CLAIMS

1. A media content playing method, comprising:

displaying a first media content in a first playing mode on a content display interface, wherein in the first playing mode, the content display interface comprises a first interactive control;

in response to a second playing mode starting operation triggered on the content display interface, determining an associated media content subset meeting a preset relationship with the first media content in the first media content set, wherein the first media content belongs to a first media content set;

displaying the first media content in a second playing mode on the content display interface, wherein in the second playing mode, at least one first interactive control on picture of the first media content is hided in the content display interface; and

within a duration of the second playing mode, in response to a media content switching command being received, displaying a second media content corresponding to the media content switching command in the content display interface, wherein the second media content belongs to the associated media content subset, and the second media content is displayed in the second playing mode.

2. The method according to claim 1, wherein the media content switching command being received comprises:

in response to the trigger operation on the content display interface, the media content switching command being received; or,

in response to a playing completion for the first media content, the media content switching command being generated and received.

3. The method according to claim 2, wherein in response to the trigger operation on the content display interface, the media content switching command being received, comprises:

in response to a slide operation on the content display interface in a first preset direction, the media content switching command being received; or,

in response to a trigger operation on a media content identifier in the content display interface, the media content switching command being received, wherein the media content identifier corresponds to a media content in the first media content set.

4. The method according to claim 1, wherein determining the associated media content subset meeting the preset relationship with the first media content in the first media content set, comprises:

determining and loading a first preset number of media contents in the first media content set, wherein the first preset number of media contents comprises the associated media content subset.

5. The method according to claim 1, wherein hiding the first interactive control on at least one first media content picture in the content display interface, comprises:

hiding all components displayed on the first media content picture in the first playing mode in the content display interface, wherein the components comprise the first interactive control.

6. The method according to claim 1, wherein in the first playing mode, the content display interface comprises a first interactive control; in the second playing mode, the content display interface comprises a second interactive control different from the first interactive control, and the first interactive control is configured to execute a first type interactive operation, the second interactive control is configured to execute a second type interactive operation; the first type interactive operation comprises an interactive operation for media contents or between users associated with the media contents; and the second type interactive operation comprises an adjustment operation corresponding to a playing attribute in the second playing mode.

7. The method according to claim 1, further comprising:

within the duration of the second playing mode, in response to a media set switching command being received, determining a second media content set corresponding to the media set switching command;

acquiring a third media content in the second media content set; and

displaying the third media content in the content display interface.

8. The method according to claim 7, wherein the media set switching command being received comprises:

in response to a slide operation on the content display interface in a second preset direction, the media set switching command being received; or

the media set switching command being received comprises:

in response to a trigger operation on a media set control in the content display interface, a plurality of media set identifiers being displayed; and

in response to a trigger operation on a media set identifier, the media set switching command being received.

9. The method according to claim 1, wherein displaying the first media content in the second playing mode on the content display interface, comprises:

displaying a second preset number of media content identifiers corresponding to the associated media content subset in the content display interface, wherein a display sequence of the media content identifiers is determined by a sequence of corresponding media content in the first media content set.

10. The method according to claim 9, wherein a media content identifier is used for displaying a playing progress of corresponding media content.

11. The method according to claim 9, wherein in response to media content displayed in the content display interface corresponding to a target media content identifier, acquiring and displaying a new media content identifier in response to a media content identifier updating command being received, wherein the target media content identifier is a first media content identifier displayed currently in the content display interface, or, a last media content identifier displayed currently in the content display interface;

wherein the media content identifier updating command being received comprises: in response to a slide operation on the content display interface in a first preset direction, the media content identifier updating command being received; or

after receiving a playing completion command for a media content corresponding to the target media content identifier, the media content identifier updating command being generated and received.

12. The method according to claim 1, further comprising:

in response to a number of loaded and unplayed media content in the first media content set is less than a third preset number, loading a fourth preset number of media contents from the first media content set.

13. The method according to claim 1, further comprising:

within the duration of the second playing mode, in response to a first playing mode starting operation triggered on the content display interface, displaying the first media content in the first playing mode on the content display interface; and

after switching the second playing mode to the first playing mode, displaying a second preset number of media content identifiers corresponding to the associated media content subset in the content display interface.

14. The method according to claim 13, wherein after switching the second playing mode to the first playing mode, and in response to a media content displayed in the first playing mode and a media content displayed in the second playing mode being the same media content, the media content is played in the content display interface according to a playing attribute of the second playing mode; and/or

after switching the second playing mode to the first playing mode, and in response to a media content displayed in the first playing mode and a media content displayed in the second playing mode being not the same media content, the media content is played in the content display interface according to a playing attribute of the first playing mode.

15. A media content playing apparatus, comprising:

a first display module, configured to display a first media content in a first playing mode on a content display interface, wherein in the first playing mode, the content display interface comprises a first interactive control;

an associated media content subset determination module, configured to: in response to a second playing mode starting operation triggered on the content display interface, determine an associated media content subset meeting a preset relationship with the first media content in the first media content set, wherein the first media content belongs to a first media content set;

a second display module, configured to display the first media content in the second playing mode on the content display interface, wherein in the second playing mode, at least one first interactive control on picture of the first media content is hided in the content display interface; and

a third display module, configured to, within a duration of the second playing mode, in response to a media content switching command being received, display a second media content corresponding to the media content switching command in the content display interface, wherein the second media content belongs to the associated media content subset, and the second media content is displayed in the second playing mode.

16. An electronic device, comprising:

one or more processors; and

a memory for storing one or more programs, wherein

the one or more programs, when executed by the one or more processors, cause the one or more processors to implement the method according to any one of claims 1 to 14.

17. A computer-readable storage medium on which a computer program is stored, wherein the program, when executed by a processor, causes the processor to implement the media content playing method according to any one of claims 1 to 14.