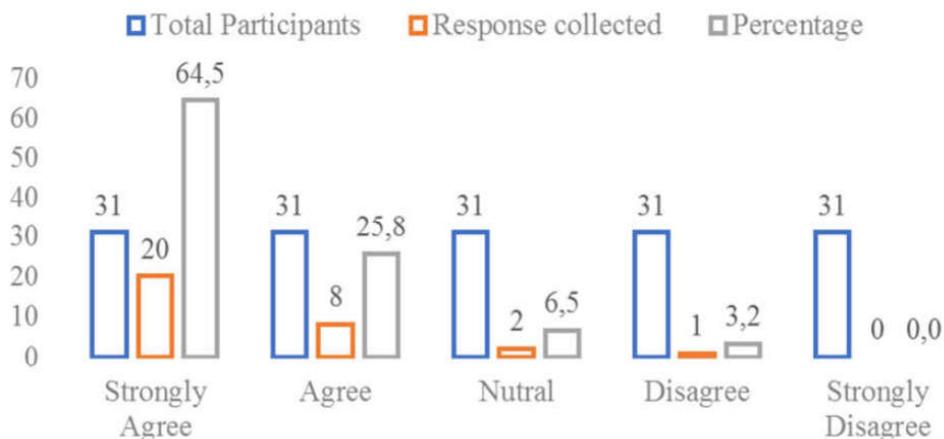
Figure 1. COVID-19 impact on the education sector

The same audience was asked the question, “Do you think that distance education can meet the educational needs of students?”. The results of the survey are systematized in Table 4 and Figure 2.

Table 4. Online education’s role in meeting the needs of students

Options	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

According to the results of the survey, it can be concluded that most people believe that distance education cannot meet the needs of students in gaining knowledge. However, it should be noted that a significant number of respondents said that distance education could satisfy students’ need for knowledge. Moreover, 32% of respondents are neutral about the problem.



Source: Compiled by the authors

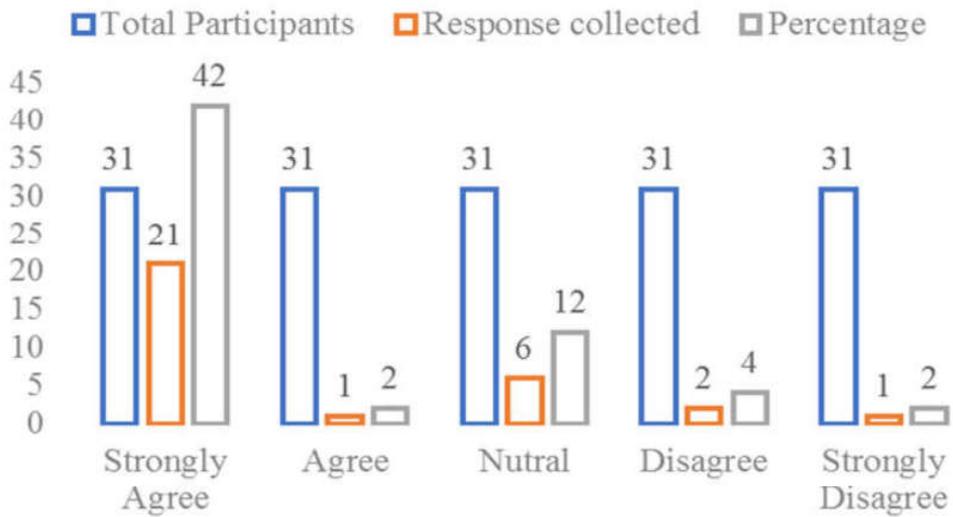
Figure 2. Online education's role in meeting the needs of students

The next question was, “Do you think offline learning is a good option for effective education?”. The results of the survey are systematized in Table 5 and Figure 3.

Table 5. Online education's role in meeting the needs of students

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

Most parents believe that offline or traditional education copes well with its task. However, this is only 42% of the surveyed people. The rest of the parents either decided not to answer this question or were neutral about this issue.



Source: Compiled by the authors

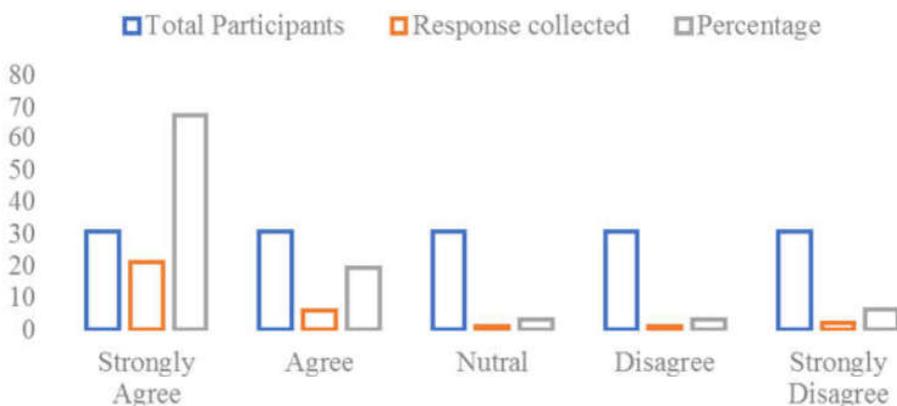
Figure 3. Importance of distance learning

Respondents were also asked about the impact of Covid-19 quarantine restrictions on the film industry. The answers were systematized in Table 6 and Figure 4.

