

The Current Situation and Optimization of Ip Films in China under New View of Mass Communication

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Abstract: In recent years, with the development of China's film industry, IP film industry has received more and more attention. 2015 can be said to be a year of vigorous development of IP films. In this year, IP films rapidly occupy most of China's film market with amazing achievements. Although IP movie is developing rapidly, there are few researches on IP movie. This paper will analyze the current situation and optimization of China's IP film from the perspective of mass communication, and put forward some theoretical suggestions for the development of China's IP film to promote the rapid development of China's IP film industry.

1. Introduction

With the development of China's economy, people pay more and more attention to the quality of spiritual life. As a kind of spiritual culture, film is loved by the public. For young people in China, watching movies has become an indispensable way of entertainment. IP movie is the inevitable product of the development of Chinese movie products. The development of movie industry has brought unprecedented market for IP movie. However, there are also some drawbacks in the development of IP films, which affect the overall quality of Chinese films. In order to better promote the long-term sound development of IP film industry, it is necessary to conduct in-depth analysis and Research on IP film, and constantly explore its characteristics and laws.

2. Overview of Ip Movies in China

In recent years, Chinese films have been popular as popular cultural products. This has also brought opportunities for the development of the film industry, and investors in various fields have begun to pay attention to the development situation of the film industry, making Chinese films have a broader development space and profit space. With the concept of IP put forward, more and more people begin to pay attention to the development of films in the form of IP, and IP films have also entered the Chinese market.

Before the formation of the concept of IP film, China has begun to create a film similar to IP film, and has made great achievements at the box office. For example, the well-known films such as *"To Our Youth that is Fading Away"*, *"Never Meet Again"* and *"Tiny Times"* are all IP films. Presently, the main source of IP movie rewriting in China is comic novels or remakes. The application of IP to film, although it has innovated the business model of Chinese film, is also facing many problems and challenges. Nowadays, IP movies occupy a large proportion in China's film market, and they are getting more and more attention. With the increasing development of cultural and creative industries, IP films in China have formed a virtuous industrial chain.

Although the rise of IP movies in China is relatively late, and the academic research on IP movies is still in the primary stage, but now IP movies are very popular. Although people in the film industry do not regard IP film as a type of film, they regard it as a means or a gimmick in the film marketing process, which belongs to a marketing strategy of commercial packaging. Combining IP with film can create brand value and innovate business model. From the current stage, the IP films shot in our country have achieved good box office, so there is also an upsurge of IP films in China. At present, IP movies are mainly divided into seven types: novels, music, animation, games, variety and series remake.

3. The Current Situation of Ip Movies in China from the Perspective of Mass Communication

Although the IP movies in China have been successful at this stage, what IP movies do is not cultural products but pure commodities. In the process of development, we don't pay attention to the plot and film quality, but through the means of marketing, we can open up the sales channels and gain the popularity of fans and topics. In the development process of IP movie, although it has gorgeous shell, it can't stand the scrutiny of time, which makes the artistic value discount to a large extent. In IP movies, there are also some films that only focus on making money that hurt the hearts of the audience, making many viewers reluctant to watch domestic films, and even lose confidence in Chinese films. Presently, the bottleneck in the development process of IP movie in China is that the definition of IP movie is unclear; the name of IP movie technology is bigger than the reality; the excessive consumption of IP movie brand; the poor quality of IP movie; the lack of responsibility and innovation of IP movie creation group; and the collective unconsciousness of film market and film audience.

4. Optimization of China's Ip Movies from the Perspective of Mass Communication

4.1 Strengthen the Social Responsibility of Ip Movies Creation Group

Fundamentally speaking, movies are created by people. In the development of the film industry, we can not only rely on the investment of funds to promote the development of the film industry, but also depend on the people who create the film. Therefore, as a cultural worker, we must shoulder social responsibility. With the help of film, which can carry forward the positive energy of the society, we should pay more attention to human nature and feed-back the social belief, and constantly create fine works that can be deliberated, which is also the mission of a film worker. In the face of the benefits brought by the film industry, as a cultural worker, we must be able to withstand the temptation of money, avoid the phenomenon of heavy profits and light weight, and always demand our own work with quality and value. As a kind of media, IP film must shoulder the social responsibility given by the times in the process of development. When creating film and TV plays, it is necessary to spread positive energy, create a healthy public opinion environment, and guide the mainstream values of the society. In this way, it can promote the healthy development of IP film, and contribute to the industry to promote the mainstream values of our society.

4.2 Enhance the Innovation of Ip Movies

Film is a comprehensive form of many arts, which can integrate painting, literature, music, drama, photography and other arts. Since the birth of the film, it is through the aesthetic value in exchange for commercial interests. With the development of the film market, the current situation of the film market has become very complex with the participation of a large number of foreign investors and practitioners. Because the development of film and the progress of industrial production have a certain relationship, and there are related productive elements, the commerciality of film has attracted the public's attention. But film industry also refers to the development of film and television production following the development of modern industry. But the driving force of the film industry chain is still creativity and content. In IP movies, it is often easy to enter a trap, that is, to buy and sell movies as commodities. Make the film industry consciousness higher than the creative consciousness, just to make money and create. When an IP movie succeeds, it will lead to many IP resources being snapped up, and it is easy to discard the essence of culture based products. For example, we are familiar with "*Goodbye Mr. Loser*", "*Monkey King: Hero is Back*" and other IP films have achieved high box office. In IP movies, in the final analysis, IP only provides high-quality raw materials, and how to create high-quality products depends on the efforts of film creators. After eight years of brewing, the main creative team still insists on self, pursuing higher picture quality and visual effect. Through moving with emotion, the film won unanimous praise and moved hundreds of millions of viewers.

4.3 Strengthen the “Internet Plus” Communication Concept of Ip Movies.

Internet Plus essentially combines the Internet platform with traditional industries. This combination is not simply a direct binding, but rather relies on the Internet platform to maximize the value of IP movies. After the introduction of Internet technology into the film industry, a lot of audiences were mobilized to go to the cinema. However, after the emergence of e-commerce low-cost tickets, online marketing and other service modes, huge commercial benefits have been found, resulting in many people are not focused on the creation of screenplays, but tend to commercial marketing. Nowadays, the movie industry only relies on the Internet to make money, and does not really let the Internet industry embrace movies. For film, its vitality is the innovation of film production content. This is also the fundamental reason why many films can last for a long time, such as “The Fast and the Furious”, “007” and so on. For IP movies, the real IP movie is a business model with IP as the core culture, so the quality of IP movies is the most important part. Through “Monster Hunt” and “Monkey King: Hero is Back”, we can see that there is also fierce competition between IP films, but these two plays can get out of the siege and win-win box office and public praise. The fundamental reason is that the two films accurately understood the meaning of “Internet Plus movie”. The success of these two films also led to the hot sale of peripheral products, such as Huba toys on Taobao.

5. Conclusion

To sum up, since the production of the film, it has been a cultural product combining commerciality and artistry. In real life, as the essential culture of people's spiritual sustenance, film has been in the process of continuous development. Since 2015, IP movies have been the focus of attention in China and even in the world. IP movies can obtain more high-quality resources, create more high-quality film and television works. Using the advantages of IP movies to improve the box office, so as to better meet the needs of the public, and promote the development of IP movies.

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