Analysis on the Organic Integration of New Media Technology and Drama Art

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Abstract. With the rapid development of new media technology, different types of media dramas have come into being and attracted the attention of many scholars, such as dynamic photography theater drama, network drama and reality drama. This paper mainly analyzes the application methods of flash animation technology and interactive screen technology in drama art, such as using flash software, Photoshop software and ActionScript script language to complete animation, highlighting characters' characters through animation, or changing transition methods. At the same time, it introduces the application methods of interactive screen technology in drama art propaganda, and achieves the popularization of drama art related knowledge through the change of LED screen. Through the application of new media technology, the expression and publicity of drama art have been innovated and developed, which is of positive significance to promote the inheritance and development of drama art in China.

Keywords: New Media Technology · Drama Art · Fusion Mode

1 Introduction

Nowadays, with the rapid development of science and technology, the communication between countries and regions in China is getting closer and closer, and the interdependence between them is also strengthened. The communication between information is faster and more convenient, which shortens the distance between people. The rational use of new science and technology to communicate and communicate has become a key component of human life. On a global scale, today's development trend is global informationization. Every country regards the development of information technology as an important development content in order to promote its own social and economic development. Under this background, the new media technology is developing continuously, and it is beginning to integrate into various industries. The emergence of new media has injected fresh blood into the development of drama art, which has very positive significance and value for the inheritance and development of drama art. How to promote the organic combination of new media technology and drama art has become the focus of many scholars' research.

2   New Media Technology and Drama Technology

After a long period of development and precipitation, drama has become an important cultural and artistic form in China, which objectively reflects the rich and diverse cultural connotations of China. At present, in the society with rapid information development, the rapid development and wide application of new media technology provide new ideas for the development of drama art, and the cultural communication technology is becoming more and more perfect [1].

The concept of "New Media" was first put forward by P. Goldmark. New media refers to the application of digital technology to transmit information to users through network and other means of communication. As far as time is concerned, new media is a concept relative to traditional media. As far as space is concerned, new media is a media that transcends space and realizes globalization. After the emergence of new media, all media communication modes have also changed, and the communication content of traditional media has shifted to novel space. New media is not only differentiated by traditional media, but also divided according to the ways of communication and expression.

Drama is a kind of stage art, which shows the content centered on actors' performances, and organically combines with the stage scenery to provide the audience with novel visual enjoyment. There are significant differences in the ways of drama expression and communication in different stages. Cultural communication is very important to the development of Chinese culture. Nowadays, with the rapid development of information, different types of cultures and ideas with connotations need to be understood and accepted by others, so it is necessary to use novel communication channels to communicate with the outside world to promote cultural communication and inheritance. With the rapid development of science and technology, dramatic art can meet the actual needs of the current society, and the ideological aspects have changed significantly. The mode of communication also needs to be changed, providing diversified presentation and publicity methods for the development of dramatic art. Drama brings together different artistic performances such as music and dance. It is a comprehensive art that integrates different fields, so it has different artistic features such as literature and dance. Therefore, the spread of drama art is very complicated. With the change of social form and the emergence of other forms of entertainment, drama art has gradually become a niche art. The organic integration and promotion between drama art and new media technology became the main trend [2].

Today, with the rapid development of information, the relationship between the rapid development of science and technology and the spread of culture and art is mutual promotion and interdependence. New media technology has effectively changed the method of world perception, which makes people's thinking methods change subtly, and constitutes a new communication method with the characteristics of the times.

3   Application of New Media Technology in Drama Art

3.1   Promote the Intellectualization, Remoteness and Virtualization of Drama

Compared with traditional drama, after the combination of new media and drama art, drama has obvious characteristics of intelligence, distance and virtualization. Among

them, the virtualization has a remarkable effect, which can effectively expand the performance and creative methods of the drama itself. And make the drama plot design more realistic. After the introduction of a large number of virtual technologies, drama art has realized the organic integration between drama performance and environment, and at the same time, the application of three-dimensional and stage design has enhanced the audience's viewing effect. For example, we can make the audience in the dynamic viewing process all the time through the conversion of images in the stage LED display screen, and create a special artistic conception through the continuous conversion between performers and the stage background. Usually, the final effect of the stage design of new media drama needs to be achieved by the image switching of the LED electronic display screen of the stage, which can achieve the effect of interaction between the virtual and the reality, and it has become a common expression of new media drama [5].

