

Re-release Film Dissemination in the New Media Era -- The Lord of the Rings for Example

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ABSTRACT

Based on the phenomenon of film rerun in the context of new media era, this paper analyzes the differences between the two film reruns, expounds its function and influence on the film rerun from the perspective of new media communication, and analyzes the changes of the audience to explain the significance of the film rerun and the film communication culture under the new media communication.

Keywords: *Mass Communication, Movie Communication, Re-release Film, The Lord of the Rings*

1. INTRODUCTION

1.1 The influence of new media on film marketing

As a kind of culture and art, film is also a kind of consumer goods. Its use value is to bring spiritual enjoyment to the audience. Once its plot, actors and directors bring disappointment to the audience, it will bring bad publicity effect to the related films in the future. On the contrary, a good film will make the audience unforgettable for a long time, and repeatedly aftertaste after walking out of the cinema, in the future when there are relevant director or actor of the film will make the audience want to continue to go into the cinema to support, this is the effective role of the film market brand mechanism.

However, the development of new media and communication methods has increased the effect on this situation. In today's society, as a network era, the fast speed of communication and the number of communication channels have played an important role in the film industry.[4] This has brought both advantages and disadvantages. A film will have more ways of publicity, let more people know about the work and make more interest, whether positive or negative news, will increase the curiosity of the masses, so the popularity and economic status will increase. On the contrary, in the short term or even in the long term, a controversial film will become the object of more entertainment. For example, we-media operators will constantly use this work to provide their own heat, both in good direction

and bad direction, such as douban rating, such as film explanation. It's possible that in ten years' time, when people are talking about good movies or bad movies, a superhot movie will appear again. This is the importance and change of communication to film.

1.2 Literature review and review in related fields

WangDongDong said: heavy hit movies often are classics, often after years or on the movie means with technology upgrading, but the film distributors is to be reckoned with in the movie really can arouse people's collective memory of the master the mainstream discourse, nostalgia is to return, return to the childhood experience, return to the ideal s. With the change of time and personnel, the symbolic meaning of the work has to be changed, which will not only bring more revenue to the publisher, but also return to idealism in the cultural environment. The re-release of movies is a good thing for the theatrical structure, and it would also be a good thing to go to the cinema to review the classics and recall the memories of the past every year during the slow season when horror films are crowded. In this way, the reunion of the film and the audience after a long separation can really "win the world".—"New Film" Dec. 2015 "Analysis on the Re-release phenomenon of Cinema in Mainland China" Professor WangDongDong.[1]

The progress of The Times promotes the rapid development of new media, and the modes of communication are constantly changing and enriching. New media are making continuous progress. At the same time, the film industry cannot be ignored, the film

industry is also facing many opportunities and challenges under the background of new media.[3]

There are very few literature studies on one direction of film reruns, and some of them mention the content of film reruns in the process of studying the other direction. As an increasingly important part of modern film life, film re-release is not only a review of classic art, but also closely related to the development of today's society and new media communication. Therefore, this paper will start from the changes brought about by film marketing between the first release and the re-release of the film and what influence it has on the film, and discuss the development trend of marketing communication methods to the new era media and how to meet the new era media. From the perspectives of cultural communication and film marketing, this paper discusses the changes of film communication under and before the new media era, the influence and importance of communication methods on films, and how films increase their influence through communication. Through the influence of new media communication on film word-of-mouth, the study of media memory and the change of trend, the culture and communication outside the social life background are analyzed.

The author will choose the well-known figure of J.R.R. Tolkien's works and *The Lord of the Rings* first release and continues after the first time in 20 years new media era of communication between the influence and change, on the basis of combination of cultural transmission and social background of blessing and auxiliary medium, verify further value between new media and film and development. This paper will focus on the relationship between the re-release of classic films and new media marketing, as well as the opportunities and challenges faced by film communication marketing under the new media environment.

