

On The Status Quo and Trends of the Creation of Chinese TV Movies in the Current Film and Television Market

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Abstract: as a Combination of Art and Media, Tv Movies Are Closely Related to Our Lives. in China, This Special Film and Television Art Form is Relatively Backward Compared with Western Countries. Due to Lack of Experience, Although There Are Still Many Problems in the Creation and Production Management of Tv Movies, Tv Movies Still Have Good Development Prospects. This Paper Mainly Expounds the Creative Status and Development Trend of Chinese Tv Movies in the Current Film and Television Market.

1. Introduction

Through nearly two decades of development, TV movies have won the audience's love and recognition with their unique charm, and they have also received widespread attention from the society. In the state of the relative lack of theaters at that time, the majority of the audience developed the habit of "turning on the TV to watch movies." However, with the continuous development of the social economy, people's cultural living standards are constantly improving, and the requirements for cultural products are getting higher and higher. From the perspective of the entire social environment, the country has vigorously developed the cultural industry while developing the first and second industries. The popularity of cinema movies, the popularity of TV dramas, and the rise of new media have brought about the rapid development of the film and television industry. The prosperity of the film and television culture market. The audience faces more choices and enjoys a diverse viewing experience. Compared with the above-mentioned art forms, TV movies have many shortcomings in terms of visual perception, sound power, scene processing, and even flexibility of communication. A considerable proportion of the audience, especially the young audience, is attracted to the attention.

However, although the domestic film and television industry is hot, it also presents an impetuous state of entertainment. Cinema is the pursuit of high box office, adding a variety of inferior entertainment elements, leading to serious phenomenon of plot content, the eye-catching gimmick replaced the profound cultural connotation, lack of ideological and human care. In addition, in order to achieve higher commercial value, many cinema films will add some advertising implants, which will make the artistic value of the film lose. Compared with cinema movies, TV movies do not have excessive box office pressure. In today's business economy era, there is no need to consider the issue of advertising. At the same time, it greatly guarantees the integrity and enjoyment of its content and its artistic value by means of film expression. When the film enters the theater, it must be watched in a fixed time period and in a fixed theater. The planning of viewing time and space cannot satisfy the uncertainty of the audience time. Many viewers are unable to meet the conditions of entering the theater due to work and life restrictions. TV movies have no restrictions on the viewing location. A TV with signal can satisfy the viewing conditions and save time. TV movies incorporate a variety of artistic expression techniques. In the plot, it is shorter and more refined, and the same theme can quickly highlight the key points in the process of expression. In the choice of subject matter, TV movies pay more attention to social hotspots, characters and story plots are more typical and more meaningful, which will make the application of TV movies better than TV dramas and cinema movies. In the narrative style, TV movies are mostly realist styles, and the plots close to life are more appealing and easily arouse the emotional resonance of the audience. However, its propaganda is not as good as cinema movies and TV dramas, and it is not as fast as online dramas

and online movies. How to find a way out of development in such a fiercely competitive film and television environment, and to generate a wider influence, as an important part of Chinese national film, to promote the development of Chinese film, it is worth exploring.

2. The Concept of TV Movies

In fact, for China, TV movies are imported goods. In the 1960s, television movies were first born in the United States. In the “Movie Art Dictionary (Revised Edition)” published by the China Film Press, the definition of a TV movie is: “a film specially produced for television broadcasting.” And the relevant features are explained: “TV movie The production scale is generally small, the shooting cycle is relatively short, and the production rules of TV movies are basically the same as those of ordinary movies, but the creators need to fully consider the random characteristics of TV viewing. Therefore, the movie is fast, the plot is vivid and compact, and the characters are distinctive. Important. Because TV movies have a short production cycle, they are particularly suitable for reflecting hot issues in real life.”

It can be seen that the official definition of TV movies is that TV movies are essentially movies, but its mode of transmission is television. For Chinese TV movies, it is an art form that is specially produced, produced and broadcast for CCTV's six film channels. Although it is a movie broadcast on TV media, it has positioned the media on TV at the beginning of its production. Therefore, it combines the characteristics of two art forms, TV and film, and is aimed at the audience of “turning on TV to watch movies”, so it is different from traditional cinema movies.

3. The Classification of TV Movies

China's TV film has been developing to this day and is gradually exploring its own path. From the beginning of the development of TV movies, the type division and the classification were refined. From the perspective of film size, TV movies can be roughly divided into single dramas and series movies.

A single play is relative to a TV series. It consists of a complete story, with the transition of the plot, the complete context, and the plot independence. The number of characters is small and the relationship is relatively simple. TV movies are broadcast on TV, ranging from 90 minutes to 100 minutes. The basic film is an independent single drama. Series TV movies are another category of TV movies.

4. The Dilemma of Chinese Tv Movies in the Current Film and Television Market

As an art form standing on the shoulders of two giants, TV and film, TV movies combine the advantages of both to develop and are the product of the convergence of film and television. But at the same time, it lacks the advantages of many TVs and movies. In today's highly developed film industry and the rapid rise of online media, TV movies seem to be hit by a relatively embarrassing situation. At the beginning of the birth, the lack of film, the audience did not have too many choices, and the TV movie has a huge market. At this time, the development of TV movies is facing a great dilemma. If you want to get rid of the current predicament and have better development, you must first recognize the current predicament.

Looking at the current movie market, there is an unprecedented prosperity. Headed by Hollywood in the United States, Bollywood in India, China's major film production companies, in the commercialization of the film, gradually formed a complete and effective system. Faced with cinema movies that are mature and perfect in all aspects, TV movies that have been born less than two decades are obviously not mature enough. Compared with the large-scale production and large investment of cinemas, which are hundreds of millions, the production of TV movies is particularly thin.

