

# Artistic analysis of the diversification of film and television music production

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**Abstract:** Character image, clean story, picture, background music are important parts of the film, and no one step film and television works can leave the support of these elements. Excellent background music can enhance the atmosphere of film and television works, enhance the audience's viewing experience, help patients deepen the image of film and television works, and have a very important significance for the further development of film and television works and the improvement of economic benefits of film and television works. In order to improve the overall effect of film and television works, in the process of creating film and television works, film and television music creators need to complete the creation of musical works on the basis of the connotation of film and television works, and provide support for the achievement of the ultimate goal of film and television works. This research will take the current development status of film and television music as the research basis, and analyze the characteristics of film and television music and its effects in film and television works.

## 1. Introduction

Excellent film and television music can bring the audience a better audio-visual experience and movie-watching surprises. Film and television music is one of the main manifestations of film and television works. Compared with other music modes, film and television music itself has the characteristics of comprehensiveness, diversity, and dependence <sup>[1]</sup>. The essence of film and television music is the integration between film and television art and music art. In the process of further development of the film and television industry, film and television music also needs to be further developed. There is a close relationship between film and television music and film and television works.

## 2. Film and television music concept

The main feature of film and television music is dependence. Film and television music must appear on the basis of the matrix of film and television works. Without the subject of film and television works, the concept of film and television music cannot be established <sup>[2]</sup>. Secondly, the film and television music itself has the characteristic of hybrid. The production of film and television music involves a variety of professional knowledge and theoretical knowledge. In the process of film and television music production, the emotions of the film and television music producer will also have an impact on the connotation of the performance of the film and television music. Film and television music itself also has the characteristic of diversity. In the process of the continuous development of the film and television industry, the production requirements of film and television music are constantly changing. For film and television works, film and television music itself has been separated from the category of pure music, but is based on another kind of emotion. In the form of manifestation, film and television music can also be called picture music. Taking the performance of music as a specific classification, film and television music can be divided into two forms: film and television songs and pure music. The theme song, opening song, interlude, and ending song of the film and television works belong to the film and television songs in the film and television works. Its main purpose is to show the feelings that the film and television music wants to convey through the form of songs. Pure music in film and television music refers to the creation

of music through various musical instruments, and its main purpose is to embody the core ideas of film and television works more realistically.

### **3. The artistic aesthetic value of film and television music**

#### **3.1 Increase the appeal of film and television works**

To make audiences interested in watching film and television works, in the process of producing film and television works, film and television works producers need to improve the clean storylines and continuity of film and television works. If the storyline is relatively simple, the audience will be interested in the film and television works. The work produces senses such as boring and boring, and the economic and social benefits of film and television works will also be affected <sup>[3]</sup>. In order to improve the storytelling and infectious ability of film and television works, in the process of making film and television works, film and television works producers need to select film and television music works that can meet the emotional expression needs of this film and television work on the basis of the film and television works themselves. With the support of film and television music, film and television works can bring the audience a truly excellent viewing experience. A large number of classic film and television works contain classic film and television music.

#### **3.2 The creation of specific artistic effects**

For film and television works, the application of film and television music not only can more intuitively reflect the story emotions and plots in the film and television works, but the specific scenes and characters of most film and television works usually appear together with specific film and television music. Specific film and television music can promote the image of characters in film and television works to achieve the effect of audiovisual unity. Under normal circumstances, these specific film and television music in film and television works are incomplete in themselves. Their main function is to reflect the specific artistic value of film and television works and guide the audience to deepen their understanding of the characters in the film and television works. For example, in "Journey to the West", the film and television music at the moment when Monkey King was released from Wuzhishan can fully reflect Monkey King's mood of regaining freedom, while in the segment of Three Beats of the Bone Spirit, the film and television music when Monkey King left. Can show the desolation and sadness in Monkey King's mood. The application of film and television music can effectively enhance the main idea of film and television works, and can guide the audience to resonate with film and television works.

#### **3.3 Deepen the thoughts of the characters**

The film and television works themselves have their own profound connotations and main ideas. The expression of film and television music itself can highlight the specific pictures and the core ideas of the main body in the film and television works, and reflect the emotions of the film and television works more intuitively. For film and television works, the application of excellent film and television music can more directly express the real emotions of the characters in the film and television works, and promote the character image to be more three-dimensional. In addition, the application of film and television music can also improve the continuity of the film and television works.

#### **3.4 Improve the integrity of film and television works**

The emotions and thoughts contained in film and television music can play a good role in filling the overall structure of film and television works. Through film and television music, the integrity of film and television works can be significantly improved.

### **4. Application of film and television music in film and television works**

The application of film and television music is a key research topic for film and television

majors, and there is a close relationship between film and television music and film and television works. Music itself has the effect of emotional interaction. The artistry of film and television works can deepen the main idea of film and television works. With the further development of the film and television industry, the requirements of film and television works for film and television music are gradually rising.

#### **4.1 Sound and picture synchronization**

Sound and picture synchronization is the most basic requirement of film and television works for film and television music. In film and television works, film and television music and related film and television pictures can appear at the same time, and their own plot rhythm and time can basically match, and music and pictures are in the same thought track. The synchronization of sound and picture can make the pictures in the film and television works more vivid. When film and television music and film and television images appear together, the emotions of the film and television images themselves can be more directly embodied. For example, in the movie "Previous 3", the film and television music played by the male lead and the female lead completely separated can promote the emotional sublimation of the film and television work itself, and the thought of the film and television work has also been sublimated.

#### **4.2 Sound and picture counterpoint**

If in the film and television works, the content of film and television music and the image expression are completely used, and the two sides are carried out at the same time, this film and television music application method can be regarded as a sound and picture counterpoint. The main purpose of this type of expression is to express the same thought and emotion from different angles. The application of sound and picture counterpoint can reflect the contrast of the storyline of the film and television works, and prompt the audience to have a more intuitive feeling about the inner heart of the film and television characters. In addition, the application of sound and picture counterpoint can also promote film and television works to produce more brand-new meanings, and bring different emotional experiences to the audience.

### **5. Conclusion**

With the further development of the film and television industry, the role of film and television music has been widely recognized by the film and television industry. Nowadays, the application and expression of film and television music have produced its unique application system. Music art itself has a strong emotional expressive power. When music is combined with film and television works that have story connotation, film and television music can show emotions beyond the conventional, prompting audiences to resonate with film and television works.

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