

The Influence of the Era of Big Data on Film and Television Art and Countermeasures

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Abstract: The arrival of big data era means that information technology is being applied more and more extensively, which also brings certain challenges and opportunities to the development of film and television art industry, and promotes the shift of traditional media towards the new media to meet the needs of the development of times. Film and television art belongs to the seventh category of art. Its emergence means the progress of science and technology. Therefore, information technologies such as big data and internet mesh with it greatly, which, in the context of big data, influences the creation materials and methods of film and television art and propels the development and innovation of film and television art towards a new direction.

1. Introduction

Film and television works can bring visual and auditory enjoyment to the audience and spread culture and ideas. In the new era, film and television art has become a part of people's life, changing people's quality of life. With time continuously going on, film and television art is also constantly developing. Traditional film and television works are transmitted by radio and television, and their production methods are also limited for lack of information technology. With the advent of big data era, information technology develops rapidly and the application is relatively mature, which has a certain impact on the film and television art. As such, the film and television art industry realized the diversification of the techniques, the richness of the theme and advanced technology-based tools, transmission efficiency and so on. Therefore, in the context of big data, film and television art should seize this opportunity to carry out reform and innovation so as to meet the development needs of times, obtain sustainable development, and create more artistic works.

2. Influence of Big Data Era on the Development of Film and Television Art

2.1 Influence on Creation Materials

2.1.1 Extensiveness of Creation Materials

With the advent of big data era, the creation materials of film and television art has been enriched. In big data era, the application of information technology is more and more extensive, which promotes the improvement and innovation of film and television works. Traditional film and television creation materials are selected according to the needs of the script, the way to choose is lack of alternatives and materials are also relatively deficient. However, in the context of big data, the increasing application of the Internet has guided a new direction of film and television art material, and has broadened the scope of the material creation. After that, film and television art is no longer limited to traditional material choice and creation. They expanded on multiple areas, achieved the effective connection with different countries and cultures, and created wider range of rich material with more novel themes and more diverse types. Meanwhile, the effective connection is made between creative materials and the Internet, which provides a technical guarantee for the extensive development of creative materials.

2.1.2 Seamless Connection between Network Ip and Film and Television Creation Materials

Since the TV series “The Journey of Flower” became popular in 2015, it uncovered the film and television creation period with network IP as creation materials. Some film and television companies have set their eyes on some popular network IP, use the popularity of network IP to drive the popularity of TV series, and increase the artistic sense of film and television works through the post-synthesis of some special effects. This method has realized the seamless connection between network IP and film materials, broaden the material use of film and television art, and also promote the film and television arts to reform and innovate. Big data plays the role of integrating and analyzing information resources in this process. Gathering the audience demand and popularity of the network IP through big data statistics, creative personnel can make choices of film material, and strengthen the linkage with other industries, which will also influence the film and television art material and creative methods.

2.1.3 Equality of Creation Subjects of Materials

In the context of big data, the Internet has been widely applied and a number of freelancing creators of film and television art materials have appeared. They may not have professional background, but they promote the improvement and innovation of traditional media towards new media by utilizing information technology and big data, integrating resources, and creating film and television art materials. In big data era, the creative potential of freelancing creators has been fully tapped. They are led to actively search for film and television art materials, and to become a new force in the creation of film and television art materials, injecting fresh vitality into the film and television art industry, and widening the scope of artistic materials creation.

2.2 Influence on Creation Forms

2.2.1 Technicality of Creation Methods

Film and television works are both artistic and technical. Its artistic quality defines cultural thoughts that the film and television works delivered while its technical quality determines the narrative feature of film and television works, visual auditory characteristics, etc. In the context of big data, creation methods are improved. On account of some applications of digital technology, there are more superior creation techniques, having got rid of several inefficient filming techniques in traditional movies. In terms of post-editing and special effects production, the application of information technology also promotes the continuous improvement in technical level, making the special effects more realistic and the post-editing more smooth, presenting more adequate and wonderful film and television works for audience. At the same time, with the popularization of mobile terminals, people can film anytime and anywhere using their phones and become creators of film and television works, which propels the development of new media market.

2.2.2 Intelligentization of Creation Methods

A large number of computer-based technologies are used in the creation of film and television works, such as face recognition, text recognition, image and video processing and so on. Using these technologies can realize the intelligentization of the creation methods of film and television works creation and increase the sense of reality of artistic works. For example, in some animation film and television works, face recognition technology is used to realize the development and innovation of CG works. Face recognition technology can also be used to realize face changing. The application of artificial intelligence also enriches the forms of film and television creation, presenting more splendid works. According to the character setting, the staff needs to input all kinds of data into the information system, combine the actor’s own features, use the algorithm to capture the facial expression details, and render a special effect character, making this person more realistic, full of personality, and in line with the characteristics of a certain character. In addition, artificial intelligence can also be used to analyze big data and predict the future development trend of the

film and television market so as to select scripts and creation methods more accurately and boost the development of film and television art.

3. Development Strategies of Film and Television Art in Big Data Era

3.1 Build an Intelligentized and Informationized Platform

If film and television art wants to achieve rapid development in big data era, first of all, it needs to build an intelligentized and informationized platform, integrate the data information, enrich the creation materials, broaden the creation approaches and improve the creation technology level. Besides, relevant companies in the art industry can use big data and other information technologies to build internal business platforms and realize the integration and analysis of multiple resources. The intelligentization of the system can provide users with intelligent recommendation services. As for this feature, film and television companies can use it to capture various information about market trends and provide important basis for various decisions.

3.2 Big Data Accurately Covers the Dissemination Scope

In the context of big data, it has become an important marketing strategy for film and television art to analyze its communication mode with big data. Through the analysis of big data, film and television works can be accurately put into the target population, to ensure the coverage and accuracy of the communication scope, improve the influence of the works, and achieve good marketing effect. Therefore, film and television companies can take advantage of big data to set up a special marketing department, make enough analysis of big data, improve the application rate of modern information technology in marketing, obtain more accurate and extensive data-combined data, formulate effective marketing strategies, and promote the rapid spread of film and television works. It is also possible to conduct data statistics based on various social software such as Weibo, WeChat, and some short video apps, so as to grasp the interests and hobbies of audiences at all ages, and then carry out targeted promotion and broaden the dissemination scope of film and television art industry.

3.3 Realize Intelligent Audience Management

Big data era is also the era of traffic. Under this background, there is a need for film and television works to get quantities of traffic for quick spread and development because traffic determines the strategic position in the film and television works in the corresponding market. Thus, film and television companies should enhance the emphasis on traffic, bring information technology in to build audience management system, to realize intelligent audience management. By collecting information about audience's preference through the network, carrying on statistical analysis, clearing the major type of film and television works and the actor's popularity, and mastering the specific conditions of the audience, film and television companies can make intelligent recommendations according to the audience's preference, to meet the needs of the audience. After that, they can ensure the stability of the traffic, provide a certain amount of supports for film and television works, and promote the sustainable development of the film and television art in the context of big data.

4. Conclusion

In short, people in the film and television art industry should seize the opportunity of big data to make improvement and innovation in the aspects of creation materials, methods and communication channels, discard the drawbacks of traditional methods, introduce the extensive application of information technology, use big data to do a good job of statistical analysis of audiences and film and television markets, grasp the market development trend and audience demand, and define its

own development direction. In the process of development, the film and television art industry definitely should attach equal importance to artistic and technical qualities. While improving the technical creation, the artistic quality of film and television works should be retained so as to achieve sustainable development in big data era.

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