Table 6. Respondents' attitude to the loss of the film industry during Covid-19

Options	Total Participants	Response collected	%
Strongly Agree	31	21	67.7
Agree	31	1	19.4
Neutral	31	6	3.2
Disagree	31	2	3.2
Strongly Disagree	31	1	6.5

In order to understand how people perceive the impact of Covid-19 on the entertainment sector, respondents were asked the question “Do you think that COVID-19 has a negative impact on the film industry?”



Source: Compiled by the authors

Figure 4. Respondents' attitude to the loss of the film industry during Covid-19

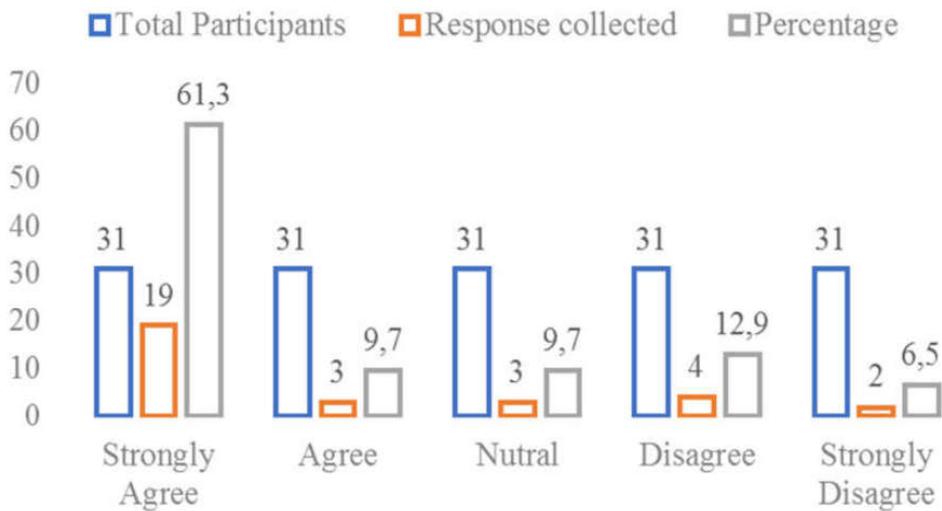
The data are systematized in Table 7 and Figure 5.

Table 7. The negative impact of covid-19 on film discourse

Options	Total Participants	Response collected	%
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

The majority of respondents agreed that the pandemic has a negative impact on film discourse. However, it should be noted that the total number of respondents is 22, while others refrained from answering this question. Based on the answers processing, it can be concluded that people support cinema and are interested in this issue.

It can be concluded that 61% of respondents supported the statement about the pandemic's negative impact on cinema development. About 10% noted the negative impact but believed it was not catastrophic. Another 10% of respondents believe that the pandemic has a neutral impact on the development of cinema.



Source: Compiled by the authors

Figure 5. The negative impact of covid-19 on film discourse

Theme 1: Although distance education has several disadvantages, it can be promising for the educational sphere development

The analysis shows that many people perceive online education negatively, but theoretically, it should have significant advantages over traditional education. It is worth noting that distance education quality is influenced by the global awareness of the population, and digital and economic literacy, which allows perceiving the information provided via the Internet without much effort and emotional and psychological exhaustion.

Due to quarantine restrictions, many countries worldwide faced a situation where many students were forced to work from home. Gradually, people began to get used to distance education and even began to take advantage of it, looking for additional knowledge sources on the Internet. As a result, education has become a global phenomenon, so society has begun to promote educational products that people from all over the world can study. Today, thanks to distance education, students can learn about the culture and science of different countries and communicate with students from other countries (Muthuprasad *et. al.*, 2021).

By browsing through various electronic publications and reading e-books, students can disseminate their knowledge and share their thoughts independently. In addition, various seminars are created by student communities and higher education institutions that can reveal specific problems and improve knowledge in

various fields. In particular, today, many programs aim to develop entrepreneurial skills and help students get a job in their country and abroad. Thus, the pandemic has partially smoothed out the problems of distance education and made it possible to highlight several advantages that each person can use at will (Almahasees *et.al.* 2021).