3.2 Propagation Pattern

The artistic form of new media technology belongs to the display of artistic cohesion during the performance, and provides students with excellent visual artistic enjoyment through the performance content and methods. The information transmitted by the application of new media technology obviously exceeds the information transmitted by the actors themselves. As a new mode of communication, its future development mainly includes the following three aspects. First, it is necessary to actively carry out artistic exploration. The organic combination of new media technology and new home art has developed a new type of drama which is intelligent, interactive and changeable. Innovation and development require relevant personnel to actively explore the art to develop it into a more mature art form. Second, carry out calm and rational thinking. Nowadays, the development of drama cannot be separated from the application of information technology, and the wide application of Internet technology can provide technical support for drama creation and publicity. However, the organic combination of new media technology and drama art may lead to the phenomena of normal life dramatization and real world interaction. Therefore, in the actual process of organic combination of new media technology and drama technology, it is necessary for relevant personnel to always carry out rational thinking analysis and fully understand the advantages and disadvantages of new media drama during its development, so as to preserve the realistic and social functions of new media drama to the greatest extent. Third, carry out academic exchanges from different angles and levels. The efficient integration of new media and drama art makes the new media drama gradually develop into cultural industrialization, which involves art, economics, sociology and other disciplines. The new media technology provides convenience for dramatists to learn knowledge in other fields, and also provides a platform for people in drama field to communicate with people in other fields [7].

3.3 Improve the Pertinence of Drama

Drama creation and publicity must still consider the needs of the audience, so as to realize the organic integration of expressive art elements and audience's aesthetic ability. Nowadays, with the rapid development of new media technology, it is possible to connect

and transform the performance stage and the real space from different angles, try to show the real effect to the audience, and at the same time, strengthen the interaction between the drama art and the audience. The introduction of new media technology into drama creation and publicity can enrich the way audiences perceive drama art [10].

4 The Fusion Way of New Media Technology and Drama Art

4.1 Application of Flash Technology in Drama Art

Technological innovation has promoted the continuous development of art and provided new channels and ideas for carrying forward our national culture and inheriting art. Flash animation technology is already a common way of creating and publicizing drama art nowadays. Showing drama art through Flash animation can not only realize the extension and expansion of traditional drama art, but also help to carry forward the traditional art of Chinese nation and the core values of Chinese traditional culture, and it is also a brand-new attempt in the field of new media art, which greatly increases the display mode of animation in the digital media era. The flash animation technology can be applied to the following aspects:

First, highlight the character. Take Lou ratty in the drama "Fifteen Strings of Cash" as an example. In order to highlight Lou ratty's greedy character, we can design a scene for the characters: Lou ratty raises his hands like a cash cow, and a large number of gold coins shake off, so as to show Lou ratty's greedy character. If the animation scene is made by using flash keyframe technique, the process is relatively complicated: the designer needs to make this animation scene by using flash keyframe technique, and screen design uses Photoshop software to copy layers, layering multiple gold coins, and then introducing them into flash for frame-by-frame animation, and the falling action of gold coins is stiff. In this regard, we can apply ActionScript script language to change the landing effect of gold coins [4]. Designers can first edit and copy a gold coin, and obtain several identical objects, and then obtain specific parameters of gold coin coordinates by setting and copying, so as to achieve animation effect similar to rain. The specific process is as follows: in the background layer of short animation, the designer creates a new movie clip of "Coin" and drags it to the editing window. Go back to the main scene, put this movie clip into the scene, and change the file name to "coin". Select the strain clip and enter the following script in the action panel:

```
onClipEvent (enterFrame)
{
this.x+=Math.random()*(this._xscale)/10;
this.y+=Math.random()*(this._yscale)/10;
//The gold coin moves in the X-axis and Y-axis directions, and the length of one
displacement is 1/10 of its own. During the implementation, random effects need to be
added, which is controlled by Math.random ().
if(this._x>768){
this.x=0;
}
```

//If the gold coin flies out of the screen, it needs to go back to the left side of the screen again.

```
if(this.y>576){
this.y=0;
}
```

//When the gold coin flies out of the screen, it needs to go back to the top of the screen.

```
}
```

The designer creates the layer again and adds actions in the initial frame:

```
i=1;
while(i<=80){
duplicateMovieClip("coin","coin"+i,i);
setProperty("coin"+i, _x,random(768));
//Set the _X attribute of each movie clip to a random value within 768px
setProperty("coin"+i,_y,random(576));
//Set the _Y attribute of each movie clip to a random value within 576px
setProperty("coin"+i,_xscale,Math.random()*30+20);
setProperty("coin"+i,_yscale,eval("coin"+i)._xscale);
setProperty("coin"+i,_alpha,eval("coin"+i)._xscale+random(30));
i++;
}
```

With Actionscript script plan, we can randomly change the size and position of gold coins. In this way, the picture is more vivid, and at the same time, the character characteristics of the characters are highlighted, and the characters are also more lively [9].

