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Research on the Communication Model of Micro-films in the Context of New Media (Postprint)

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Date: 2023-10-08T00:00:00+00:00

Abstract

With the development of modern technology, new media has emerged, and its advent has catalyzed a new trend: micro-films. As a product of the rapid development of new media, micro-films represent a hallmark of the era. Defined as short videos broadcast on new media platforms that feature complete planning and full storylines, they captivate and move audiences through brief narratives lasting several dozen minutes. In recent years, micro-films have flourished under the impetus of new media, becoming ubiquitous across major internet platforms and video websites. This paper will investigate the influence of new media on micro-film dissemination and provide recommendations for constructing effective micro-film communication models within this new media landscape, for reference.

Full Text

Abstract

With the development of modern technology, new media has emerged, giving rise to a new trend: micro-films. Micro-films are a product of the rapid development of new media and represent a hallmark of the times. They are short videos with complete planning and storylines, broadcast on new media platforms, using brief stories of just a few dozen minutes to attract and move audiences. In recent years, micro-films have flourished under the impetus of new media, appearing on major internet platforms and video websites. This paper explores the impact of new media on micro-film communication and offers suggestions for constructing effective micro-film communication models within this new media context.

Keywords: New Media; Micro-Film; Communication Model Research

1. Concept of Micro-Film

As the name suggests, micro-films are short, “micro” versions of traditional films, with their characteristics embodied in the “micro” aspect. Micro-films have three prominent features: First, micro-duration. The total length of a micro-film is within ten-plus minutes, breaking the traditional multi-hour film model and providing audiences with a fresh experience. Second, micro-production. Micro-films have shorter production cycles and use relatively simple, accessible filming equipment. Third, micro-cost. The investment required for micro-films is low, making them affordable for most groups, and their emergence has fulfilled many young people’ s dreams of becoming directors.

From a definitional perspective, the Baidu Encyclopedia entry explains that micro-films, also known as micro-movies, are short films with complete story-lines, characterized by short duration, low investment, and low cost, broadcast on internet platforms. Their content, whether humorous or tragically moving, reflects contemporary social trends, values, and hot topics that people care about. Micro-films are products of the new media era, distinct from traditional online video clips. While conventional films are primarily screened in cinemas, micro-films leverage new media broadcast platforms, mainly through networks and mobile devices. This has changed the aloof posture of traditional cinema, bridging the gap between film and audience and making micro-films more widely accessible. These characteristics fully demonstrate that micro-films are indeed products of the new media era.

2. Impact of New Media on Micro-Film Communication

2.1 New Media Broadens Micro-Film Communication Channels

New media provides vast development space for micro-film broadcasting. Traditional film promotion relies heavily on posters, actors’ star power, or existing fan bases on platforms, with both online and offline components: online celebrity effects and platform reposting, and offline distribution of flyers and posters—all essential processes for contemporary films. Moreover, movie tickets are relatively expensive for some groups, and many people are unwilling to spend equivalent time and money on films. Additionally, traditional films have long production cycles, and with people’ s busy work schedules and limited personal time, their focus on improving quality of life outweighs their desire for entertainment. In such a fast-paced lifestyle without leisure time, choosing to watch a lengthy film becomes difficult. Furthermore, audiences’ choices of film genres are relatively narrow, with most adopting a passive attitude—watching whatever is screened in cinemas.

The emergence of new media platforms has provided audiences with diversified choices, transforming the traditional fixed model of “you broadcast, I watch.” Platforms such as Tencent Video, iQiyi, and Sohu Video have established dedicated micro-film channels. Users can simply download these apps and watch micro-films of their interest without payment, thereby realizing multi-channel

dissemination of micro-films.

2.2 New Media Makes Micro-Film Communication More Interactive

The emergence of new media has enhanced interpersonal communication and information exchange, strengthening the interactivity of micro-film dissemination. Today's audiences all have their own Douyin accounts, Weibo, WeChat Moments, and QQ Spaces, among other social platforms. After watching a favorite micro-film, they can share it on these platforms, discuss viewing experiences and feelings with friends who have also watched it, or recommend it to those who haven't. This significantly broadens the communication space for micro-films, allowing more people to enjoy and appreciate their charm.

Micro-films have excellent communication effects; they can evoke emotional resonance among audiences, build trust in the content, and when combined with integrated marketing strategies, achieve sound commercial objectives. The once-popular micro-film *Old Boys* serves as a prime example: though brief, its complete and moving story maximized emotional resonance within a limited timeframe—a creation of emerging media. Subsequently, it was discovered by audiences, who recommended, shared, and liked it until it became widely known. This exemplifies the communication benefits that new media brings to micro-film development, enabling any meaningful and touching aspect of life to gain its deserved value rather than being buried in obscurity.

2.3 New Media Makes Micro-Film Communication More Timely

Micro-films have shorter production cycles than traditional films, allowing them to adapt current hot news topics into film format and disseminate via new media platforms. The emergence of micro-films reflects the popularity of micro-audiovisual cultural consumption products in the new media landscape. They represent a new product of film development in the new media environment, pioneering new forms of cinematic expression and enriching and expanding the connotation of film.

3. Building Micro-Film Communication Models in the New Media Context

3.1 Innovate Content, Control Quality

While micro-films offer advantages such as low investment costs, simple shooting procedures, and short production cycles, their sustainable development requires more outstanding works. Creative material for micro-films must originate from life and possess depth to resonate with audiences. At last year's Asia Micro-Film Festival, the micro-film *Wedding on the Wheat Field* evoked emotional resonance among viewers and received high recognition from professionals. The film, approaching from a humanistic perspective, highlighted the weight of life and genuine emotion before disaster struck, with moving content that earned it

the festival's Best Work Award. Future micro-film development needs a continuous emergence of such excellent works. The stories of life, big and small, are formed from the experiences of individuals or groups, and micro-films showcase these forgotten, profound, touching, or sorrowful stories to audiences, embodying the principle that art originates from life.

3.2 Produce Micro-Films for Different Groups

As social forms diversify, our world has become increasingly inclusive and open, allowing everyone to become independent and varied individuals. In such a diversified society, micro-film communication can target these different groups to satisfy their various spiritual needs. Currently, most micro-film audiences are young people, who enjoy following trends and have their own idols. Micro-film productions can invite popular stars to enhance their visibility. Since micro-films require short shooting periods and don't demand much time from stars, most celebrities willingly accept such invitations.

When discussing micro-films, we inevitably think of micro-advertisements, which incorporate relatively complete storylines into traditional advertising formats and invite stars with large followings to make them more attractive, leaving a deep impression on audiences. The micro-film industry has also developed rapidly by leveraging this momentum.

3.3 Properly Utilize Platforms for Promotion

The dissemination of micro-films also requires producers' promotional efforts to drive their development. With the current development of the internet, various social networking sites and video platforms are thriving, and leveraging the power of these platforms can effectively achieve micro-film promotion. Weibo is currently a platform where young groups pay close attention to trending topics; if a micro-film can make it to Weibo's hot search list, it can generate relatively widespread attention in society, at least among young people. In summary, the discovery and excavation of a good micro-film cannot be separated from excellent promotional planning. Promotion is a key step in helping more people become aware of micro-films and is particularly crucial to their success.

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

Source: ChinaXiv –Machine translation. Verify with original.