2. MATERIALS AND METHODS

The Lord of the Rings movie series adapted from the fantasy novel of the same name by J. R. R. Tolkien mainly tells the story of the Lord of the Rings period in the end of the Third Era of Middle-earth, when people of various ethnic groups united in pursuit of freedom against the Dark Lord Sauron. The book was rated as "the book of the 20th century" in the voting activity jointly organized by Waterstones bookstore and British channel 4 (CH4), and as "the most important book in 2000" in the voting activity held by Amazon.

The film series *The Lord of the Rings* was divided into three parts, namely: *The Lord of the Rings: The Fellowship of the Ring* (released in the US on December 19, 2001, and in China on April 4, 2002), *The Lord of the Rings: The Two Towers* (released in the US on December 18, 2002, and in China on April 25, 2003)

and *The Lord of the Rings: The Return of the King* (released in the US on December 17, 2003, and in China on March 15, 2004). Among them, the production cost of *The Fellowship of the Ring* was US\$93 million, and the marketing promotion cost was US\$50 million; the production cost of *The Two Towers* was US\$94 million, and the marketing promotion cost was US\$45 million; the production cost of *The Return of the King* was US\$94 million and the marketing promotion cost was US\$50 million. At the same time, the global box office of *The Fellowship of the Ring* was US\$871,368,364, of *The Two Towers* was US\$926,287,400, and of *The Return of the King* was US\$1,118,888,979. The series can be said to be the leading work of fantasy movies, both acclaimed and popular. The three films won a total of 351 international awards and 284 nominations, which including 17 Oscars. In particular, the final piece *The Lord of the Rings: The Return of the King* won 11 Oscars and became the most awarded film in the history of Oscars at that time, together with *Ben-Hur* and *Titanic*. In addition, the series also won high box office in China. Among them, *The Lord of the Rings: The Fellowship of the Ring* was released on April 4, 2002 and with a box office of 56.2 million; *The Lord of the Rings: The Two Towers* was released on April 25, 2003 and earned a box office of 24 million; *The Lord of the Rings: The Return of the King* was released on March 15, 2004, and got a box office of 86.3 million. It can be said that in the 20th century, *The Lord of the Rings*, as a work in the development stage of film technology and communication media, achieved great success. It was not only the opening of many people's cognition of film works, but also the remembrance of countless people's youth and their feelings of immersion in the magical world.

For many viewers, the release of a film on April 9, 2020 was of great significance, that is, the second screening of *The Lord of the Rings* series after nearly 20 years. Although the rerun of *The Lord of the Rings* was highly anticipated, the box office performance was relatively average, especially compared to *Avatar*, which was re-screened shortly before, the box office of them was far different. The cumulative box office of *Avatar* was more than 370 million, but on the first day re-screening of the first part for *The Lord of the Rings*, the box office was only more than 2.6 million. And it reached 11.59 million the next day due to the obvious pick-up in the film row piece rate. The total box office for the two days of re-screening was less than 15 million, which was far from the 80 million box office for the two days of re-screening of *Avatar*.

3. RESULTS AND DISCUSSIONS

First of all, movie theaters may replay the films when there is a vacancy in the cinema line. From 2020 to 2021, many new films were postponed to be shown

indefinitely, and the films in the shooting were also stopped. The suspension of release for cinema films directly led to the reduction of the publicity and issue for new films, which resulted in the unemployment of relevant practitioners and brought the significant impact on relevant units. After the online release of some films, when the cinemas reopened, there was an extreme lack of new film sources, so the replay of classic films played a role in filling the gap. With the seemingly popular publicity of the media, the operation of the cinema in the early stage of resumption of work was extremely bleak. One of the most significant features was the flow of people. Whether it was the official seat restrictions or people's fear, the flow of people in a show were cut by at least half. The lack of flow directly led to the low rate of return on investment of a new film. Even though the film is an art, the art without money is priggish and untouched after all. For the above reasons, many classic films were re-release in the past year. The Lord of the Rings and Avatar were both epic classics. This replay was a rare opportunity for fans. However, they formed a strong contrast in box office and word-of-mouth, especially The Lord of the Rings, which was also very different from the premiere in China in 2003.