Second, change the transition mode. In the stage performance, the transition of actors needs to change the props and arrange the stage. The use of flash animation can make the transition of the plot more streamlined, and prevent the audience from feeling split when watching the actors' performance. In flash animation, designers can also apply ActionScript script language to make the screen switching effect more vivid. Take the fade-out of 50 * 50 square as an example, the creator can create a movie clip mcRec with a side length of 50 * 50 square, the registration position is designed at the central position, and N related pictures are introduced, all of which are saved according to the movie clip and named pic1, pic2, pic3, etc. Then create a new as layer and add the following script to the frame:

```
var picPrev: String;
var n: Number = O; //The variable n represents the current picture
var Num: Number = 2; //Num represents the number of pictures
```

After the mouse motor is turned on, the initial diagram, target diagram and mask diagram are designed, and at the same time, the PassEffect () function is used to achieve the effect of design transition. Continue to add scripts:

```
functionPassEffect(){
switch(1+Math.floor(Math.random()*3)){
```

//Copy the square, place it in the center of the picture at the same time, and enlarge it.

```
var i=1
mcTemp = mask.attachMovie("mcRec", "mcRec",1)
mcTemp._width = 30;
mcTemp._height = 30;
mcTemp._x = Stage.width/2;
mcTemp._y = Stage.height/2;
mcTemp.onEnterFrame = function()
{if (this._width
this._width += 40;
this._height += 40;
}else {
delete this.onEnterFrame;
}
};
break;
```

This code makes the initial position of the picture designed in the center of the stage after loading mcTempRec, which is 50 * 50 square, and masked in the small stage. Through the function, the values of width and height are continuously increased to achieve the gradual effect [8].

4.2 Application of Interactive Screen Technology in Drama Art Publicity

The application of interactive screen technology can effectively expand the publicity scope of drama art and increase people's interest in drama art. The use of interactive screen technology in drama can add more fashionable and innovative features to drama art and improve more people's enthusiasm for drama art [6]. Taking Kunqu Opera as an example, relevant personnel of Kunqu Opera can use interactive screens in subway to render Kunqu Opera. The overall design framework is as follows (Fig. 1).

Due to the large flow of people in the subway and the fast walking speed of passersby, many people don't just go in and out of this subway station in a day. Without triggering infrared sensing, the main pictures will maintain diversity and change the pictures according to different months. When visitors enter the infrared monitoring area, the LED screen changes at this time. When entering the secondary interface, the staff can directly click on the corresponding business and help. Then enter the tertiary interface, and people can freely choose the content they are interested in and learn relevant knowledge [3].
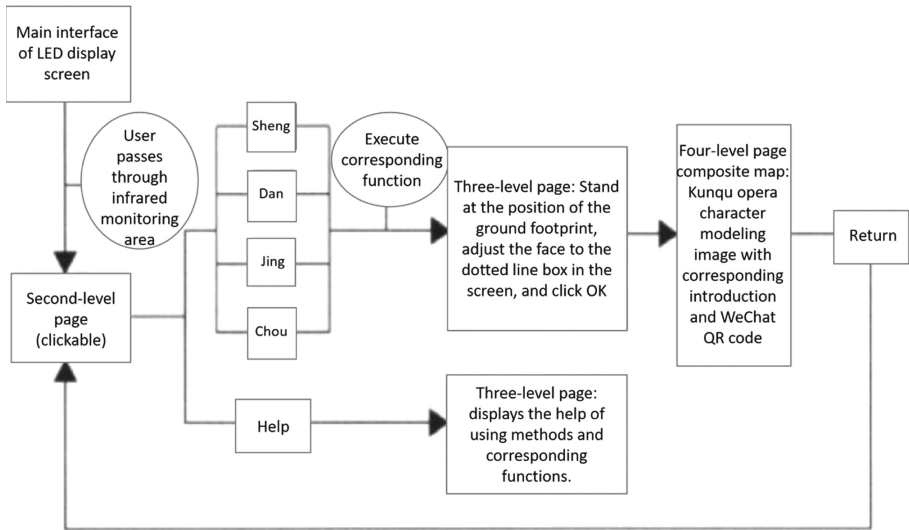
Fig. 1. Design Framework

5   Conclusions

New media technology provides new ideas and ways for the expression and publicity of drama art. Since the development of new media technology, its application has become more and more extensive, and its superiority has been recognized and valued by people. Therefore, the practitioners of drama art should actively introduce new media technology, enrich the artistic expression, provide help for the inheritance of drama art, and promote the development and innovation of drama art.

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