

Explore the Communication Theory under the Network Film Review

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ABSTRACT

With the development of the network process, the network film criticism is also developing, which has a profound influence on the film communication. In the Internet era, Weibo and WeChat public accounts are the main battlefields of online film criticism, which are characterized by popularization of communication subjects, changing communication channels and fragmentation of text content. This paper analyzes the communication characteristics of online film criticism by using the communication theory based on specific film communication examples.

Keywords: *Film review, Communication theory, Agenda setting, Opinion leader.*

1. INTRODUCTION

With the rapid development of Internet technology and the infinite extension of network connectivity, the coverage of the entire class of Internet audiences has brought a huge impact on the film and television industry. With the rise of online film criticism, traditional film criticism is gradually declining. Film criticism has shifted from traditional print media such as newspapers, magazines and academic journals to the Internet. Network film criticism has experienced the embryonic stage of blog and forum era, the rapid development stage of portal websites and Douban.com, and now it has come to the interactive development period of Weibo and WeChat public account.

2. FIRST THE RISE OF ONLINE FILM CRITICISM

In an era of complete network, the network also shows more and more strong momentum for the evaluation of literature and art. While people lament literary and artistic creation and criticism, Internet criticism has sprung up and developed rapidly, and its influence on authors, readers and audiences is also increasing. Among them, the network film and television commentary, which is based on the network platform, has made a very eye-catching performance in recent years, gradually becoming a climate, and has been widely concerned by people. Online film and television commentary not only affects the attendance rate of film and television works and changes the audience's aesthetic

choice, but also directly affects the creation and directing of film and television to a certain extent, which has quietly become a cultural phenomenon that both inside and outside the industry have to attach great importance to. From this perspective, online film and television commentary is essentially the public's struggle for and maintenance of a discourse right, which is personal artistic and aesthetic evaluation rights, cultural rights, including social rights to a certain extent. The emergence of online film and television commentary changes not only artistic values and forms, but also ideological values and ways of thinking.

Online film and television reviews initially appeared in the form of reprinting the comments of traditional media and netizens' posts in a few words, and did not attract the attention of people, especially the producers and cinemas. However, like the speed of the development of the network, online film and television commentary is born from the network, and with the help of a variety of new network technologies and tools, it quickly becomes popular and has more and more influence. Some people think, "The emergence of online film criticism is of great significance to change the pattern of Chinese film criticism. The value of online film criticism is mainly reflected in two aspects. First, online film criticism is born in response to the Internet, which brings a fresh and lively temperament to online media, as well as clicks and profits. Secondly, online film criticism also provides a kind of entertainment consumption for the net generation audience. That's one of the reasons film reviews are so popular on the Internet." Online film and television

commentary is a popular cultural phenomenon with the characteristics of "grassroots" and liberalization. Compared with the traditional media, it is more simple and real, and close to the works and the public's life feeling and way of speaking. Even from a pure logic, online film and television commentary has become a cultural upsurge with social fashion, which shows its close relationship with the public and The Times. Because no social boom can happen without the participation of the masses.

3. THE SPREAD CHARACTERISTICS OF ONLINE FILM CRITICISM

3.1 Agenda-setting Creates an Atmosphere of Opinion

Agenda-setting is one of the effectiveness theories of mass communication. This theory was first proposed by American scholars McCombs and Shaw. They believe that mass communication has the function of setting the agenda for the public, and the news reports and information transmission activities of the media influence people's judgment of the surrounding world events and their importance by endows various issues with different degrees of salience [1]. Agenda-setting theory implies a view of media that reports on the outside world are not "mirrors" but purposeful trade-offs. According to their own values and interests, the media can effectively guide people to pay attention to certain facts and discuss the priority of issues by actively providing some relevant information and setting relevant topics [2]. With the increasing influence of "we media", film producers have also begun to shift their marketing focus to new media platforms. Famous people on Weibo and film review official accounts have become important advertising targets [3]. Before a movie is released, the studio will make use of the agenda-setting theory in mass communication and marketing strategies to make the promotion and promotion of the movie into a comprehensive, three-dimensional, interlocking and systematic project.

Take "Hi Mom", which was popular this year, as an example, the publicity and distribution team released various posters, trailers and trailers of various versions of the film on Weibo, interviews of the chief producer team, and took the initiative to set the agenda for the film. Film director Gu Ling take part in a variety show on current hot door "ace to trump card", thanks to the heat of the popular variety form out on twitter, become a hot topic, rapidly improve the popularity of the film, didn't pay attention to the film, but attention variety show or Weibo hot topic of potential audience become followers, film forming variety and the linkage of the film. Subsequently, the publicity and distribution team held offline activities and encouraged netizens to create interesting and creative vlog short videos to spread on Weibo. This combination

of online and offline communication made the film ferment online and become a hot event, further expanding its influence. Finally, the publicity team planned the event and set the film for release on the first day of 2021. The selection of this day and a large number of blocks in the New Year, and the happy atmosphere of the New Year fit, caught the modern happy New Year psychology, but also moved. Before the release of "Hi Mom", with the help of various media and various forces to fully promote the film, set the agenda for the audience, mobilize the audience's desire to watch the film, achieve the effect of film communication, and thus has a box office of 5 billion yuan.

