

# On the Development of Modern Film and Television Culture under Intelligent Information Technology

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**Abstract:** Intelligent information technology is actually a complex of globalization, digitalization and informatization. In the development of contemporary film and television culture, especially film and television culture is increasingly dependant on intelligent information technology. During the integration process, influenced by intelligent information technology, it has formed a new cultural ecology and brought new opportunities and severe challenges to the development of Chinese contemporary film and television culture. With the rapid development of modern information technology, China has entered the era of digital information. With the continuous progress of film and television technology and the fierce competition with new media, there is an increasing demand on the comprehensive competitiveness and overall quality of film and television industry.

## 1. Introduction

From the perspective of the overall pattern of social and cultural ecology, the development of film and television culture is closely related to the diversity of cultural ecology. In the process of systematic research on the diversity of film and television culture, the contemporary film and television culture is greatly influenced by intelligent information technology. The rapid development of information technology enriches the diversity of film and television cultural communication. However, it also compresses the system and space of film and television culture, which leads to weak integrity of industrialization of film and television culture. How to effectively change and upgrade the current situation of film and television culture becomes an important problem. First of all, we should correctly cope with the transformation of contemporary Chinese film and television culture, and realize self-remedy by exploring the production method, management mechanism and communication strategy of film and television culture [1]; Secondly, we should keep pace with the changes of audience psychology. Film and television culture is still influenced by Chinese traditional culture and has its own rules. Therefore, from this point of view, the production mode cannot be excessively “internationalization”. In addition, the differences between state-backed cultural communication and market-based cultural production need to be diverted. Because of the diversity of film and television culture and the impact of foreign film and television culture on us, the harmonious development of film and television culture based on its independence and legitimacy becomes the development strategy we must face. The basic goal of Chinese film and television cultural industry in the new century is to integrate and utilize these structural factors and make them move from contradiction to harmony and common prosperity. Therefore, it is necessary to create an ecological environment conducive to the healthy development of film and television culture by intelligent information technology.

## 2. The Evaluation about the Development of Chinese Film and Television Cultural Industry under Intelligent Information Technology

With the development of globalization and information technology, the proportion of cultural industry in the whole national economy enhances constantly and it has gradually become an important trade product. The domestic film and television cultural industry was a film industry that encountered unprecedented challenges in the 1990s. In 1991, according to official data, the total box office of the whole year claimed 2.36 billion, a decrease year by year. By 1998, the box office

came to 1.44 billion. In 1999, the box office began to improve, but the total box office and housing revenue of the whole year were on the verge of a breaking point, less than 900 million yuan and a sharp drop compared with the previous year. The number of film-goers was decreasing rapidly. From about 120 people in the 1980s and 1990s to about 80 people in 2001, the number of people going to the cinema was 0.5 every year[2]. There was still no more than 100 people by 2018, which showed that the film had a weaker impact on public cultural life.

The development of Chinese film and television industry has encountered many problems, such as strong awareness of publicity, weak consciousness of service, lack of market-oriented competition mechanism in traditional administrative region management and monopoly, homogeneous competition in internal consumption, and poor market development at home and abroad. China has the largest target audience of film and television in the world and it is one of the less industrialized markets. After joining the WTO, China's film and television market has been adversely impacted by the world's film and television powers. They have accelerated the pace of entering the China market by means of telefilm channels and industrial cooperation. There is a big gap between the development of China's and international film and television industry. Among the top 100 film and television companies in the world, the CCTV in China ranks around 50. There is a big gap in the total revenue between China's and the world's film and television industry. How to make our own film and television industry bigger and stronger, break through the institutional, language and regional barriers, and improve the competitiveness in the international market is the current situation and crisis that Chinese film and television industry must face and solve. Since the mid-1990s, the growth rate of consumption demand and expenditure of cultural products of urban and rural residents in China has obviously exceeded that of material products. Due to the outmoded cultural system, cultural market consumption has not been achieved sound development for a long time and the effective supply of consumer goods in the cultural market is in shortage. So far, the structural gap of Chinese cultural market has been between 300 billion yuan and 400 billion yuan. In addition, film and television cultural industry has been confronted with a great market space and development opportunity. The prospect is more than bright.