With the continuous development of the entertainment industry, variety shows have become a big choice for the audience. Compared with TV dramas and movies, the relaxed and funny style of

variety shows has won their favor. Although the entertainment of these programs is more than artistic, it is also the main reason for receiving the audience's welcome. Viewers can choose to use the variety show "funny" as their choice. The ratings of these variety shows have also created a new high. In this situation, the audience is faced with too many choices, and the location of the TV movie presents a slightly embarrassing situation. It has neither the broad and fast marketing channels of variety shows, nor the powerful appeal of TV dramas and cinema movies. Especially in the case that cinema films are becoming more and more influential, networks are becoming more and more popular, and cultures are experiencing rapid consumption, the ratings of many TV movies rely on viewers and TV movies to "encounter". The "Tiezhong Powder" of the movie channel has gradually begun to drain.

Second, the audience for TV movies is getting smaller and smaller. In the period when big-screen movies are not popular at this stage, TV movies can be divided equally with TV dramas. In the absence of choice, the audience has to pay a lot of attention to TV movies. But at this stage, the popularity of the Internet, the popularity and upgrade of the cinema line, and fewer and fewer people willing to watch TV movies in front of the TV. Its audience is slowly concentrated on housewives, village farmers and people who are nervous about time. The level of viewing and viewing of these audiences will not be very high, which also led to the involuntary decline in the quality of TV movies. Most of the topics are concentrated in parents who are concerned with daily life and civilian life.

Moreover, due to the limitations of the broadcast platform, TV movies have not been promoted in the promotion of the cinema movie online, nor have a large amount of network information bombardment like entertainment programs. More TVs will focus on the hot-spot TV series in the golden file. Therefore, the ratings that TV movies can share are falling and falling. Third, the trend of TV movie creation

4.1 Strengthening the Artistry

A film wants to be a classic, it must be a film of great artistic expression. Cinema cinemas must consider the commercial operations such as box office revenue and peripheral product development due to the early cost investment and the later publicity and distribution, including the various factors of the theater branch. But art and the market are not contradictory. Aside from the capital investment and production of the film, the artistry of the film can better measure the value of a movie in the film and television market. The small investment in TV movies and the short production cycle have reduced the creator's production threshold on the one hand, and have also received financial impact on the other hand. However, there are also many small, cost-effective movies in cinema movies. Most of the TV movies are realist themes, and the selection of materials is close to the lives of the people, so its artistry is relatively weak. But as the society continues to improve, the aesthetic level of the audience is constantly improving. The simple realistic style can no longer satisfy the aesthetic needs of the audience, and strengthening the artistry should also be the only way for TV film creation.

4.2 Promoting the Main Melody

For the main melody film, we must first clearly know that the "main melody" is not just a tribute to the glorious deeds of our party and our army. He Guanghai's historical film can be called the "main melody" film. All films that express positive energy and promote truth, goodness and beauty are among the "main melody". How to make artistic film creations is not simply a simple song, but a full, three-dimensional display of the characters. "The shackles of 'Tall and Great' must be broken in the creation, because 'Gao Daquan' essentially binds humanity, obliterates the inner waves of the characters, makes the characters become rigid and rigid, lacks the breath of life and even the life. The breath makes the characters become some kind of flat and cold symbol. "Shaping the glorious characters not only evokes the noble side of the characters, but also shows the distress of the characters as ordinary people, and more "grounded", making the characters closer to life. More authentic. The narration of the development of the event is not a simple tiling, but a problem that requires special attention in the process of creating the "main melody" film.

4.3 Develop Entertainment

Young people occupy a considerable proportion of the people who walk into the theater. According to the calculation of time, this part of the audience was born from 1980 to the new century, and is a generation that grew with China's reform and opening up. Although the post-80s and post-90s became the main audience in the current movie market, the film development has penetrated into human life to this day and has become an indispensable part of human spiritual and cultural life. And more people are unable or unwilling to go to the cinema to watch movies for various reasons, but they also have aesthetic needs. TV movies have become their best choice. However, with the development of the film and television industry, the choice of audiences is increasing. As a kind of popular culture and entertainment, TV movies simply can express the common people's life and can not meet the aesthetic needs of the audience. In order to develop TV movies, we must develop with the times. One of the most important points is to increase the entertainment elements of the film.

4.4 Dig Deep into Topicality

If TV movies want to develop, they must learn the many advantages of cinema movies, and make up for their disadvantages in terms of audiovisual effects and scene display due to the limitations of small screens. In addition to strengthening the artistry of the film, using the advantages of traditional media to promote the main theme, positive energy, and adding entertainment elements to attract the audience, it is more important to dig deep into the human nature and the shortcomings. The biggest advantage of TV movies is to occupy the important medium of TV, covering the broadest audience. With the improvement of the audience's aesthetic level and thinking consciousness, the film must add discussion and reflection on social topics while embedding artistic elements, mainstream values and entertainment elements, so as to stimulate the audience's emotional resonance and enhance the viewing degree of the film.

5. Conclusion

In order to innovate the content of TV movies, if you want to continue to develop and even rewrite the glory in the new era, you must take advantage of the existing advantages while seizing the audience's demand for film, and combining traditional media communication with the content innovation of the times. . Strengthening the artistry, promoting the main theme, combining entertainment elements with social topic elements, combining thinking and entertainment, combining social topics with comedy forms, and making bold production innovations and artistic attempts. This is the trend of TV film creation. It is also the only way to develop TV movies.

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