

Research on the Influence of New Media on the Creation of Drama and Film Literature

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Keywords: New media; Drama and Film Literature; Creation; Influence

Abstract: The development of the new media era has brought profound influence to the creation of drama, film and television. On the one hand, the new media has provided platform support for the development of drama, film and television creation, and enriched the theme content and form of expression of drama, film and television creation. On the other hand, it also promotes the development of drama, film and television creation with multi-subject, multi-audience and multi-style. The strong interaction and integration of the new media bring more possibilities to the creation of drama, film and television, and promote new changes in the creation of drama, film and television. Based on the background of new media, this paper analyses the creation of drama, film and television supported by new media platform, and studies the new characteristics and development of drama, film and television literary creation under the new media environment.

1. Introduction

New media is a new form of media compared with traditional media, mainly relying on computer information technology. The main forms of new media include digital TV, digital movies, digital broadcasting, mobile TV, mobile phones and so on. As an important manifestation of technological revolution, new media has brought about changes in ideology and values as well as its development. The emergence and development of new media have a profound impact on the creation of drama, film and television. With the continuous development and promotion of new media, drama, film and television literary creation also shows more development trends. Diversified development has become the main train of thought of drama, film and television creation, which makes drama and film creation present a more diverse development form.

2. The creation features of drama and film under the background of new media

Under the background of new media, the development of drama and film literary creation is deepening, creative talents are younger, as well as the diversification of creative themes and the miniaturization of drama and film. As shown in Figure 1 below.

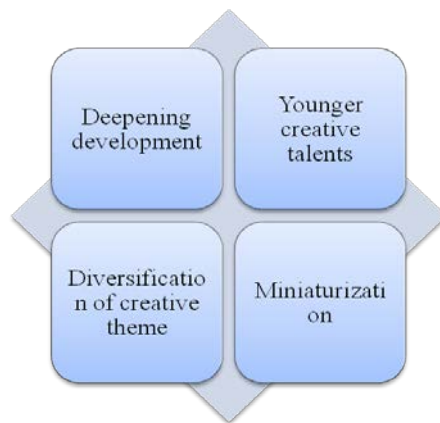


Figure1. New form of drama and film literature creation

Because of the non-verifiability of the third party, the execution force outside the transaction relationship is powerless. Therefore, we can only rely on the authority of the private order within the transaction relationship. Because of the incompleteness of the contract, this authority can only come from the property right outside the contract. Therefore, the allocation of property rights to the party making the special investment or to the party who is more important for the special investment will improve efficiency.

2.1. Deepening the development of drama and film creation

Under the background of new media, digital TV, mobile media and other platforms have been developed. Under the influence of digital technology of new media, digital TV and mobile media technology have developed rapidly. More audience groups use mobile media platform to appreciate drama, film and television works. Based on the speediness and convenience of various digital information platforms under the background of new media, people begin to rely on these media platforms to obtain the content of dramatic film and television works anytime and anywhere, which is a deepening development of dramatic film and television creation. Under the background of new media, dramatic film and television creation is required to transform its works. With the emergence of new media dramatic film and television short films, new media dramatic film and television short films emphasize the importance of literary scripts and the need to clarify the plot in a relatively short period of time. Through the recommendation of the plot, we can gradually understand the core of the story and provide more possibilities for people to appreciate the creation of drama, film and television.

2.2. Younger talents in drama and film creation

Under the background of new media, the creation of drama, film and television show youthfulness, and young people have a stronger acceptance of new media technology. With the deepening influence of new media, more attention has been paid to the shaping of characters in the creation of dramas, movies and television, and these characters tend to change around young people's appreciation habits. The core ideas to be expressed in drama, film and television literary works not only need to be expressed through scripts, but also need to show the ideological images to the audience. Therefore, it is necessary to depict the representative figures with distinct characteristics in the literary creation of drama, film and television. The main characters in dramatic film and television literary works are the key to the expression of dramatic creation, while in the context of new media, the dramatic film and television characters conforming to young people's appreciation habits are more acceptable. With the deepening development of new media, the

characterization of drama, film and television creation will also revolve around young people's preferences. The content of drama, film and television creation also pays more attention to the young people's ideological core, and the drama and film works have realized the younger development.

