

Research on the Problems of Film and Television Production and Dissemination in the Context of New Media

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Abstract: In recent years, with the rapid development of digital technology, network technology and mobile Internet technology, new media such as network and mobile Internet based on these technologies have become increasingly popular, becoming an indispensable part of people's lives, and the new media era has begun. In the new media era, various industries have been affected to varying degrees. In the course of this paper, this paper analyzes the opportunities and challenges and the future direction of film and television production and communication in the new media era as a background to better promote the development of the film and television industry.

1. Introduction

The development of film and television industry cannot be separated from the media, traditional media to a certain extent limited the development of the film and television industry and traditional media cannot meet the current needs of people, in this case, the emergence of new media and widely used. The application of new media can not only make the production effect of film and television works more good, film and television works are more aesthetic and artistic, but also provide a new way for the masses to participate in the production and dissemination of film and television works, and thus effectively close the distance between the media and the masses, and bring convenience to the production and dissemination of film and television works [1].

2. Concepts and features of new media

The concept of the new media age is a new media form that appears relative to traditional media such as radio, television, newspapers and so on. In the new media era, its main characteristics are the popularity of new media terminals that rely on digital technology, network technology, mobile Internet technology, etc., and play an important role in daily life. New media is the product of the information age, compared with the traditional media single form of communication, in the new media era, the form of information dissemination is more diversified, and will not be limited by time and space. Similarly, in the new media era, the platform is more open, to the dissemination of film and television works have brought a broader space. Whether it is news hot spots or entertainment events, once reported can attract the general participation of the public, for this reason also let the production and dissemination of film and television have brought about changes [2].

New media are also participatory. The obvious difference between new media and traditional media is that new media can get more ordinary people involved, and every ordinary person can make film and television work and disseminate them. In the past traditional media, the general public is only the audience, because cannot participate in, so the media is very worship, but the emergence of new media for every ordinary people to provide an opportunity, as long as people have editing software, DV and the imagination of the sky can create film and television works, such as Shanghai has held a mobile phone film festival, participating in the film festival a total of 980 short films, so that the emergence of new media to enhance the participation of the masses, so that the film and television production and dissemination is more convenient [3].

3. The Meaning of New Media in Film and Television Production and Communication

3.1. New media technology provides technical support for film and television production

New media technology provides technical support for film and television production. With the development of film and television industry, people's demand for film and television shoot effect slighter and higher. New media technology can realize the text, sound, graphics, images, images and other film and television information integrated and integrated. In film and television production, the application of multimedia technology mainly includes data compression, media technology synchronization, multimedia network and hypermedia technology. The use of new media technology can strengthen the expressive ness and rendering power of film and television works, so as to meet the diverse needs of the public [4].

3.2. New media technology enhances the aesthetic and artistic nature of film and television

The use of new media in film and television works has greatly enhanced the aesthetic and artistic nature of film and television, and greatly promoted the prosperity of film and television art. The use of new media technology to combine and graft materials, can give people an immersive feeling, especially in the documentary has a strong embodiment. For example, many movies today use 3D technology, watching 3D movies instantaneously can give people a sense of realism, as if in the picture of being in it, giving people novelty and enjoyment. In the context of new media, the use of technology to express art has become an aesthetic culture and popular culture [5].

3.3. New media has promoted the widespread use of new media technology for the dissemination of film and television, and has greatly promoted film and television

First of all, convenient media conditions, such as mobile phones, computers, blogs, microblogs, WeChat and other forms to a large extent for the media and audience interaction to create conditions and opportunities. Secondly, under the condition of the development of new media, any video recording equipment can become a shooting tool, the audience's admiration for on-screen films in the past and sense of awe gradually fade, and increase participation. The mode of interaction between new media and audience reduces the mystery of film and television, and the increase of the audience finally promotes the development and dissemination of the film and television industry [6].

4. Film and television production and communication in the context of new media

The main characteristics of the new media in real-time transmission, and has a strong interaction, which also promotes the production and dissemination of film and television works [7].

First of all, in the new media era, the rapid development of Internet technology, the audience's knowledge and understanding of information has not been limited by time and space, the demand for film and television works has also greatly increased. In such an environment, more excellent film and television works appear in the audience's attention. In the new media era, the continuous updating of information technology also makes new and rich hardware facilities emerge endlessly, and technological innovation provides support for film and television production, making the basic elements of images, sounds, special effects and other film and television present a diversified development situation. At this stage, the film and television production team can produce more wonderful effects and pictures based on new technologies and new equipment, whether it is visual effects or auditory effects are more realistic, enhance the appeal and rendering power of film and television works, and promote the development of the film and television production industry [8].

