

A Brief Analysis of the Popularity of Domestic Ip Suspense Drama in the All-Media Era

-- A case study of hidden corner

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Abstract: At present, “novel +IP” dramas are increasingly popular, but there are few well-made IP dramas. “The Hidden Corner” is adapted from the mystery novel “Bad Child” by Domestic mystery novelist Zijin Chen. Due to the principle of adhering to the content, although under the influence of pneumonia, the audience rating is very high, which brings a long-lost lively for the depressed film industry, and it also opened the competition between domestic suspense drama among several major video platforms. Based on the analysis of the current development status and the reasons for the popularity of IP drama, this paper studies its advantages in communication strategy and provides enlightenment for the formulation of IP drama communication strategy.

1. Introduction

1.1 Background Overview

The concept of IP drama, which is widely recognized in the film and television industry, refers to that enterprises purchase network novels, games, cartoons and other original works with a certain fan base and adapt them into movies and TV series. These films and TV series adapted from original online works are named IP dramas, which highlights the respect of the film and TV industry for the intellectual property rights of original online works and reflects the enhanced awareness of intellectual property rights protection in the new media era. The rise of IP drama is driven by policy, economy, society, technology and other factors. In terms of policy, in 2015, the State Administration of Press, Publication, Radio, Film and Television announced the implementation of the policy of “one drama and two stars”, which requires that no more than two comprehensive channels should be broadcast on the same TV series during the prime time every night, and no more than two episodes of the same TV series should be broadcast on the comprehensive channel of SATELLITE TV during the prime time every night. A movie and TV series can only be sold to two TV stations at the same time, which means that the investment risk of the movie and TV series is greatly increased, and the huge amount of capital may be difficult to recover. The cost of the TV series purchased by the TV stations also rises sharply, and the uncertain factors affecting the broadcasting effect increase. In order to save production costs, the production team and various SATELLITE TV channels have responded by purchasing Internet IP novels and adapting them into movies and TV series at a low price.

1.2 Current Development

Situation In 2000, the online novel “The First Close Encounter” was adapted into a film and TV play, which was the first of its kind in China. In 2014, a total of 114 online novels were purchased for adaptation rights, and the DEVELOPMENT of the IP drama market is beginning to take shape. In 2015, the “two-star TV series” policy boosted the development of IP drama market. Almost all the popular TV series in this year were IP dramas, and four of the top five TV series in annual ratings were IP dramas. Therefore, this year is also known as the “first year of IP dramas”. From 2016 to now, IP dramas continue to explode, and various IP dramas emerge one after another, becoming the favorite of the film and television industry and continue to this day. IP dramas are not restricted by channels and can be broadcast simultaneously on SATELLITE TV stations and online video platforms. Such IP series has the advantages of fire before sowing can promote the development of IP peripheral industry at the same time, such as the list of reed {langya} the phenomenon such as IP Zhen Huan white play economic benefits immeasurably, therefore, film and television industry to hot IP has become increasingly fierce competition, will become mainstream, adapted for IP network original works play IP plays in the golden age of development.

1.3 “The Hidden Corner” Become a New Benchmark of Suspense Drama

The road to the promotion of suspense drama “Suspense + humanistic care”In fact, domestic suspense drama in the development of the mainland market, has experienced a long period of time. It has been nearly six years since iQIYI's the dark one in 2014. However, from the perspective of international production, when overseas dramas have gradually produced such excellent series as Sherlock, Unnatural Death and Wonderful Things of the World, domestic suspense dramas have been criticized by the public for a long time as “lacking motive and lacking logic”. Chinese dramas have had their share of peak hours, and at one point they were way ahead of other genres. It is the light of domestic suspense drama accumulated by a series of high scores in 2017, such as White Night, Crime without Proof, River God, and Can't Kill. But from 2107 onwards, the light dissipates rapidly. On the one hand, the over-development of capitalization leads to the repeated theme of suspense drama in the past two years. On the other hand, it is also because the domestic production team is not good at dealing with the defamiliarization of suspense drama and the defects of narrative rhythm and logical reasoning. Suspense shows are gradually becoming “ordinary”. Until the return of the beginning of this year, according to incomplete statistics, only in the first half of this year the market broadcast the number of suspense works has exceeded more than 20, including no lack of early broadcast of “Detective Chinatown”, “strange detective in the Republic of China” such high-quality works. However, the focus is all on the suspense drama, or the recent iQIYI fog theater launched the main “social school reasoning” suspense drama “hidden corner”, its suspense and realistic theme combined with the upgraded creation techniques, also let domestic suspense drama ushered in their own creative light.

