

Exploration for The Dissemination Way of Animation Short Films in Theme of Traditional Culture on Basis of New-Media

Yulie Wang, Wenhua Wang^{a,*}

School of Design & Art, Shenyang Aerospace University, Shenyang 110000, China

^a1040585368@qq.com

*Corresponding author

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Abstract: Purpose. This paper mainly explored the dissemination way of animation short films in theme of traditional culture on the basis of the new media age. Method. It's drew a conclusion that traditional cultural themes are the main originality sources of domestic animation through using case analysis method; Conclusion. The feasibility on the animation short films of the theme in traditional culture has been analyzed in this paper, and questions and reflections on how to disseminate traditional culture in the context of new media have been figured out. Then it drew the conclusion that there is an ideal option that we can make a systematized classification platform where the stand-alone broadcast could be realized. We can also integrate the online and offline play platforms as the channel chains for each other, combining deliberate practice through the interactions of the three methods and finally finds out the approaches to disseminate the traditional cultural animation short films.

1. Introduction.

With the development of economy and the growing cultural needs of people, new media is gradually accepted and used by the public. New media provides information for users through the Internet and terminal devices by using network technology, mobile technology and digital technology. New media can also be called "private media", which is characterized by rich content, strong interaction and wide communication channels. Although there are many kinds of animation short films with a wide range of subjects at present, the number of animation short films on traditional cultural theme is gradually decreasing and there is a lack of systematic and independent communication platform, and the creative products behind them also appear the problem of childishness.

2. Feasibility analysis for the development of animation short films in theme of traditional culture

In the 1980s, a number of excellent domestic animations emerged in the 1980s whose success was based on Chinese traditional culture. At present, the state is vigorously developing the cultural industry. General secretary Xi Jinping put forward the policy of "one belt and one road" in 2013, and the purpose of which is to promote economic development and cultural mutual tolerance. Traditional cultural animated short films have rich cultural connotations and cultural characteristics. Taking "Baby Mountain and Sea" animation short film as an example and the feasibility analysis is listed as follows.

2.1 Political Feasibility

In July 2015, the State Council formulated the "guiding opinions on actively promoting Internet + action", giving full play to the positive role of the Internet in the development of economic forms.

This provides a rare opportunity for the development of animation creative industry and injected the vitality of progress.

2.2 Economic Feasibility

Guidelines for the National "Twelfth Five-Year" Cultural Reform and Development Plan points out that the state should vigorously develop the animation industry and make it the pillar of the local economic industry. The strong support of the state laid the foundation for the development of animation industry. The animation industry is a new type of cultural industry, and cultural industry is one of the pillar industries of national key development. The development of animation industry is an inevitable requirement to promote the development of national economy and an inevitable means to improve the soft power of culture.

2.3 Technical Feasibility

With the development of new media and gradually being accepted and used by the public, animation short films with the characteristics of rich content, strong interaction, fast and wide dissemination, short production cycle, simple production method, saving manpower and material resources, and not subject to the constraints of teams or companies. At present, the rapid development of digital technology, post-synthesis technology and 3D printing technology provide convenient conditions to produce animation short films.

3. Taking Shanhai Baby as an example,

This paper has explored the animation short films dissemination mode in the theme of traditional culture under the new media context. Taking Shanhai Baby as an example, the Chinese traditional culture is promoted to the world through the background policy of "one belt and one road" and the combination of online and offline. Taking Shanhai Baby as an example, this paper put forward the following questions and thoughts.

