

The Plight of Low-budget Film and Breakthrough

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Abstract. A low-budget film is an important part of Chinese film, in the decades of development through bumpy but insisted. Smaller movies pay more attention to the content of the film to attract audiences, make up a large less close to ordinary people's life experience and feelings. This article mainly from the cost movie theme selection, publicity, distribution and form four aspects, the plight of a low-budget film are analyzed, and put forward countermeasures to break through it.

Low-Budget Film Overview

Features of Low-budget Films.

The industry does not have a unified narrative about the definition of small cost films. A low-budget Film, as the name suggests, is a movie that puts in a small cost. It is generally believed that small cost film investment is less, there is no big scene stunt production, there is no need for actors, scenes, clothing, effects and other aspects of additional expenses, the required funds only to maintain the normal production, distribution, investment in 10 million yuan under the film [1].

Small cost films invest less money. Because of its limited funds, there are some types to choose from when shooting, such as big war scenes, martial arts films, historical dramas and so on are not in the scope of small cost films to consider. Low-budget Film stars less. Low-budget Films generally have only one or two stars or no stars. By some unknown actors to participate in, their life trajectory and the drama of the protagonist life more close, so that it is very natural to show the living state and living conditions of the urban people, Mandumai, to the level of the odd. Low-budget Films pay more attention to humanistic care. Focus on showing the many aspects of social life, the lens to ordinary people, with a humanized perspective to express their life situation, more complete realization of the film's humanistic care and public welfare claims, which is the cultural value of small cost film, but also film this cultural industry to maintain the intrinsic growth of the important fulcrum.[2] Small cost in the domestic and foreign large swathes of the double pinch to find a hint of development of hope, to achieve a broader development, it is necessary to take a different approach, break the traditional marketing model of the constraints, in the film literature and art and commercial between the balance.

The Development of Low-budget Films.

Small cost film is an important part of Chinese film, its development as a microcosm of the development of Chinese film, naturally affected by the relevant national policies, political, economic and cultural environment. To be exact, China's small cost films sprouted in the 90 's in the 20th century, catching up with the 80 of literary prosperity, and in the 90 of the late century they sang from gongs and drums. [3] Small cost film in China's development is still in the initial stage, because it still has a very broad prospects, so in these decades of development bumps have been adhering to. 2006 Low-budget Film "Crazy Stone" has won the word of mouth and box office double Harvest, successfully breakout, created a Low-budget Film box office miracle, opened up a new trend in the Chinese film market. In recent years, the Chinese film market has seen a lot of small and medium-sized movies investing millions of, in the box office to win more than 10 times or even dozens of times times higher than the input of box office earnings of the excellent film.[4]

Looking at the development of small cost films over the decades, from the initial personalized narrative, to focusing on the ordinary life of ordinary people, to meeting the needs of the audience, paying attention to the revenue of the box office, and now incorporating the mechanism of film marketization. Although through a variety of media platforms, media and film festivals, more and

more small cost films are seen by the audience, but in the real market environment in the face of new tests and difficulties. How movies Strike a balance between artistry and commerce, and find the real way out of small cost films in the future, are the concerns of today's small cost film directors.

The Plight of Small Cost Films

The Misunderstanding of Subject Choice.

You can't blindly cater to the audience. In recent years, the development of small cost film in China is on the rise, social benefits and economic benefits of double harvest, word-of-mouth and box office works more and more appear on the big screen and share with the audience, but there are still some problems. Although small cost film investment is limited, but this can not become the film content hollow, storytelling is not strong, the theme is not clear, the type of homogenization reasons. Low-budget Films focus on the stories of little people in society, so they have more flexibility in the choice of content, which is one of its great advantages. Any film and television work to have a wonderful story as a support, "crazy stone" is to grasp this point, it is based on the small things in life, tells the story of soldiers and thieves, soldiers are rabble, thieves are mixed, two groups of people together to have a chemical reaction. At first glance, it is a comedy that exposes part of the reality in a black humorous way, describing the helplessness of the lives of small people at the bottom of society. It got rid of the bondage of commercial film, from the perspective of the audience, material is the small things around, with its wonderful humorous narrative way for you to tell a famous story. [5]

The Plight of Propaganda.

Can't take advantage of the star effect. Low-budget Films are basically no stars to participate in, now look at the compound line, a variety of new films continue to file, big investment movie star lineup is naturally strong, the introduction of big-name stars almost box office has a certain guarantee, which seems to be an unwritten rule of the film industry.

An attempt at a new way of promoting it. In the introduction of large areas of foreign siege, investment tight millions of the small cost of domestic film "silent" undoubtedly faces a huge challenge, neither big Star, nor hype, can not take advantage of the director's appeal, in such a fierce competition in the filming environment, such a small cost film production results can be imagined.

"Silent" Such a small cost film to achieve success still rely on word of mouth, the release of more than 10 days has really achieved a good response, but the new film constantly on the file, so want to see "silent" audience can not find the right field. Helpless under the film's investment in Yum era decided to join the Echo on November 3 to rent a number of seats near the Shanghai Grand stage to hold a "Echo Night-" silent "million people to see the film" Activities, public ticket sales, invite spectators to the gymnasium to see the film, and this challenge the authority of the hospital line, The direct bypass of the hospital line to show the film to the audience to see, caused a strong response from the film industry and the media community. And the head of the Shanghai joint Department said: "This is a small cost film studios and courtyard line of a confrontation." "There is also a sense of helplessness in this small cost film studio," he said. And the holding of this event is a different way, to a large number of small cost film release mode provides a new mode of exploration. Courtyard line in the face of the growing operating costs, according to market conditions to choose the behavior of the row is also beyond reproach, but in view of China's small cost of film number, screening screen less status quo, small cost film exactly what the way out.

