

# Research on the Influence of New Media Communication on the Production of Film and Television Content Based on Digital Media

Guiyuan Shao

Beijing Film Academy-Modern Creative Media College, Shandong, Qingdao 266520, China

**Keywords:** Digital Media, New Media Dissemination, Film and Television Content, Production Impact

**Abstract:** in the Context of Digital Media, New Media Communication Has a Significant Impact on Film and Television Content. on This Basis, This Paper Briefly Analyzes the Characteristics of Digital Media and New Media, and Discusses the Influence Factors of New Media Communication on the Production of Film and Television Content Based on Digital Media from the Aspects of Innovating the Production Mode of Film and Television Content, Changing the Service Target of Audience Group, Enhancing the Film and Television Experience of New Users, Opening Up Various Channels of Film and Television Communication, Etc.

## 1. Introduction

As a new type of information carrier, digital media has created favorable conditions for the transmission of new media, and it also faces great changes from the production mode of film and television content. This will require the relevant personnel to study the major influence of the production of film and television content in combination with the features of the times and the actual characteristics of the new media, so as to promote the development of the film and television industry. In addition, it is also necessary to ensure that the film and television content is of strong practical value with the help of market benefit.

## 2. Characteristics of the Communication of Digital Media

Digital media is actually an information carrier with the functions of storage, dissemination, processing, recording and so on. By digitizing the information, the best display effect can be achieved. Now is the information age, the diversified development of information will have a greater impact on the society, and digital media in its development process needs to take the communicator as the core, in its dissemination period generally has the following characteristics:

The main results are as follows: (1) the diversity of communicators and the storage method of digital mode do not need to occupy a large electromagnetic spectrum space, so as to break the monopoly situation of analog channels in the past.

(2) The content of digital media is more extensive.

(3) The recipient can highlight the characteristics of individualization during the period of digital media communication.

(4) The channel of communication is more interactive.

(5) The digital media transmission effect is intelligent. The production of digital media is based on the digital technology, with outstanding soft penetration and high value-added characteristics. Therefore, the development of digital media has always been one of the key research projects of the government.

## 3. Features of the New Media

The new media is ultimately defined as a new form of media, such as digital broadcasting, digital newspapers, mobile television, digital cinema, and the like, formed under the new technical support. It is a "the fifth media" between the radio and television media and the outdoor newspaper and

media. In general, the new media has the following features.

Value, information needs to have the communication conditions during the dissemination period, and on the basis of the new communication form, although the new media has the corresponding audience group, the cost of the new media is higher than the commercial benefit caused by the audience group, which leads to the new media not having effective value.

(2) originality, the “new” of the new media is mainly reflected in the originality, which needs to be given a new understanding of the times within a specified time, thus forming a new content with creative spirit, such as focus media.

(3) effect, which is a causal phenomenon formed in a specific environment. For example, the development of network technology has led to great changes in people's life style, which shows that new media can get rid of the shackles of traditional media to obtain other development space.

(4) the vitality, as the information carrier, the new media should have the corresponding vitality, whether in the long process or in a short period of time can reflect a certain value [1].

## **4. The Influence Factors of New Media Communication on Film and Television Content Production Based on Digital Media**

### **4.1 Innovation of Film and Television Content Production Model**

Under the digital media, the new media communication will affect the production mode of film and television content. Generally, the quality of film and television content will be determined by box office, word-of-mouth, click through rate and other factors. At the same time, it is closely related to the choice of actors, the ability of directors and the quality of scripts. For example, the popular Chinese theme film “climber” in 2019 mainly deals with the ownership of Everest. Through the summit event, it is explained that Everest, located at the border between China and Nepal, belongs to the “China peak” story, which is based on the real mountain climbing team from the north in 1960. It was adapted on the basis of climbing to the top. On the one hand, the film and television content it narrates shows the patriotic feelings of the Chinese people, on the other hand, reflects the indomitable spirit of the Chinese people. It has won the unanimous praise of a large number of audiences, which means that the production quality of film and television content has a greater connection with the communication effect of new media..

In the process of thinking, the following six factors are generally involved: one is a story subject matter, such as a real topic focus, a popular language, a Baidu hot spot, and the like; the second is an image element, and the specific playing time of a user when watching the film and television content, such as whether to fast forward, reverse, pause, and the like, so as to judge whether the film and television content needs to be adjusted, and the third is a director element, the shooting style and the like of the director can be summarized according to the discussion of a director on the network platform, the fourth is an actor element, the film and television content needs to be displayed according to the actor's work bottom, so that the relevant information can be found from the new media platform when the actor is selected, so as to accurately judge whether the actor is in contact with the film and television, the content of the video content needs to be the inner plot of the sound reduction story, and the user's music preference can be excavated from the new media; and the sixth is a clip element, and the film and television content is taken as a plurality of small pieces when the video content is taken, Only good editing techniques can be used to express the full film and video content. Thus, the production mode of the film and television content needs to be optimized by using the new media propagation means to collect the hot spot information [2].