3.1 New Media is the Main Way of Animation Dissemination.

China Internet Network Information Center (CNNIC) issued the 43rd issue of "China Internet Development Statistics Report" in Beijing", in which said that

"By December 2018, the number of Internet users in China had reached 829 million, with a penetration rate of about 59.6%, comparing with the end of 2017, it increased by 3.8 percentage points, and the number of new netizens increased by 56.53 million. The number of mobile Internet users in China has reached 871 million, and the proportion of Internet users accessing the Internet through mobile phones is as high as 98.6%. The above data show that new media is the main way to disseminate animation short films. "

3.2 Traditional cultural themes are the main creative sources of animation short films

Shanhai Baby is based on the classics of Shan Hai Jing. It has distinct cultural factors and can deeply reflect the charm of Chinese traditional culture. Its success comes from the method of drawing materials and telling stories, as well as the fact that the storyline conforms to the "gene" of the Chinese people. At present, the reason why domestic animation can't walk abroad is that we are still not good at telling stories.

The 1960s and 1980s were the heyday of Chinese animation. Excellent animation works in this period include "Big Noise in Heaven Palace", "Nine-color Deer", "The Legend of Sealed Book "and so on. These classic animation films is successful examples. Traditional cultural animation short films have a certain mass base and most of which are household-known stories ever been disseminated through books and cartoons in the "old media" era. The animations of this era have distinct national style. Processing and adapting the original stories of Chinese traditional culture can find a way of "telling stories" belonging to the Chinese people. It can expand people's knowledge

reserve and make traditional stories become well-known ones, to gradually increase the cultural strength of Chinese people and enhance their cultural level comprehensively.

3.3 Independent Systematic Platform

Building an independent and systematic broadcast platform is the key to the mode of Dissemination. Anime Taste was founded in May 2008 by a group of young people who like original animation very much. It is the first non-profit website shared and exchanged by Chinese animation fans and creators, and there is a separate application where you can search whatever according to the type you like. The feature of this website is that "Attention paid on independent animation", therefore it is not only a broadcast platform but also a link for animation practitioners. However, it is not classified systematically and inconvenient to use, so the relevant systematization is important. Using new media as medium, we can promote the creative products behind it. Through the development of creative products and the interaction of new media and the natural screening of the network, we can continuously improve the quality of animation short films and form an effective and reasonable cycle. At present, most of the broadcasting platforms are comprehensive ones. Users can only search or browse the works they need. The existing recommendation function can only provide recommence according to the watching preferences which can no longer meet the needs of users directly. Therefore, it is necessary to establish a systematic and independent broadcast platform.

3.4 Combining deliberate practice

Deliberate practice means repeated and purposeful practice. When we reach an acceptable level, the corresponding advanced training will make us feel easy to accept the relevant study or task. Although animation short films are more interesting than words and even may stimulate the audience's interest, it's based the understanding and knowledge we've got about traditional culture. If we can combine our knowledge with deliberate practice, we will achieve twice the result with half the effort. Research shows that deliberate practice is the golden standard for everyone who wants to improve her/himself in any industry or field, and it is the most powerful learning method found so far.

3.5 On-line and off-line combination

Playing animation short films online, developing literary works offline, standing in the position of digging traditional cultural stories, forming new design concepts, forming literary creation, interpreting literary works online, pushing offline literary works to the market, forming fan group effect, pushing the later literary creation higher through new media communication channels, and forming an animated short film and creative works. Chain, creating creative works representing the essence of China, and then pushing Chinese traditional culture to the world. For the characteristic of animation short films have got such as its wide range of themes, small data size, convenient and fast dissemination, they can be downloaded and exported to a variety of platforms, including mobile phones, taxis, bus and subway platforms, because of which the traditional culture can be deeply rooted in the hearts of the people and let more people understand the traditional culture.

4. Conclusion

Chinese culture is broad, profound and has a long history, which lays the foundation for the development of animation and provides valuable sources of information for the development of animation industry. At present, it is not enough to develop animation short films with traditional cultural themes only from good creative sources. It is also necessary to create a systematic and independent communication platform according to the needs of users, form a chain online and offline, combine deliberate practice, strengthen learning ability, and make Chinese transmission. To make the Chinese traditional culture understood and learned by more people and make a further function of enhancing the cultural strength of the Chinese people, adding luster to the animation film industry.

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