

Discussion on the Development of Film and Television Culture under the New Media Horizon

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Abstract: With the rapid development of new media in the present society, film and television culture can be better spread by the carrier of new media, so that the masses can watch the content of film and television works anytime and anywhere. New media is the mainstream development trend of today's society. The content of propaganda and the deep meaning of expression of each industry can be conveyed through the form of new media. In this process, film and television culture can attract more people's attention, which plays a win-win role in the development of new media and the dissemination of film and television culture. Therefore, this paper will focus on exploring the development of film and television culture and the relationship between the two under the new media perspective.

1. Introduction

with the rapid development of information society, new media is the way to enable people to receive information anytime and anywhere. No matter in the form of words, pictures or videos, it can reflect the performance and function of new media in the information society, which is different from other transmission media. Film and television culture is a cultural work transmitted through pictures and videos, and the form of new media just coincides with the development of film and television culture. The integration of the two is bound to promote the large-scale spread of film and television culture, and also enhance the important position of new media in the new society

2. The Development Background of New Media and Film Culture

The concept of new media originated in the United States. With the development of high-tech industry, the ring of storing information is constantly adjusting. From the original film storage to the present digital storage, all reflect the progress of society and technology. New media is a new transmission media born under the birth of this kind of science and technology, which can transmit all kinds of text resources, picture resources and video resources to the people's life, so that the people can watch the content of new media on the existing machinery and equipment, and enrich their spare time life [1].

At the beginning of its creation, film and television culture mainly used film and television as the main media to reflect some real social phenomena through moving images with sound and pictures.

Before the emergence of new media channels, the mode of transmission of film and television culture was limited by film and television. Without such resources, the masses can not watch real-time film and television cultural works at the first time. However, with the emergence of new media technology and the wide application of big data flow technology in mobile media, new media and film culture are perfectly integrated, so that the masses can feel the charm of film culture and the convenience of new media.

3. The Integration of New Media and Film Culture

3.1 New Media Develops into the Media of Film and Television Culture

Film and television culture carries the values of a country and a region in a certain period, and it can convey this information to the masses in the form of media [2]. In the channel of traditional media film or television, the transmission of film and television culture needs certain funds as support, in order to get better arrangement. Investors often fall into a dilemma in weighing the audience rating and box office, and the value of minority film and television communication. Therefore, limited by the traditional media, the spread of minority film and television usually has no good opportunity. The birth of new media channels, its platform resources are relatively rich, compared with traditional media, the amount of investment is relatively small, can make the film and television culture more widely spread.

The biggest characteristic of new media is that it can spread quickly, and the masses will know the content of communication anytime and anywhere. With the help of new media, film and television culture can expand the scope of film and television communication and improve the utilization efficiency of film and television resources. Before the spread of the works, some producers will spread part of the content of the play in the form of spoiler to attract the attention of the masses. In this aspect, it can greatly attract targeted receptors, and ensure that the film and television works can get better market feedback after they are officially launched. Therefore, new media has become a hot channel of film and television culture communication in today's society.

The reason why new media can be compared with traditional media forms is that its original technology breaks through the limitations of traditional media applications [3]. From the creation of works to the dissemination of content and then to the audience watching, it has become the creation of works to the dissemination of content and then to the audience to see the favorite programs. This two-way transmission change can realize the interaction between the works and the audience, make the audience feel the convenience of the media in the new media film and television cultural works, and also find the elements that can make them happy in the new media channel. This kind of interactive experience can make the audience have a strong sense of film and television culture, and enhance the communication effectiveness of film and television works. Not only that, in the process of creating film and television works, producers often need to design a perfect work of art according to the actual life of the masses. And through the form of new media, people can see the content of film and television works at any time, but it fits more closely with people's life. It can upgrade the interactive experience between film and television works and the audience from multiple perspectives.

3.2 Film Culture Enriches the Content of New Media

The same information in different media can attract different attention. In today's society, new media is a way of communication for people's daily contact, which can reflect the scene of information through new media. In this process, the intervention of film and television culture can make the scene more real and rich, and can meet the needs of different people. With the rapid

development of communication technology, film and television works are more dynamic and intuitive in the form of new media, which can stimulate people's senses with pictures, sounds and different components, and make people feel personally. On the contrary, through this combination, film and television cultural works are better spread, and new media also get more market space [4].

The biggest feature of film and television culture is that it can use vivid expression to convey abstract concepts. Let the masses in the process of appreciating the visual and auditory beauty, can directly understand the core values of film and television culture. The main application way of new media is to spread words, pictures and videos, so that the masses can spend more time in the day in the corresponding software, so as to enhance the communication strength and depth of new media in today's society and seize more information transmission market. Through the integration of film and television culture, new media can not only transmit values, but also transmit different film and television works, enriching the communication content of new media.

Short video, the mainstream way of film and television culture communication in today's society, can attract the attention of the masses with fast and efficient characteristics, which is consistent with mass entertainment. With the pace of life gradually faster, the daily information of the masses is also gradually increasing [5]. In addition to study, work and life, the masses do not have the whole rest time. The fragmented short video new media browsing mode can enrich the masses' life in their spare time. It is very important to let the film and television cultural works enrich everyone's daily life through short videos.

New media film and television culture in short form of communication and content, can let the audience in their leisure time to use fragmentation to browse, receive the corresponding information. TV stations all over the country will release the content of short videos one by one in the form of news, and the form of short videos is to send the content one after another to the interested people's mobile terminals, so that the people can capture the most effective and accurate hot information in time. In the new media, film and television culture is not only famous for being short and pithy, but also for the beauty of the picture and the pleasure of the masses in the process of enjoying it [6]. Although the quality of its design is not as good as that of films and TV series, it can also capture the confidence of many people.

Film and television culture can convey the most valuable content that can attract people's perspective through rich colors and concise dialogue and unique perspective. And the form of new media can expand the dissemination of this content, so that the masses can capture the most critical information in the first time on the mobile terminal [7]. This is very important in today's society. Because today's society is a society with a huge amount of information, and everyone must capture the most effective information in their limited time, so that they can enrich their life, and not waste on the boring news.

4. Conclusion

in a word, the development of new media has become the main communication channel of film and television culture, and film and television culture has enriched the content that new media can show to a certain extent. The two have played a complementary role, but also highlight the relationship of mutual benefit and symbiosis in the new society. In the process of information dissemination, film and television culture can highlight values, film and television content and related information, which matches the values of new media dissemination. Therefore, in the new era, the integration of new media and film culture is bound to be loved by more people and win more market space. Therefore, we can look forward to it together.

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