### **3. An Analysis on the Integration of Intelligent Information Technology and Chinese Film and Television Culture Industry**

At present, with the development of communication technology, computer technology and sensor technology, information technology has been unprecedented development. The space for humans to transmit information is expanded, the way is flexible and the speed is fast. Strengthening the future development of information technology plays an important role in breaking through technical problems.

#### **3.1 The Contemporary Film and Television Culture is the Future Development Trend under Intelligent Information Technology**

With the development of computer technology, people are increasingly dependent on computers. At present, the computer has become a tool for shaping the contemporary film and television culture in all respects. Communication technology has gradually changed from inefficient communication mode to efficient and convenient computer network communication. The security and rapidity of communication are strengthened with network technology, which provides intelligent services for users. This sort of communication meets people's needs and promotes the development of film and television culture. It will have a bright prospect in the future. The networking of communication technology will promote the upgrading of information technology. The digitalization of communication technology is another development trend. The rise of digitalization is a sign of the development of the times. The development of digitalization is an opportunity to effectively transform film and television culture, input these data information into the digital model, enter the computer through binary code and eventually complete the input, storage, analysis and modification of data. The development of computer provides a broad platform for digitalization and greatly improves the processing ability of digitalization.

### **3.2 The Rebirth of Contemporary Film and Television Culture under Intelligent Information Technology**

Contemporary film and television culture and intelligent information technology complement each other. It is not a kind of competition or influence. Under intelligent information technology, contemporary film and television culture presents four changes:

First, film and television culture has a rich carrier and publicity channel, which can meet the needs of different consumer groups. Second, film and television culture also needs to realize self-orientation and keep pace with the times by means of information technology.

Third, under intelligent information technology, more cultural diversity is needed to meet the needs of people's spiritual life. In particular, modern young people have seen many foreign films and take no interest in domestic films and TV programs, which requires us to pay more attention, change the deficiency of film and television culture, and strengthen the development of contemporary film and television culture by means of intelligent information technology.

## **4. The Enhancement of the Structural Transformation and Development Strategy of Film and Television Cultural Industry under Intelligent Informatization in China**

### **4.1 Improve the Operation Mechanism and Management Strategy of Film and Television Culture under Intelligent Information Technology**

At present, China's film and television cultural industry has not yet fully realized the overall transformation of modern industrialization in the operation mechanism, management strategy and other industrial models, and the development of cultural products lacks the creativity and depth of serial development, which to some extent causes the lack of independent cultural character and subjectivity of film and television media. The research on the audience-centered of film and television communication strategy needs to be further strengthened. Confronted with the challenge of the rapid development of sports in the field of media, the industrial structure of Chinese film and television culture requires the overall transformation to promote the sound development of culture industry.

### **4.2 Establish System Culture and Reduce Administrative Interference**

At the beginning of new China's film and television industry, confronted with the international and domestic environment at that time, its main task was to undertake the function of publicity and education, and the party's principles and policies were carried out correctly. The structure of administrative institutions includes the establishment of administrative agencies and the composition, layout and functions of production units within the agencies. It is an administrative agency under the jurisdiction of the Chinese government. Under the restriction of this cultural system, the operation and management of film and television industry is mainly directed by the administrative intervention of the state radio and television departments. The state administrative organ should formulate industrial policies, industrial plans and regulations on industrial management, establish the items of film and television product, market access and auditing systems, and conduct administrative intervention in every link of investment, production and sales.

## **5. Conclusion**

At present, information technology is moving in the direction of intelligence, multi-function, fastness and efficiency, and plays an important role in the development of human society. With the development of science and technology, information technology has become the leading industry of the national economy and has been more and more widely used, which is helpful to predict all kinds of information and provide convenience for people's life and work. The existence and development of the industry not only depends on the choice and decision of the market, but also depends on the improvement of the system and culture, as well as the establishment of a series of public policy systems in line with the national conditions. In order to adapt to the pace of economic development

and reform and the needs of cultural system reform in the new century, the institutional innovation of film and television cultural industry is imperative.

## **References**

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