Secondly, in the new media era, the popularity of the Internet, mobile communication equipment and so on also make the dissemination of film and television works more abundant, the speed of transmission greatly accelerated. In the age of traditional media, film and television works can only be transmitted through specific media at specific times. In the new media era, in addition to television, cinemas and other inherent media, the Internet, mobile phones, video playback software

can become the medium of communication. And because of the openness of the new media platform, everyone can use their own resources to spread the film and television works. The diversification of communication channels not only makes the spread more widely available, but also makes it more efficient. In addition, in the new media era, the interactive effect of film and television works in the dissemination is also greatly enhanced, in WeChat friends circle, microblogs, and paste bar and other common social platforms, everyone can comment on the advantages and disadvantages of film and television works. This also lets the production and dissemination of film and television works get more suggestions, which is conducive to improving the quality of film and television works [9].

5. Ways to improve film and television production and communication in the context of new media

5.1. Strengthening the Application of New Media Technology in the Production of Film and Television Works

Traditional film and television works in the production of more rely on camera, lighting, recording, scenes and other technologies to achieve, and with the continuous improvement of digital technology, there are more and more new technologies, such as digital synthesis, special effects synthesis, whether in video imaging or scene design than traditional media are better. Therefore, in the film and television works in the early production of the comprehensive use of new media technology, some of the preparation of film and television works to deal with, including the quality of the picture, audio quality and light effect, so that the film and television works recording quality can be improved, but also for the film and television works of post-promotion and dissemination to lay a good foundation. Expanding the application range of new media technology in film and television production is the fundamental driving force to promote the development of film and television. For the development of film and television programs, the first should be on the subject of film and television innovation, and constantly enrich the form of film and television, the insertion and application of new media technology, so as to enhance the artistic performance of film and television works. For the production of film and television programs, the content of the work and technical integration, in order to make the work itself more artistic expression, in order to provide the audience with a more perfect film and television feast. For example, interactive television programs are an important part of film and television production, this program form in many places have used new media technology, such as the integration of lighting, video, audio, picture and other media technology, sound, light and audio automatic control, and can achieve intelligent [10].

5.2. Improving the processing skills of new media in film and television production

As a kind of medium form with strong theory and technicality, the new media technology should pay attention to the treatment of skill in film and television production. For example, in the recording at the same time, not only to control the picture of the film and television works, but also to strengthen the processing of music accompaniment, through seamless connection, fade in and out, special effects processing and even variable speed and other ways to achieve, so that the sound quality of the film and television works higher, better sound. For example, the film's unconventional shooting, model and picture shooting, special effects shooting, optical special effects, in the post-film production, synthesis, film and television overlay stunts, film and television transition effect stunts, motion effect stunts, fast and slow lens, reverse lens, still frame picture, etc. , for the producer itself has a high technical and technical requirements. In the production of film and television works, should be combined with the specific content and theme of the work to choose the appropriate processing skills, so as to maximize the integration of technology and the work itself, enhance the artistic expression of the work.

5.3. The dissemination and promotion of film and television works by various new media channels

In the era of traditional media, the communication path of film and television works is nothing more than television, cinemas, etc., the communication channel is very limited, and there is a lack of innovative communication ideas. In the new media era, various emerging media such as Internet platform, mobile Internet platform, etc., for the dissemination of film and television works to provide a variety of ways and means of dissemination. In the film and television works of the early publicity and follow-up dissemination are more favorable, but also according to the characteristics of different communication paths and the characteristics of the film and television works themselves, select the target audience for publicity, such as WeChat public number, weibo hot topics, so that the dissemination of film and television works to achieve the best results.

5.4. Interaction with audiences with new media as the carrier

If we want to develop film and television production and transmission effectively in the context of new media, we should take the new media as the carrier, use the new media technology to and be desired, broadcast, audience interaction, in order to attract the audience. First, the content and nuclear spirit of the film and television works to pass on to the audience cannot be separated from the role of new media, secondly, the new media in many forms, digital television, mobile television and mobile phone network, these different types of new media can allow the audience to choose freely, the audience choose their favorite media way to watch the film and television works, can make the audience feel, to their main position and then the media and audience can be more friendly to get along

5.5. To achieve the training of outstanding film and television talents

In order to realize the improvement of the film and television production and communication path under the new media situation, we must strengthen the training of outstanding film and television talents, and require them to have solid media technology, basic skills of film and television appreciation, aesthetic ability, literary literacy, innovation ability, learning ability, etc. On the one hand, to train the existing film and television workers, or to ask them to improve their personal technical level through self-study, can simply deal with the daily film and television recording problems, on the other hand, it is necessary to set up cultural industry courses in colleges and universities, improve students' practical ability and comprehensive quality, only in this way can promote the development of China's film and television industry.

6. Conclusion

The development of new media provides convenient conditions for the creation and dissemination of film and television industry, which not only provides technical support for the production and dissemination of film and television, but also enhances the artistic effect of the film itself and promotes the recognition of film and television. Under the new situation, the new media technology has realized the effective integration of technology and art, and it promotes the prosperity of film and television art with strong interaction and integration. In order to realize the promotion of film and television production and communication under the background of new media, we must strive to expand the scope of application of new media technology, improve the processing skills of new media, and fully stimulate the interaction between the media and the audience, only in this way can we promote the production and dissemination of film and television.

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