There were many reasons for this situation at the box office, among which the low amount of film arrangement was the main reason. The replay of The Lord of the Rings was decided suddenly, which was what the public called "airborne". Many cinemas were not ready to play it due to the sudden official announcement schedule, so there was not much film row piece volume could be given. According to the data, on the first day of the rerun, the row piece rate was only 1.8% (in contrast to 15.8% for Avatar). The box office output cannot reach to a high level with low film row piece rate. The next day after the rerun, the row piece rate of The Lord of the Rings raised to 6.8% (compared with 23.6% for Avatar), and the box office performance also warmed up to 11.59 million. In addition, because the replay plan was decided very suddenly, many cities did not get the copy of the film resources. No copy, no row piece volume. Especially in some third- and fourth-tier cities, the copy was sent by express, which took time, so that many cinemas could not get the copy even on Friday and Saturday. It took two days for the copy to completely cover all cities where the film could be shown. Only at that time, the row piece volume of The Lord of the Rings would be normal.

4. CONCLUSION

As a series of films 20 years ago, The Lord of the Rings won numerous high praise when it was released at that time. The special effects of the film and the

depiction of war scenes can be regarded as the top breakthrough level in the stage of film development of the millennium. The plot was adapted from the popular and highly acclaimed J. R. R. Tolkien's Wonderful Novel of the same name. The magnificent Middle-earth in his pen made people deeply fascinated by it. The core of the story was about the transformation and pursuit of humanity between good and evil, which sublimated in the magnificent movie portrayal.

However, since the first part of The Lord of the Rings released again in April, this series of films, which was with numerous praises and as the cinnabar mole in the hearts of countless audiences, received many negative reviews, such as single plot, slow film rhythm, failure reflection of the three-dimensional character image, etc. Even the acclaimed audience was mocked as "brainless flatterer". What were the reasons of this? The first was about the single plot. With the development of the times, countless excellent novels were born, people's aesthetic level was continuously improved, and novels with similar styles emerged one after another. However, people also received the influence of many entertainment novels and ignored the literary value behind the reason why classics are called classics. As a magic masterpiece, The Lord of the Rings had its own epic story, complex background setting and heavy cultural load, which virtually raised the viewing threshold of the audience. In addition, many contents in this work were difficult to understand for the Chinese audience due to the differences in cultural background. The author was a professor of English language and literature at Oxford University. Behind this book was a three-dimensional world view composed of words, a world with history, politics and race, both serious and fantastic. Secondly, the language of each race in this book was created by the author himself. These languages were not fabricated casually, in contrast, they were created according to the language system and could be verified, studied and learned. The second was the movie rhythm. The viewing habits of new audiences were "biased" by fragmented forms of cultural entertainment such as short videos. A large number of fragmented short videos such as "5 minutes to show you blockbusters" on the short video platform not only divided the traffic of film and television dramas, but also reshaped people's cultural appreciation habits to a great extent.[5] The epic grand series of films- The Lord of the Rings should express the new fantasy world presented in the novel through film language, which required a lot of depiction and cannot reduce the main plot at the same time. But the main reason was that the society in which people live was a rapidly developing world, and the pace of life accelerated at an ever rate. Calm down and enjoy three hours of movies were boring for many viewers. With the development of entertainment life and technology, fewer and fewer people can calm down and focus on the

shock of the film. Many people would take out their mobile phones in the process of film reassurance, few people in contemporary society can leave their mobile phones. As for why it was not scored low 20 years ago, in addition to the fact that the viewing habits of the audience did change, on the one hand, it was not as convenient for ordinary audiences to score or evaluate the film at that time, on the other hand, it was related to the fact that the fantastic scenes and grand scenes of the film were enough to shock some viewers to support the viewing. Twenty years ago, The Lord of the Rings series built an amazing magical world through traditional film shooting methods and computer special effects technology. Now that digital shooting and computer special effects became the standard of films, it was obvious that such a technical level was difficult to satisfy some audiences who came for amazing "big scenes". The fragmented cultural rapid disappearance may be gradually transforming the social cultural communication mode, but past facts proved that the wave of change in media communication will not stop, what should be left will always remain.[2]

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