Theme 2: The pandemic has a significant impact on different discourses of cinema

The formation of film discourse depends on various factors, including the goal that the initiator wanted to convey, the idea, the message behind the film, and the information accumulated by the director.

The main types of film discourse are narrative, descriptive, argumentative, and persuasive.

Narrative shows the film's overall story involving several characters who work in a particular place, form a specific plot, and raise certain issues (De Valck, 2020). Unfortunately, due to the pandemic, many filmmakers have faced the problems of not being able to choose a plot, as well as selecting certain elements to create a comprehensible story.

The narrative part determines the ability of the film to convey a real-life story to the audience. Unfortunately, due to the pandemic, film producers cannot find the right place to shoot and thus cannot convey the accumulated experience, negatively affecting film quality.

Argumentation has also been affected by Covid-19, as the viewer's logical thinking has changed, and therefore outdated arguments will not have the necessary force. Furthermore, due to the devastating pandemic situation, it is impossible to carry out proper visualization, it is difficult for viewers to understand the sequence of actions, and therefore the plot of the film is not assimilated. Due to all these problems, the film discourse has become very low-quality, and the development of cinema has faced severe problems that can be solved after the quarantine restrictions are lifted, and humanity recovers from the stresses experienced.

Persuasion shows the use of unique techniques that influence the audience's perception of the story and can change their thinking. Due to physical distancing and less attachment to loved ones, people have acquired significant stress and cannot adequately assess the situation (McSheaffrey, 2020). Often, the viewer can concentrate on specific issues, so the film's content is not revealed. It is a big drawback of film discourse on these characteristics.

Theme 3: Digital technologies are the basis for the education sector transformation to modern realities

It should be noted that many educational institutions, to save staff and students' health and lives, are forced to switch to distance learning. Online learning is an unconventional and atypical decision that the Ukrainian government had to make. However, at the same time, this learning has opened up a number of innovative approaches that have allowed to bring education to a new level, defining self-education as the main element of effective education (Iatsyshyn *et. al.*, 2020). Although online education was recognized as a forced act, today it is difficult to say whether the population is ready to give up such a privilege in the future. It is important to note that in this particular scenario, educational institutions are developing different teaching methods to be implemented during this period. The government has offered the possibility of learning through online solutions, and some private schools have taken responsibility for organizing the educational process through YouTube channels. At the same time, universities have not initiated any educational projects that could unite the problems of young people in obtaining accessible knowledge (Ministry of Education and Science of Ukraine, 2021).

As some well-known researchers point out, the creation of proper online courses would be an optimal solution that would save time, investment and improve educational planning. Such solutions would be interesting not only for students but also for teachers (Yang & Li, 2018). Today, it is very important to create such platforms that would meet the requirements of the Ministry of Education, and at the same time meet the needs of the population in obtaining qualified information in accordance with their specialization

Discussion

The pandemic has negatively affected many sectors of the national economy, including education and the film industry. Quarantine restrictions have led to an entirely new learning method using information technology. These innovative methods have become an essential part of education and allow for a flexible educational process accessible to many people. Effective time management and reduced costs for the maintenance of educational institutions allow for the creation of competitive educational services, which contributes to the increase of skilled workers in the labor market. Students can quickly develop competence in various fields, contributing to further economic development (Dutta, 2020). In addition to gaining specialized knowledge, students have the opportunity to gain additional knowledge and life skills that will help solve various problems that a person faces in everyday life. In the context of self-education, students learn to be organized and independent and use their time rationally.

The pandemic has also harmed the film industry. In addition, various elements of film discourse have also been negatively affected, which is related to the deterioration of the psychological and mental health of people who have experienced the stress of the Covid-19 pandemic (Merza, 2021).

The survey results confirmed that people feel that the pandemic has changed their lifestyles. However, the active part of the population, particularly students supposed to receive education, feels the harmful effects to a greater extent. As for the film industry, its development will fully recover after the end of the pandemic, while education may radically change its future development direction.

Conclusion

According to the study, it can be concluded that the Covid-19 pandemic has a negative impact on the film industry. In addition, the education sector has been transformed into a new model that is completely different from the traditional education model. Modern students have faced various challenges in distance education. They need to study in separate classes, an organized learning environment, proper health care and communication with classmates and teachers. All these things should be taken into account when building new education models in a pandemic. Due to the digitalization of education, the problem of equality among students arises. In particular, this problem will be especially felt by those people who cannot afford devices that allow them to receive distance education services. At the same time, stimulating their own self-development, students become more competitive, they develop their own creative thinking. All this is confirmed by the discussion and survey, in which 31 people participated. According to the study, it can be stated that the education sector as well as the film industry had a significant negative impact around the world.

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