

# *The influence of short video we-media on the creation of drama, film and television literature in China*

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**Abstract:** With the continuous development of science and technology, the popularization of mobile phone mobile terminal, mobile 4G, 5G signal coverage, in recent Tiktok, Kwai, WeChat video short video media growth, has had a greater influence on the creation of traditional drama film and television literature, the integration and interaction of short video since the media itself also provides more possibilities for drama, film and television literature creation. The article mainly analyzes the impact of short video we-Media on the creation of drama, film and television literature, as well as the opportunities and challenges of drama, film and television literature creation. At the same time, we hope to promote the better development of drama, film and television literature creation, and provide people with more and more excellent drama and film and television works.

## **1. Introduction**

With the development of science and technology, we have gradually entered the Internet + era, and the development of computer technology and network technology has also promoted the development of various industries, and changed our way of life and work. New media technology in China has also been very good development, the use of new media technology also caused a greater impact on drama film and television literature creation, new media not only to drama film and television literature better dissemination provides a new platform, the new media itself of fusion and interaction also to drama film and television literature creation provides more possibilities[1]. The article mainly analyzes the influence of new media on the creation of drama, film and television literature, hoping to promote the better creation of drama, film and television literature, and to provide people with more and more excellent drama and film and television works.

## **2. The influence of short video we-media on the creation of drama, film and television literature in China**

### **2.1. Short video we-media features the development of drama, film and television literature**

#### **2.1.1. presents a diversified development trend**

With the development and progress of short video we-media technology, China's drama, film and television creation has also developed well, showing a diversified development trend. Mobile media platforms such as mobile phones and tablets have been favored by many groups because of their advantages of light and convenience, and have become a commonly-used device to watch new media dramas, films and television works[2]. Influenced by the new media, the current drama, film and television works have more room for communication space, and the form of broadcast, broadcast tools have changed. A single copying of drama and television works to mobile media devices is not progressive and undesirable. Diversification: Diversity is the inevitable requirement of the creation of drama, film and television literature in the new media era. A single form of creation has been slightly tedious enough to meet the needs of the public aesthetic and entertainment. Only when recognized by the majority of readers can literature realize its creative value, and the creation of film and television art only wins the audience appreciation can it realize its own aesthetic value.

#### **2.1.2. Show an interactive development trend**

The core concept of short video we-media is to realize the interaction of audience and media, and the interaction state between audience and media platform on the basis of modern network technology, digital technology and computer technology[3]. Under the background of short video we-media, drama and television screenwriters need to make drama and television works no longer just the art that unilaterally output to the audience on the stage or screen, so that they show different vitality. The hot events in the society are constantly displayed in front of the audience through the short video we-media technology, which also provides a rich source of material for the creation of drama, film and television literature. The traditional Chinese agricultural culture shown by the food program "A Bite of China" and the short video blogger "Li Ziqi" stems from life and brings us a feeling of beauty, which makes us understand the beauty of pastoral songs.

#### **2.1.3. An adaptive development trend**

In the environment of short video we-media, in order to better meet people's needs for interest and viewing, we must change the traditional storyline to adapt to the current needs of new media communication carriers. Drama film and television literature is not limited to film and television dramas and movies, Tiktok, Kwai, WeChat video short video and a variety of new media platform means that short video has gradually can reach the level of long video, people can on the bus, subway mobile phone to watch video, these short video time only 10 seconds to 60 seconds, suitable for the current people's fast pace of life. The above phenomenon fully shows that the plot adaptability of drama, film and television literature creation has changed under the background of new media[5].

## **2.2. Changes in the thinking of drama, film and television literature creation in the short video we-media environment**

### **2.2.1 Highlight the distinctive literary characteristics, and pay great importance to the creative conflict**

With the development of Internet technology, when the development of modern society is, youth has also become a very important trend. In the creation of drama, film and television literary works, youth should also be reflected. The characteristics of new media technology communication are more obvious, and many audience groups' acceptance mode is also more obvious. In this case, when conducting the creation of drama, film and television literary works, only by paying more attention to the conflict, can we attract more audience and improve the value of the work itself. Only when a conflict arises can the story develop better. If this premise is lacking, then the value of drama, film and television literary creation cannot be reflected. In addition, conflict is also the basis of creative development and the basis of attracting the attention of the audience. Therefore, we must pay attention to the embodiment of prominence[5]. Only in this way can the core value of the work be better displayed.

### **2.2 Highlight the theme of literature and create a creative richness**

When considering the theme of drama, film and television literature of drama, film and television creation from multiple perspectives, it is mainly reflected through film and television literature and drama literature. Both drama literature and film and television literature need to have diversified and personalized themes. When creating drama, film and television literature, it is necessary to reflect the contradictions and story plot through various ways. In the environment of short video we-media, when creating drama, film and television literary works, strong personalized lines can also be added according to the situation and needs, and the theme and story context development of the creation can be better reflected through the design of strong personalized lines.

## **2.3. Excortail the specific measures for the creation of drama, film and television works under the background of short video we-media**

### **2.3.1 Choose the best of themes to improve group attention**

Choosing the right drama theme is particularly important for the creation of drama, film and television. We should master the attention of the audience and be familiar with the psychological needs of the audience. Show the distinctive personality characteristics of the characters, provide more appreciation time, and reflect the actual value of film and television works in reality[6].

### **2.3.2 Accurate positioning of creation to create a conflict atmosphere**

With the continuous development and extensive application of short video we-media, in the process of creating drama, film and television, the shaping of characters should be created according to the attention of the audience group, thus paying attention to creating a conflict atmosphere and having full content and art.

### 2.3.3 Relying on rich themes to promote space expansion

At the present stage, with the gradual expansion of the creation space of drama, film and television works, the broadcast tools involved have also been affected to a certain extent. In addition, for the broadcast time can not be determined, compared with the traditional drama film and television works, short video since the media work play clarity is relatively low, therefore, the requirements of the performers is more rigorous, also need the performers to pay more efforts, can be flexible with the help of some popular language on the network, and make the work with a certain modern atmosphere, and appropriate to add some relatively personalized lines, which can make the appreciation to a certain extent more vivid character rich theme characteristics.

## 3. Conclusions

To sum up, in the background of short video we-media, the traditional film and television literature works have been improved and enriched to a certain extent in the creation space, and the content is more colorful. At the same time, we should combine the development characteristics and expression forms of new media technology to enrich the content of the works and reflect the distinct nature of The Times and fine color. The effective combination of short video we-media and technical information has brought more development opportunities for the creation of drama, film and television, and thus makes the content of the works more rich and fresh, but also can better meet the viewing needs of the audience, and better show the characteristics of the new era. Drama, film and television literature works should be more effectively combined with short video “We-Media” and learn from each other, better conduct cultural output and dissemination, and provide a broader platform, so as to meet people's spiritual needs, effectively expand the communication scope of drama, film and television works, and meet the new needs of the public appreciation of film and television works.

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