

On the Post-Print of New Media Technology in Film and Television Media

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Abstract

With the advent of the new media era, members of the public are exposed to various forms of information technology to varying degrees on a daily basis, thereby enabling innovative development in the forms of film and television works such as TV dramas, movies, and micro-videos. Against this backdrop, this paper first discusses the facilitating role that the penetration of new media technology into the film and television media field has played for its development. Subsequently, grounded in the actual development conditions of both new media technology and film and television media, it provides an in-depth analysis of the specific manifestations of new media technology within the film and television media domain, hoping to offer some reference for those concerned with this topic.

Full Text

A Preliminary Study on New Media Technology in Film and Television Media

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Abstract

With the arrival of a new media era, the public encounters various forms of information technology daily to varying degrees, enabling innovative development in film and television works such as TV dramas, movies, and micro-videos. Against this backdrop, this paper first discusses how the penetration of new media technology into the film and television media field has facilitated its development. Based on the actual development of both new media technology and film and

television media, it then provides an in-depth analysis of the specific manifestations of new media technology in this domain, hoping to offer valuable insights for those interested in this topic.

Keywords: film and television media; new media technology; interactive network technology; mobile media technology

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The 21st century is an era of big data with comprehensive information technology coverage, where the Internet, Internet of Things, and cloud technology have been widely applied. This has enabled new media technology, as a novel information technology approach, to fully enter the market, enriching and elevating the operational models of numerous industries. Particularly for the film and television media field that the public encounters daily, the introduction of new media technology undoubtedly provides new opportunities for technological transformation, achieving significant breakthroughs and upgrades in both the forms of expression and filming techniques of film and television media works.

1.1 Broad Audience Reach

The rise of new media technology has broken the spatiotemporal constraints of traditional media in information dissemination, truly achieving comprehensive coverage without blind spots. New media technology has permeated mobile devices such as smartphones and tablets, allowing audiences to receive cutting-edge information and browse topics of interest anytime and anywhere with mobile network coverage. For the development of film and television media, numerous opportunities lie in leveraging new media technology to broadcast film and television advertisements in high-traffic urban squares, extending the reach of film and television media to the entire society. This enables audiences to grasp the intended message of the advertisements even while passively browsing, a dissemination mode that traditional media could hardly achieve.

1.2 Near Real-Time Information Dissemination

Traditional media typically conduct multiple investigations before disseminating information, editing and distributing content to audiences only after comprehensive data collection. By then, news may have already lost its timeliness. In contrast, new media technology enables rapid dissemination of recent events, significantly shortening the news release cycle. For breaking news in film and tele-

vision media, on-site reports uploaded by eyewitnesses to new media platforms produce far stronger communication effects than follow-up reports from traditional media. This development model, which enables first-hand information dissemination wherever new media devices are available, has greatly enhanced the timeliness of information dissemination [1].

1.3 Expanded Media Channels

The application of new media technology is highly flexible and diverse. Even videos recorded on mobile phones can leverage the powerful dissemination effect of new media platforms to achieve rapid, large-scale distribution in a short time, enriching audiences' subjective experiences of life changes. For instance, popular new media applications such as Kuaishou and Douyin (TikTok) utilize the dissemination capabilities of new media technology to varying degrees, allowing users not only to watch exciting short videos uploaded by others in real time but also to search and browse film and television works. Classic film and television productions often generate tremendous response on new media platforms, further enhancing their dissemination influence. Many clips from classic works, through editing or re-dubbing, have enriched the expressive connotation of these works via new media technology, thereby broadening the dissemination channels for film and television media.

1.4 Enriched Film and Television Promotion Forms

New media technology primarily relies on computer network platforms. Therefore, when using new media technology to disseminate film and television works, it not only shortens dissemination time but also minimizes costs while ensuring optimal communication effects. Moreover, new media technology possesses strong adaptability, allowing advertisements to be placed anywhere in various forms—combining text, images, audio, and video—to attract audiences and subtly achieve promotional effects. Placement on prominent pages of new media platforms further enhances promotional impact, encouraging audiences to voluntarily like or share content, thereby expanding the dissemination scope of film and television works, increasing their promotional reach, and rapidly amplifying public opinion effects.