## **5. Transformation of Audience Group Service Objectives**

### **5.1 Audience - Oriented Production**

The production of film and television content can not be separated from the support of the audience, so in the context of digital media, we should change the service objectives, according to the attention needs of the audience to ensure that the film and television production meets the

artistic requirements of contemporary people. The audience is not only the receiver of film and television content, but also the participants. Only by setting up film and television programs according to their needs can the production quality of film and television content be guaranteed. For example, the Korean TV series, which was once popular, did not complete all the shooting tasks before it was launched, but was shot and played at the same time according to the market survey results, so as to ensure that the content played met the expectations of the vast majority of people, and good broadcast effect would be achieved by guiding the content of the film and television with the audience's thinking.[3]

## **5.2 Standardized Packaging**

In addition to the level of market economy, standardized packaging should also be used to improve production efficiency. Especially from the perspective of new media communication, the information obtained by the audience from the media platform may be stored a hundred years later. In such a huge data resource, if the audience wants to obtain the film and television content, it should take keyword search to find the video production content. Although the competition in the film and television industry is increasingly fierce nowadays, it still needs to follow certain standard rules, otherwise it is difficult to go far by using the way of artificial hype which violates the moral bottom line. For example, “approaching science”, which was just stopped broadcasting in the early stage, often renders a very ordinary trivial matter into a surprising and weird event, so as to attract the public's attention [4]. Once this film and television production method is disgusted by the audience, its development will be limited.

## **5.3 Enhance the Sense of the New User's Film and Television Experience**

In order to bring a stronger sense of experience to the audience, the current film and television content began to use “3D” or even “4D” and other virtual technologies to let the audience get intuitive feelings from the film and television content. In addition, in the aspect of audio and video, simultaneous voice transmission, background music and other methods are used to increase the interest of film and television content, and also broaden the application space of new media technology. For example, the American documentary “Dolphin Bay”, with the help of new media technology and network technology, promotes the production of film and television content to get new development momentum [5].

## **5.4 Opening Up a Variety of Channels of Film and Television Communication**

In the past, film and television content was only broadcast in traditional media such as television and radio. Now, with the support of new media technology, film and television content gradually tends to develop in a diversified direction. For example, the popular “short video”, “skinny shrimp” and “fast hand” can achieve the goal of shooting in a short time, especially in people's time-consuming high-pressure life, the public has no patience to watch the film and television content for a long time, and the small video just can meet the needs of public entertainment, access to information, etc., so as to open up the film and television There are many kinds of network celebrities.

## **6. Conclusion**

To sum up, the development of film and television content itself should not be affected by the inherent thinking and make it lose its innovative power. Therefore, based on the digital media, the dissemination of new media should provide important assistance for the production of film and television content, so that the film and television content it produces can not only meet the artistic pursuit of contemporary people, but also have strong security and diversification, which will be an important breakthrough opportunity for the development of current film and television content.

## References

- [1] Junwu Kuang. (2019). Study on the Communication Strategy of Propaganda Film of Armed Police Force from the Perspective of New Media. Proceedings of the 1st International Symposium on Innovation and Education, Law and Social Sciences (IELSS 2019).
- [2] Junwu Kuang. (2019). Study on the Communication Strategy of Propaganda Film of Armed Police Force from the Perspective of New Media. Proceedings of the 1st International Symposium on Innovation and Education, Law and Social Sciences (IELSS 2019).
- [3] Lu Wang. (2019). Analysis on 5W Mode of Uniqlo Brand Communication in the Era of New Media. Proceedings of the 2nd International Conference on Contemporary Education, Social Sciences and Ecological Studies (CESSSES 2019).
- [4] Yue Wang, Fan Yang. (2019). Case Analysis of Cross-cultural Communication Film The Origin of Female Personality in “The Color Purple”. Proceedings of the 2nd International Conference on Contemporary Education, Social Sciences and Ecological Studies (CESSSES 2019).
- [5] Jozkowski Kristen N, Marcantonio Tiffany L, Rhoads Kelley E, et, al. (2019). A Content Analysis of Sexual Consent and Refusal Communication in Mainstream Films. Journal of sex research.