# The Analysis of the Artistic Features and the Communication Value of the Network Film Based on the New Media Technology

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**Abstract:** under the New Media Technology, the Network Film Has the Distinct Artistic Characteristics and Very High Propagation Value. Based on This, This Paper Introduces the Artistic Features of the Network Film in the Aspects of Individuation, Interaction and Diversity under the New Media Technology, and Expounds Its Communication Value in the Aspects of Aesthetics, Economy and Society, and Deeply Analyses the Development of the Current Network Film.

## 1. Introduction

If the new media master technology is based on the service function of the information media developed by the Internet technology, the network film has been spread more widely by means of the technology, and in this process, it shows a more diverse and distinct artistic feature. At the same time, it also highlights its higher transmission value, thus opening a dynamic development road in the information age.

## 2. Analysis of the Artistic Characteristics of Online Films Based on New Media Technology

### 2.1 Personalization

As a kind of public art form, the network film's communication scope has been greatly expanded with the help of new media technology, making it an art resource that people can enjoy at any time, In this process, the individual differences in thinking, aesthetics and other aspects between people are gradually highlighted in the appreciation of online movies. In terms of individuation, the past film art forms focused on the expression of deep-seated thoughts and ideas, while the current online film art pays more attention to the preferences of the audience, Therefore, in the process of design and production, it embodies a kind of publicity, which is not to meet the aesthetic needs of the whole public, but based on the personal life experience, so that the masses can understand the thoughts and feelings of specific groups, so it is more personalized and life oriented. In addition, in terms of viewing mode, online movies can be played in personal private space, which makes the activity of watching movies have distinct self-identity, At the same time, the new media technology also gives more personalized choices to the audience, making the presentation mode of film art transform from the passive acceptance state of the audience to the active selection mode of the audience, For example, in the online movie column of Aiqiyi software, there are various types of options such as action adventure, comedy, etc., which can meet the personalized needs of different audiences, further reflecting the distinctive personalized characteristics of online movie art under the new media technology..

### 2.2 Strong Interactivity

Under the new media technology, due to the change of film production technology and process, the network film has a strong interactive artistic characteristics and improves the acceptance of the masses. In terms of interactivity, the operation of traditional film shooting technology is tedious and the flexibility is very low, so it is impossible to widely accept the ideas and viewpoints of all aspects. The network film based on new media technology can collect the information of the audience comprehensively in the process of releasing specific information, and based on this, it can

construct the decision of shooting and making work, make the online film more in line with the interest and preference of the audience, and bring high quality service to the masses. At the same time, some filmmakers can also Make use of the interaction of online film to create heat, and collect the creativity of netizens in the process of script creation and film shooting. If the idea is adopted, netizens will also get a certain reward, which strengthens the popularity of the film. In addition, because new media technology greatly simplifies the difficulty of film production, people can try to make their own films, For example, the current widely used love clip software, which is very simple to operate, and with a tutorial, so that people can master the clip, subtitle addition, cohesion effect construction and other operations in a short time, It provides good conditions for the masses to shoot films, and further highlights the strong interactive characteristics of online films [1].

## 2.3 The Diversity is Strong

In general, film is a carrier constructed to express a kind of thought, spirit, life style, emotion, event and other things. In this process, the author will adopt a variety of artistic techniques to convey the connotation and core spirit. For example, the author will use the content with strong entertainment to express optimistic and positive core ideas, or use the content with strong traces of life to elaborate the hardships of life and the struggles of small people in thinking, etc., so the film itself has a strong diversity of artistic characteristics. Now, with the maturity of new media technology, this and its distinctive diversity of artistic features has been further reflected. In the network movie, the author can express himself more freely, and use creative dialogue and unreasonable plot arrangement to break the limitation of traditional movie production thinking, enrich the content expression of the movie, meet the needs of the contemporary people for the fantasy world, and make people relax in the spiritual world created by the network movie. In addition, as the film production is becoming more and more simple, the utilitarian degree of the online film is decreasing, which makes people more willing to start from the subjective consciousness to shoot the film, and in the film will be more bold, more diversified performance of self, strengthening the diversity of the online film [2]..

## 3. Analysis of the Communication Value of Network Film Based on New Media Technology

### 3.1 Aesthetic Value

Internet film has some aesthetic value. With the aid of the new media technology, the online film can better create a spiritual world, which brings the aesthetic enjoyment to the audience. At the same time, due to its strong interaction, it realizes the rich content and diversity development in the communication process, so it is more dynamic and creative in expression, so that the spiritual world contained in the film is colorful, and the level of aesthetic performance is further optimized. In addition, the new media technology has greatly improved the post-production level of film and refined its specific situation. The structure of the invention has the advantages that the color, the internal landscape structure and the like of the picture are more ornamental, the playing effect of the network film is enhanced, and meanwhile, with the development of various supporting technologies, the image quality of the network film is better, The quality of the visual enjoyment of the audience is given, and the aesthetic value of the audience is amplified. On the other hand, by means of the excellent information transmission ability of the new media technology, the audience's views and the analysis will be spread together in the course of the communication, so that the deep content of the film is more visualized, so it is also relatively easy to create the artistic conception, and the aesthetic appreciation Value of the network film is improved. [3]

### 3.2 Economic Value

The new media technology optimizes the efficiency and speed of the current information dissemination. As an important propaganda channel of online films, it can play a good role in advertising, improve the box office revenue of the film, and amplify its economic value. In terms of economic value, newspapers, radio and television can all be used as channels for propaganda work.

However, at present, the development of the information age makes people gradually break away from the traditional mass media in information acquisition activities and rely more on the Internet. Therefore, the audience of the new media continues to expand, making it the most effective propaganda channel for online films and promoting the development of the market economy in the field of film and television. In addition, new Media technology not only has the function of propaganda, but also has the function of distribution. With the continuous maturity of technology, the functions of all kinds of new media client software are becoming more and more comprehensive. The audience can pay for the film watching through the network fee terminal, and then watch it on the private mobile phone or computer, which to a great extent promotes the construction of the integrated platform of online film production, marketing and distribution, drives the development of all kinds of related industries, and promotes the film industry. The economic integration and development level of the network industry further magnifies the economic value of the network film communication under the new media technology [4].

## 3.3 Social Values

Under the new media technology, the dissemination of online film mainly embodies two aspects of social value, that is, relax the body and mind and propagate morality. In people's daily life, it is inevitable to face all kinds of difficulties and pressures, easy to produce psychological fatigue, and with the help of new media technology, watching movies, this way of relaxing body and mind becomes accessible, so that people's pressure of life can be alleviated unwittingly and optimize the quality of life of the masses. In addition, in order to reflect the current social phenomenon, some online film makers will choose the subject matter with practical significance and deep ideological connotation to shoot, and explain to the audience the moral concept. Compared with the boring high-rise education, it is easier for people to accept the formula, which makes the film play a role in awakening the world. At the same time, because of the rich content and practical significance of the online film, the audience can obtain some social knowledge through the film as the basis of behavior decision-making, and realize its behavior-oriented role, so that the audience can gradually restrain their behavior from subjective consciousness. Conducive to maintaining social stability and unity, in-depth optimization of the living environment of the masses [5].

## 4. Conclusion

To sum up, the new media technology provides a great impetus for the dissemination and development of online film art. With the help of new media technology, network film is more selective, more in line with the public aesthetic, content expression more rich, at the same time, in the process of communication reflects a strong appreciation, promote the film and television industry economic development, improve the quality of life of the masses, thus further optimize the development level of network film.

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