2.1 The Rise of Digital Television

In the 21st century of deepening information technology development, young people are accustomed to using smart devices to access video websites for browsing and watching film and television works, while middle-aged and elderly audiences prefer television media. This has enabled television media to maintain strong momentum despite continuous impact from new media technology [2]. Today, nearly every household in China is equipped with television sets and multiple smart devices, allowing people to search for and watch digitally processed film and television works anytime and anywhere, as well as freely share topics of interest on new media platforms. For example, the classic drama *My Fair*

Princess is broadcast on television every summer vacation. With the deepening promotion of new media technology in film and television media, audiences are more inclined to share classic lines from the drama on new media platforms or create emojis based on characters' actions and expressions. This phenomenon has significantly enriched the dissemination forms of film and television works.

2.2 Proliferation of Mobile Media Technology

Mobile media technology, frequently discussed in society, primarily manifests as the widespread circulation of mobile multimedia technology. Its advantage lies in utilizing mobile terminal devices to deliver specific media information to audiences. Common forms of mobile terminal media dissemination include advertising screens in public transportation such as subways and buses, as well as content displayed on popular mobile devices like tablets and smartphones. These achieve large-scale information dissemination with significant communication effects, representing a novel propagation method for film and television works. For instance, Youku recently announced the upcoming "11 Degrees Youth Film Initiative," featuring short new media films created by 11 youth film directors. With diverse themes focusing primarily on youth and love, the initiative generated tremendous online response, with many works instantly exceeding 100 million views upon release—an achievement difficult for traditional television media to match. This represents an unprecedented opportunity brought to film and television media by mobile media technology development.

2.3 Extension of Interactive Network Technology

Compared to other new media dissemination forms, interactive network technology is evidently more comprehensive, capable of connecting television sets or displays in audiences' homes directly to their private internet. This satisfies audiences' demand for watching film and television programs at their convenience, truly achieving seamless integration between traditional television media and new media technology. For example, film and television works uploaded to new media platforms are typically slower than television broadcast schedules. If audiences cannot watch programs at their initial broadcast time, they must log into new media platforms to view them. However, with interactive network technology, audiences can use new media platforms to stream previous night's programs such as *News Broadcast* or *Happy Camp* on their television sets, while enjoying intelligent operations like pause, next, or stop—features that overcome the interactivity limitations of traditional television media.

2.4 Changes in Film and Television Production Methods

The penetration of new media technology into film and television media has improved the formerly unidirectional nature of dissemination, gradually enabling real-time dialogue with audiences and successfully breaking the spatiotemporal constraints of television media. For instance, when Hunan Satellite TV launched the drama *The Most Beautiful Time*, it adopted a shoot-while-broadcasting

approach. While filming according to the original plot, the production team actively gathered audience feedback on new media platforms, making corresponding adjustments to the storyline in mid-to-late production. Ultimately, two different endings were created to satisfy diverse audience preferences, significantly enhancing the dissemination effect of the work [3]. Moreover, new media technology has truly innovated traditional film and television production methods. As exemplified by the short film *Three Minutes*, which widely circulated on new media platforms earlier this year and was reportedly a collaboration between director Chen Kaige and Apple, filmed entirely with the latest iPhone X. This represents a genuine application of new media technology, integrating creative filming concepts and photographic techniques into the production process, and promoting complementary advantages between television media and new media technology.

2.5 Expansion of Film and Television Work Forms

While bringing unprecedented opportunities to film and television media, new media technology also presents new demands for transformation in this field. With editing software and digital cameras derived from new media technology, clear and complete film and television works can be produced. Facing these new challenges, professionals in the film and television media industry must explore innovative methods for creative production within the new media context, continuously expanding creative techniques and significantly enhancing dissemination effects. Consequently, many film and television works currently broadcast on television media exhibit documentary or creative styles characteristic of new media productions. Their expressive forms are evolving into fast-paced urban life dramas, gradually using fragmented thinking to piece together short clips into complete works. This makes the final productions broadcast on television more popular and appealing to modern audiences, with dissemination effects and reputation achieving a qualitative leap compared to the past, demonstrating the complementarity between film and television media and new media technology.

Conclusion

The rise and popularity of new media technology have greatly extended the pathways for film and television media production and dissemination, prompting unprecedented transformation in film and television media information. As a modern information technology developed based on information technology, new media technology possesses unparalleled advantages in information acquisition and dissemination. Its continuous penetration into the film and television media field can gradually create more personalized and interesting film and television media works for audiences, truly promoting two-way interaction and alignment between film and television media works and audience needs and desires.

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

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