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An Analysis of Application Methods of New Media Technology in Film and Television Media in the Internet Plus Era (Postprint)

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Abstract

With social development and progress, new media technology has gradually emerged as the primary form of internet information technology, transforming traditional media forms. By leveraging the internet environment, computers, and other devices, it has evolved into the principal mode of communication in China's internet era. In this new era of rapid technological advancement, "Internet Plus" technology has revolutionized previous information dissemination approaches, with new media technology at its core, integrating its applications into people's daily lives. This has not only brought convenience to daily life but also added a vibrant dimension to the film and television media industry. This paper investigates the application methodologies of new media technology in film and television media within the "Internet Plus" era.

Full Text

Analysis of Application Methods of New Media Technology in Film and Television Media in the "Internet Plus" Era

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Abstract

With social development and progress, new media technology has gradually become the primary form of Internet information technology, transforming traditional media forms. Leveraging the Internet environment and computer equipment, it has evolved into the main communication method in China's Internet era. As technology rapidly advances in the new era, "Internet Plus" technology has changed previous information dissemination patterns, integrating new media technology into people's daily lives. While bringing convenience to life,

it has also added vibrant colors to the film and television media industry. This paper explores the application methods of new media technology in film and television media within the “Internet Plus” era.

Keywords: “Internet Plus” era; film and television media; new media technology; application methods

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In recent years, with the development of “Internet Plus” technology, new media technology has been widely applied across various fields, transforming people’s original lifestyles and enabling them to access the latest information anytime, anywhere. Simultaneously, the development of new media technology has also exerted certain influences on film and television media. The following sections will delve into the application methods of new media technology in film and television media within the “Internet Plus” era.

1. Overview of New Media Technology

New media technology refers to new media based on Internet technology, possessing inherent technical support and advantages. As an information service function of media, it has gradually become the optimal choice for achieving integration between the network economy and media industry. New media not only holds dual social and economic attributes but also bears the responsibility and power to disseminate advanced culture. New media technology primarily refers to media means that provide information services to users, grounded in modern digital technology, network technology, and communication technology. Through digital technology, it captures real-world images for computer synthesis processing, and samples, quantifies, and encodes sound and time within certain ranges, achieving levels unattainable by traditional media technologies. [1]

Under the rapid development of new media, how to maintain and achieve innovative breakthroughs in platform advantages within network-based new media communication represents a key area for innovation in the film and television media industry. Compared with traditional media equipment, CCTV Media has achieved historic breakthroughs in new media development and innovation, transitioning from text-image-based formats to video-centric formats, from single-directional broadcasting to interactive communication, from PC-only terminals to multi-terminal platforms including mobile phones, IP TVs,

and vehicle-mounted TVs, from exploratory operations to large-scale standardized operations, and from domestic coverage to global reach. This involves systematic research on network resource integration, multi-terminal broadcasting alliances, and strategic spatial expansion for film and television media development.

As social development continues to elevate living standards, audience demands for content and presentation methods in film and television media have progressively increased. While actively reforming their own content, film and television media enterprises have also elevated their content and resources to new hierarchical standards within the new era context. The rational introduction of new media technology into film and television media can not only stimulate public interest in film and television media but also transform traditional perceptions and perspectives toward these media. Therefore, the “Internet Plus” era should actively and rationally apply new media technology to film and television media to achieve innovative development in China’s film and television industry.

The diverse information technologies of new media fulfill various human needs for information dissemination, significantly improving communication efficiency. Based on this, leveraging new media technology enables diversified content dissemination in the film and television media industry, satisfying society’s demand for diverse content in film and television media. [2]

2. Application Advantages of New Media Technology in Film and Television Media in the “Internet Plus” Era

The Internet, as the name suggests, is an international computer network composed of wide area networks, local area networks, and standalone computers according to certain communication protocols. It can connect two or more computer terminals, clients, and servers through computer information technology, enabling people to communicate and obtain desired content from various information sources. The relationship among the Internet, internetwork, and World Wide Web is hierarchical: the Internet includes internetworks, which in turn include the World Wide Web—these are inseparable relationships. The Internet is a global network belonging to all humanity. From the agricultural era to the industrial era and then to the information era, technological forces have continuously driven humanity to create new worlds. The arrival of the Internet era is transforming people’s comprehensive understanding of information, triggering a profound reform affecting human thought on a global scale. The “Internet Plus” era has ushered in a new epoch, placing humanity at the forefront of a new age. [3]

In the process of utilizing new media technology, people have broader channels for accessing film and television media content, with greater freedom of choice. Through devices such as mobile phones and computers, people can access film and television information, achieving rapid and convenient dissemination of film and television media information. The application of new media technology in

film and television media has also enhanced societal attention toward these media. New media technology not only increases program interest but also showcases various hot topics through film and television media—effects unattainable by traditional media. Integrating new media technology into film and television media enables multi-channel dissemination of information, allowing for different integration of content and making various types of information more extensive, thereby enhancing the communication effectiveness of film and television media information.