1.4 Multiple Symbols Create Suspense Plots

Symbol is a concept often used by new generation students in their theoretical study. In fact, symbol is a symbol, which can be used to refer to and represent some other things. The everyday text of the masses is a symbol, and the note is also a symbol. The hidden Corner is good at using the power of multiple symbols, and the use of audio-visual symbols highlights the ups and downs of the plot. In the snatching of visual symbols, it can be found that most shots of this drama are close-ups, which are extremely easy to describe the details and reflect the rigorousness of the protagonist. The use of close-up will make the visual symbols have more impact, and the local view cannot be

comprehensive. In the meditation and speculation, the sense of mystery will naturally breed, which is also one of the reasons why most horror stories adopt this method. In the opening title of the article, the show USES a similar appearance to the gods, which adds more weird color. In addition, the proper use of auditory symbols is also a key point worth discussing in this drama. The soundtrack of “Hidden Corner” has also been listed on the hottest search list on Weibo for many times. Whether the song is ridiculed by netizens as a certain death of the little white boat, or Zhu Jingjing fell before the drum music, will be the plot again and again into a climax.

1.5 The Right Soundtrack

Rich visual picture rendering extreme to Ann Honardi, a well-known American film critic, wrote about the soundtrack in her film review book *How to Talk About Movies*: “Ideally, music should not merely repeat or emphasize story elements and emotions that have already been conveyed through visual images or character dialogue. It should be added, not to mimic or emphasize what has already happened, but unconsciously, to give it more meaning and give the story more depth.” This paragraph refers to the film and television soundtrack to serve the plot, or even enhance the story. Many dark plots, such as the opening Zhang Dongsheng pushed his mother-in-law's parents off the cliff, later Zhang Dongsheng's parents' funeral, Zhu Chaoyang sandwiched in the Aoshu warning letter, and Wang Yao's madness at her daughter's cremation, all have extreme melancholy music. In addition to the music itself to fit the story and sublimation of the story, the timing of the music is also very important. “Great sound design is more than just stuffing sound into a movie after it's been shot,” says Ann Honardi. “A good soundtrack should accompany the movie, not help it; It should be kneaded with the film and baked into a whole cake, not like a big dollop of cream that you rub on the cake.” The director and the sound team such as the composer, post-production sound editing and mixing should keep close cooperation, and the appropriate soundtrack should appear in the appropriate place.

1.6 Self-Empowerment of Culture in the Network Era

The Internet has changed the production of culture or art on many levels. Self-empowerment is one of the important characteristics, which is manifested in the openness, participability and diversity of cultural creation subjects of cultural products. The discussion of “The Hidden Corner” has already gone beyond the plot itself and gone beyond the comparison between the original book and the adaptation, covering philosophical topics such as family, humanity and growth, as well as the discussion of film and television creation techniques. This makes the play look like the surface of a pond, where everyone involved in the discussion is throwing stones. Whether in public or BBS to write a post, or in a video clip or site filming a short video, whether also to the understanding of the plot, or the actor's speech, or even just a few Numbers of comments, like stone breaking the surface of the water, coils or big or small ripple, and finally in the collision in the each other into a sparkling. Our eyes were caught by the glare, and the water itself receded into the background. Thus it can be seen that the diversity of cultural creation subjects enriches the connotation of cultural products and also lengthens the significance chain of cultural production.

2. The Revelation of the Hidden Corner to the Formulation of Ip Drama Communication Strategy

IP, or Intellectual Property, broadly refers to works of literature and art that are familiar to a wide audience and have great potential for exploitation. In recent years, there has been a phenomenon in the cultural consumption market that takes chasing large traffic IP as competitiveness, which

includes content source, development mode, marketing means and industrial mode, etc., which can be called IP fever phenomenon. The foundation for the realization of IP fever cannot be separated from the pursuit and loyalty of original IP fans to IP. By taking advantage of this emotion and stickiness of fans, the influence of IP can be migrated and expanded, thus activating the whole industrial chain. In the boom of IP industry, the importance of literature works as the upstream of industrial chain is self-evident, which may be proved by the recent event of Tencent's China Literature Group. But IP adaptation is not all good. In the original novel *Bad Children*, the exploration and presentation of the dark side of human nature is actually more in-depth and sharp, and due to the pressure of censorship, many adjustments have been made in the adaptation to the TV series. But compared to those IP's that flip over in the adaptation, *The Hidden Corner* seems to be lucky. In 2018, a movie of the same name, which was derived from domestic comedy *Ipartment IP*, was released. However, it suffered from the controversy of hyping IP and selling feelings due to the “hanging sheep's head and selling dog's dog”. Visible, the logic of IP economy must be the trust and recognition of fans. “Water can carry a boat, also can overturn it”, so is IP fever. “*The Hidden Corner*” does a great job of writing, acting, photography and music. The most positive thing about the show is that it elevates the ever-widening circle of suspense to a new level in a powerful and almost silent way. Its success means that all the creative efforts of the creator can be sensitively captured by the audience, which also indicates that the aesthetic level of the audience can be subtly echoed with the rich connotations of the works. This kind of good interaction between the works and the audience will lead the domestic dramas through the so-called “ditch” and form a better atmosphere for creation and communication.

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