2.3. Diversification of themes in drama and film creation

With the continuous development of society, more topics have emerged in the creation of drama, film and television literature. With the development of new media technology, these topics will be presented to the public timelier and faster. With the development of such efficient social media, a single creative theme can no longer meet the audience's appreciation needs, which requires that the creation of drama, film and television should change with the development of society, develop with the transformation of new media channels, demand that the themes of drama, film and television creation present diversity, and require drama, film and television creation to improve and develop its creative theme. Thus, theatre film and television creation can meet the needs of more people and enhance the social adaptability of theatre film and television creation.

2.4. The shortening of drama and film creation

The content form of new media has changed the characteristics of traditional channels of film and television communication. The traditional form of film and television programs is a simple translation, while the new media under the film and television programs began to focus on the creation of short films, for example, "micro-drama" is a typical form of drama and film in the context of new media. With the support of digital platform, theatre, film and television creation is developing towards the direction of short and exquisite, and the emergence of short and miniaturized video sets higher requirements for the conciseness of literary scripts.

3. The strategy of drama and film creation under the background of new media

3.1. Improve the quality of drama and film creation

Firstly, the literary creation of drama, film and television needs to further enhance its expressiveness. At the same time, the creation of drama, film and television should focus on the content of drama, film and television creation. Drama, film and television creation should also pay attention to the selection of good quality and hierarchical stories. Secondly, theatre, film and television creation should focus on displaying more artistic and cultural connotations in limited performance time. Under the influence of the new media environment, the creation of drama, film and television should not be too long, but need to change the plot within a certain period of time, and to highlight the contradictions and conflicts of the story and the development and change of the characters' personality in a relatively short period of time. In order to achieve this creative purpose, theatrical film and television culture needs to be performanceable, and create more space for the development of theatrical film and television through performances. In a word, under the influence of new media technology, dramatic film and television creation should not only show its basic expressive characteristics, but also show more artistic connotations in a limited time.

3.2. Developing drama and film to be more youthful

Drama, film and television creation in the context of new media needs to develop to a younger state. With the development of network and the emergence of new media, youth has become a new

trend in the development of modern society. The dissemination of new media technology makes the audience acceptance mode of drama, film and television creation change accordingly. With the prominent dissemination of new media technology, the reception mode of many audiences has gradually emerged. At the same time, the conflict in drama, film and television creation is more prominent, in order to attract more audiences and improve their own artistic value. Therefore, the core value of the whole literary creation should be expressed through the embodiment of conflict.

3.3. Promoting the integration of new media and traditional media

The creation of new media drama and television has undergone profound changes in broadcasting time, screen and mobility. Drama and television works also show different conciseness and rapidity from previous films and TV works. Both new media and traditional media have an important influence on the creation of drama, film and television. Therefore, in the creation of drama, film and television, it is necessary for relevant personnel to adopt effective ways to realize the integration and development between new media and traditional media. New media also shows more concise characteristics in the performance of dramatic conflicts. Therefore, the creation of drama film and television requires relevant personnel to fully understand the characteristics of new media, firmly grasp the trend of integration of new media and traditional media, and better promote the development of drama film and television creation under the integration of new media and traditional media.

4. Conclusions

With the development of the Internet and the continuous progress of society, new media technology forms have a profound impact on the creation of drama, film and television, which is reflected in the theme, creative ideas and creative design of drama, film and television works. In order to provide more satisfactory dramatic films and TV works for people, it is necessary for dramatic film and TV literary creators to strengthen the application of new media technology in their creation, enrich the content of dramatic films and TV works by using new media technology forms, cater to the aesthetic preferences of young people, provide younger dramatic films and TV works, better integrate new and old media resources, and realize the diversification of dramatic film and TV creation.

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