New media is a new media form emerging after newspapers, radio, television, and network media, representing an upgraded media technology based on multimedia technology. It adopts an interactive network system to maximize the functions of various computer devices, providing the most comprehensive information through effective integration. The vigorous application of new media technology in film and television media not only features fast information dissemination and multifunctionality but also provides high-standard spiritual satisfaction for film and television enthusiasts.

New media technology is the core technology of film and television media, enriching people's lives, improving the speed of information acquisition, and increasing the amount of content people can access. The dissemination of new media technology influences the development of film and television media technology and represents the development trend of film and television works. It not only provides broader development space for film and television works but also promotes multi-dimensional communication among people.

New media applications allow people involved in film production to timely understand audience preferences and styles, characterized by diversified technologies. In mobile media, people can promote through shooting short videos, which is simple to operate and easily accepted. The widespread application of new media technology in mobile media enables film and television enthusiasts to receive their favorite content through mobile devices for the first time, allowing people to watch film and television works outdoors, effectively improving the viewership ratings of these works. With the popularization of 4G and 5G Internet technologies, many previously unknown film and television works have gradually become known to the masses through new media. Under this influence, people have gradually gained knowledge about the knowledge and characteristics of China's traditional culture. In summary, new media technology not only possesses diversified characteristics but also improves the quality of works in China's film and television media industry. [5]

3. Specific Applications of New Media Technology in Film and Television Media in the “Internet Plus” Era

With the arrival of the “Internet Plus” era, Internet-based thinking patterns have been integrated into all processes of film and television media. The integration of new media technology and film and television media has promoted the

development of new media technology, transforming the form of the Internet on the basis of traditional media, establishing a media system centered on film and television media, fully demonstrating the role of new media technology under the influence of the Internet, revealing the overall connotation of film and television media, exploring the development path of film and television media in the Internet era, and driving the development of the film and television industry. The birth of new media technology in the Internet era not only promotes social diversification but also enhances the stable position of traditional film and television industry in society, expanding the development goals of the real economy under an Internet foundation. New media technology represents the trend of information era development, possessing its own characteristics compared with traditional media technology. Compared with traditional media such as radios and broadcasting, the application of new media in film and television media satisfies people's demand for information volume to a certain extent, timely delivering news events or entertainment information that people want to understand. [6]

3.1 Application of New Media Technology in Digital Television

Digital television, also known as digital TV or digital broadcast television, refers to television types that use digital television signals in all stages from studio to transmission and reception, or for all signal transmissions in the system. In contrast to analog television, it features minimal signal loss and better reception effects. The specific transmission process of digital television signals involves image and sound signals sent by television stations, which undergo digital compression and modulation to form digital television signals. These signals are then transmitted via satellite, ground wireless broadcasting, or cable, among other methods. After reception by digital televisions, digital demodulation and digital video/audio decoding processing restore the original images and sounds, integrating new media technology on the basis of traditional technology. Compared with traditional technology, the entire process of new media adopts digital technology processing, displaying richer images than traditional television systems. Broadcast and interactive digital television based on DVB technical standards employ advanced user management technology to perfect program content quality and quantity, bringing users more program choices and better program quality.

After introducing new media technology, wireless network video on demand has been realized, completing the selection among various types of information and adding more program selection rights for users. Combined with traditional digital television technology, new media technology as the main communication method can better maximize the charm of digital television, avoid wasting program resources, minimize costs, and ensure program effects. Based on China's current situation, set-top box devices are now most frequently used, fully demonstrating the effects of the digital television module in people's daily lives. [4]

Mobile new media is a general term for all emerging media with mobile portability, including mobile phone media and tablet computers. As an important part of new media technology, the active application of mobile media in film and television media can not only enhance the dissemination rate of film and television media but also improve the overall quality of film and television media. Today, the application of mobile media in film and television media has enabled film and television media to gain a wide range of applications across the industry and has won the favor of the masses. Furthermore, the application of new media technology has significantly reduced the traffic costs of film and television media programs, promoted the development and management of film and television media, and ensured the sustainable development of the entire industry. The application of new media in film and television media has enriched people's lives and effectively improved the speed of information dissemination, exerting a positive influence on China's overall social development.

4. Relationship Between Film and Television Media and New Media Technology in the “Internet Plus” Era

5. Development Trends of New Media Technology Application in the Film and Television Industry

Before the reform and opening up, the development of China's film and television media was stagnant, with limited content in broadcast film and television works. After the reform and opening up, the film and television industry achieved rapid development. In the “Internet Plus” era, content creation in film and television media mainly originates from Internet video playback platforms. The diversity of film and television content and the diversification of creative types are primarily reflected in small studios, where some individual works can also be uploaded to network video playback platforms and displayed before people's eyes through the introduction of new media technology. From this perspective, new media technology is not only reflected in the film and television media industry but also plays a key role in the creation of online works. Under the influence of the new media model, the production and broadcasting forms of film and television media have undergone new changes, transforming from a television-dominated single model to a multi-screen connected platform system combining television and film. The production subject has achieved diversified factors, and the creative form has also...

Note: Figure translations are in progress. See original paper for figures.

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