3.2 Multi-level Communication Strengthens the Communication Effect

The rise of the Internet has brought about great changes in communication rules and methods, and the communication path has changed from linear to non-linear. At the same time, the level of communication has changed greatly, from mass communication across the traditional point to multi-level communication [4]. Weibo film reviews promote the arrival of the era of "Everyone is we-media" [5]. Film directors, actors and stars, movie fans and ordinary audiences can eliminate the identity gap through Weibo platform and communicate and interact in an all-round way without restriction. The mode of film criticism has changed from one - way to multi - level. Since the publicity of "Hi Mom", its director and staff have continuously released stills, trailers, relevant interviews and film reviews, and actively set the agenda of the film to build its popularity, which is first-level communication. Fans who follow this film will actively collect information about the film and express their opinions on the film. The mutual influence between audiences will exceed the influence of media on audiences, which is the secondary communication of film criticism. In the forwarding process, the Weibo audiences of the above communicators play a key role in the spread and diffusion of film reviews, thus constituting tertiary communication; When microblog users make comments on the microblog of the disseminator, the two will spark communication in the interaction and generate more interpretations, thus realizing the fourth-level film review communication. The interactive function of Weibo platform endows Weibo film review with multi-level communication mode, breaks the solidification situation of both sides, and strengthens the communication effect in the process of mutual conversion.

Weibo has a wider range of participants than any media before it. All roles in the film production and consumption chain are included, from producers, directors, actors, experts and scholars, film and television creators, film critics and ordinary audiences, all of which can realize zero-time difference interaction through the forwarding and comment functions of Weibo. The

identity between them is completely broken. Each person can be the publisher of film review content, or become the disseminator of film review through comments and forwarding, and then achieve the next level of communication through their fans' forwarding and comments. It is worth noting that the forwarding function of Weibo is not simply copying, but generating new public opinions through the comment function. This kind of communication breaks through the one-way and two-way communication mode and achieves multi-level communication. As a result, the release of a film review can achieve the largest range of dissemination on Weibo and form a topic effect. It can be seen by movie lovers or not. In terms of communication effect, Weibo film reviews have surpassed traditional film reviews and other online film reviews.

3.3 Build Opinion Leaders to Influence Communication

Some people say, "Online film and television commentary is not only the grafting and literal interpretation of 'Internet + film and television commentary', but also a new cultural force formed by the integration of the two subjectivity" As an important part of network culture, online film and television commentary has the general characteristics of network culture. At the same time, due to the aesthetic characteristics of network film and television commentary, it has become the most personal network discourse expression in network culture.

The influence of opinion leaders is realized in the process of communication, and the composition of influence is actually a continuous link and multi-level communication track. In this process, there is also a multi-stage development of a gradually formed sphere of influence [6]. Film critic on Weibo, WeChat public platforms such as deep and has insight comments, in all that wraps the attention of fans, reviews, thumb up and forward all sorts of interaction, such as sentiment is gathered, through all kinds of fans, especially the big V forward or link, view is transmitted to a bigger range, form the influence to the entire network space. Once formed, opinion leaders will have an impact on network communication. For example, "Sir Cinema" and "Independent Fish" are all influential opinion leaders who have attracted the attention of many fans. Theoretically, as a means of mass communication, online film review is characterized by decentralization and de-authority. However, in the process of communication, opinion leaders still exert their influence to influence the communication. Influential we-media film reviews can guide the audience's viewing of a film by promoting or commenting on it. Before a film is released, the producer will organize media viewing sessions, invite well-known film critics or media to attend, and post reviews online to guide audiences to watch the film. In the process of film

release, critics' positive or negative attitude towards the film often forms a climate of opinion, which affects the evaluation of the film by ordinary audiences to a certain extent. For example, in the "Hi, Mom." before the screening, several celebrities and famous people view of the film, let the film released in the Spring Festival period, lead high box office, reviews regularly, but after the Spring Festival, some critics to calm analysis, again lead another group of critics, think, just before the middle propaganda do very well, But the story and funny points of the movie itself are not particularly outstanding, not worth the \$5 billion box office. All these are different opinion leaders who influence different groups and express their views and opinions on the network media with different public opinions.

"If the relevant departments or institutions can pump power, the film creator (network) criticism to analyze, organize, and feedback film or society, so it not only can further motivate the enthusiasm of critics, but also can make these dispersed, fragmentary ideas become more effective information, promote the development of film career." [7]

No matter whether the celebrities on Weibo post good or bad comments, they all have great influence and can cause a wide discussion about the film on Weibo. Basically, any film company will more or less promote their films through these three channels, thus causing the objectivity of Weibo film reviews to be distorted to some extent. Film appreciation has a certain time procedure, and is also a very emotional aesthetic activity. Microblog word-of-mouth, which plays the role of agenda setting and opinion leader, affects the movie viewing intention and film evaluation of movie audiences all the time.

4. CONCLUSION

Nowadays, online film criticism develops rapidly and plays an important role in film criticism and dissemination. Network film and television commentary is an important part of aesthetic entertainment in network culture, but also an important channel for netizens to express their feelings and thoughts. However, as the basic situation of network media, both in the film and television commentary of network environment and network television commentary, requires a more complete appeal, at the same time very need academic opinion leaders focus more attention, more research into energy, with the rest of the rational thinking of the essence and objective comprehensive analysis, We should guide them to gradually find a healthy way of public opinion development, and then play their due role in Chinese film critics and even the whole Chinese film industry chain.

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