The Plight of Sell Wholesale.

Financing is difficult. Most of the small cost films are not able to walk into the courtyard line and meet the audience because of financing difficulties, and most of the small cost film production teams feel that it is too difficult to raise money because there are no big stars and big directors. And some young directors will first choose to participate in Foreign Film festival awards selection, in foreign countries to obtain a certain degree of visibility before taking back the domestic screening, although this is an effective way, but it is a helpless move. [6]

With the annual increase in cinema operating costs, the hospital line has to have some trade-offs, the film pre-publicity good, the star lineup is strong, the film production is good, naturally has a high

box office guarantee. And because of the limited investment of small cost films, all the funds only to maintain the normal production and distribution of the film, and there is no more capital investment to do the film publicity activities, just hope to be able to attract the audience through their own good inside. Small cost film production team also has their own helplessness, if only for the box office, in order to cater to the yard line to make some works, in order to release and release, that Low-budget Film is to shoot the audience or pat to the courtyard line to see it? So what is the way out of the small cost film distribution?

How Low-Budget Films Break Plight

Choice of Subject Matter.

The popularization of the story theme, pay more attention to the local culture of a region, and the artistic technique of black humor has gained more than after 80 and 90 love, strange publicity to the community has its own view of the film can attract the attention of thoughtful young people, in such an entertaining time, humorous absurd plot, In the use of stories to attract people at the same time can bring people a hint of insight. With the current popular elements as the fit point, with different types, styles of film to enrich the market, so that the cultural value of the work and business value of the balance. Although the investment is not large, but their output is much higher than the situation of investment, will certainly make it a powerful force in China's film market in the future.

The director's AFDB has made a seemingly simple case of twists and turns, the suspense, so that the audience is attracted by the rapidly changing plot, unstoppable. The film is about the rich Linthein daughter Lin Mong Sprout and hired a lawyer Zhou Li and child prosecutor Zhi Dou story, the film shooting scene are fixed several places, the main view is that the actor through acting on the content of the script presented, the star's dialogue content is wonderful plus the case itself to bring people the attraction, The plot is compact, people have a kind of hunting psychology, the fast-changing case really makes people deep in the whirlpool of cases can not extricate themselves. The whole film logic is meticulous, inferred reasonable, the trial drama only three games but the rhythm is bright, the splicing technique uses just the right, in each key place lens group, the whole plot is compact without the feeling of dragging the mud, causes the audience to be constantly touched by every step of the case development, the case trend seems to be ever-changing, But everything is in the hands of the manipulator, step by step.

Do a Good Job in the Early Publicity Work.

Leverage the impact of the network. Film as a "disposable" consumption of goods, the early publicity is particularly important. Now the rapid development of the network, the star's Weibo is a good propaganda platform, through the star's forwarding can get considerable attention, the micro-film "old boy" is because there are stars to help them forward related Weibo, on the network to get a super high attention. Of course, the content of the film itself is also caused by the after 80、90 's attention, a story about the dream of reality, the collision between reality and ideal, help after 80、90 find the lost time, common memories of the past, earn enough tears, overnight in the network.

Use a variety of publicity methods. The festival sets the stage for small cost films, such as the annual College Film Festival and the Shanghai International Film Festival, which provide a platform for small cost films to meet audiences in such a way. Some directors are through such a propaganda way to let the film and the audience meet, when there is a certain influence in the release of the hospital line, by participating in the film festival such a way for the small cost of the film out of the exploration to provide more possibilities. The movie "Crazy Stone", it does not have a strong star lineup and production team, but by knowing that the investor behind the scenes is Andy Lau, to the film's propaganda role has brought a certain influence. Later in several cities first pilot broadcast, by the good word of mouth, has become a low-cost high-return film success model.

Small Cost Film Market Distribution Breakthrough.

Through cooperation with well-known networks, media companies. Under the pinch of a variety of big, high-cost, big-production commercial films, small cost films struggle to survive in the fierce competition. Although the number of small cost films per year is not a few, but the quality is mixed,

can be released in the courtyard line and in the word of mouth and the box office to achieve a double harvest of masterpieces are numbered.

Small cost film to go to Marketization, and take the road is inevitable, since 2002 the state of the film industry access qualifications relaxed, many media companies, enterprises, individuals to small cost films to throw an olive branch. Directors of small cost films can raise their market awareness by working with well-known websites and media companies, such as the collaboration between China Film Corporation and the Hong Kong Emperor's film on small and medium-sized costs. Pepsi Group in recent years at the end of the year will launch a step micro-film, with Pepsi's own visibility coupled with the impact of Pepsi endorsement of the star, the launch of the film in the online click-through rate is also very considerable, but also for the development of small costs to reap the benefits of the road widened a channel.

Conslusions

Small cost film will be promising, broad market prospects, grasp the small cost of film theme trade-offs, pre-publicity, market distribution and other gates, to achieve commercial film and literary film coexistence, big production and small cost symbiosis, blooming, the pomp of the Hundred schools will also be within reach.

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