Study on Contemporary Film and Television Cultural Communication Strategies in the New Media Environment

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Abstract. With the development of new media technology and artificial intelligence technology, the communication of contemporary drama, film and television culture has undergone profound changes. This paper studies the impact of the new media environment on contemporary film and television cultural communication. It is believed that new media has promoted the diversification of content expression, the diversity of communication forms, and the personalization of user interaction, while also bringing fragmentation challenges. Therefore, content creators and communicators need to adopt new strategies to cope, especially the application of artificial intelligence technology, which will empower the personalization of communication content output and enhance the precision of communication promotion. This will become an important means for contemporary drama, film and television content to achieve effective new media communication. promotion, this will become an important means for contemporary drama, film and television content to achieve effective new media communication.

Keywords: New media;film and television culture; communication strategies; artificial intelligence

1 Introduction

With the rapid advancement of information technology, new media and artificial intelligence have had a profound impact on traditional film and television culture communication. It is crucial to explore communication strategies for film and television culture in the new media landscape to foster its growth [1]. Film and television culture communication, as a vital component of cultural soft power, plays a significant role in advancing the construction of a socialist cultural influence [2]. In an era marked by economic globalization and cultural diversity, cultural exchanges and integration among nations are increasingly frequent. Films and television, as cultural products, hold a pivotal position in disseminating national cultural values and shaping the national ethos. The study of film and television culture communication facilitates a deeper understanding of cultural distinctions across nations and promotes cultural exchange [3].

The swift evolution of new media technology has left an indelible mark on contemporary film and television culture. New media platforms such as the Internet and mobile devices offer fresh avenues and tools for sharing film and television content. This enriches the diversity of expressive forms, expands the reach of communication, and enhances interactivity. However, it also presents challenges like fragmented consumption patterns and heightened personalized preferences. In light of these new dynamics, film and television culture communication must embrace innovative strategies to harness development opportunities while addressing emerging challenges.

2   The Development of New Media Technology and Contemporary Film and Television Culture

New media technologies mainly refer to digital, networked and intelligent media technologies such as the Internet, mobile communications, virtual reality, and artificial intelligence. Compared with traditional media technologies (such as newspapers, magazines, TV, radio, etc.), new media has the characteristics of strong interactivity, fast transmission speed, and low access threshold. In the narrow sense, "film and television culture" refers to the "audio-visual moving images" shared by film and television, that is, film and television art and its impact on social life. Broadly speaking, "film and television culture" refers to all cultural creations carried out in the form of film and television. Contemporary film and television culture refers to the new film and television styles that have emerged since the 1980s, along with technological advances and media convergence. For example, the large number of new creative short videos on the Douyin short video platform satisfy users' fragmented needs. Compared with traditional film and television culture, it has stronger technicality, comprehensiveness and diversity.

2.1   Diversified Content Expression

New media technology supports diversified narrative innovations, while also fostering the development of various forms of content such as short films and online movies. First of all, the rise of short films. The habits of mobile terminals gave birth to fragmented audiovisual works to cater to the audience's short attention spans[1]. In character building, in order to cater to young audiences' preferences, there is a gradual shift towards younger characters. Many film and television works show a tendency for characters' personalities to align with the younger generation[2]. In terms of themes, a large number of film and television works reflecting different social classes and groups emerge, no longer limited to traditional single themes, showing diversified forms[4]. In addition to various genres of TV dramas, there are also various new forms such as online homemade dramas, documentaries, and animations[5].For example, Tencent's "Teenage Psychic" series subverts the traditional way of expressing film and television plots by presenting narrative perspectives through characters' phone and computer screens. In addition, AI technologies such as ChatGPT can automatically generate script outlines, character settings, and other content to expand creative forms. Recently,

a script written by ChatGPT was produced by Tokyo Broadcasting System into a musical premiered on YouTube.

2.2   Diversified Communication Forms

New media technologies break the limitations of time and geography, enabling audiences to access information more fragmentedly, with more diverse channels of communication, faster communication speed, and wider communication scope. For example, the use of new technologies such as VR/AR enriches the means of communication. At the same time, communication is actively connecting with the international, showing an internationalized form of communication.

Communication requires segmenting the audience. For example, the "one episode storyline" model of Netflix caters to the fragmented viewing habits of the audience. In the new media era, the traditional way of storytelling is difficult to attract continuous attention from the audience. Fragmented expression needs to be adopted on different platforms to stimulate audience interest by releasing spoilers, behind-the-scene footage, etc. New media provides new platforms for the communication of film and television culture, not just relying on traditional media such as newspapers, TV and cinemas, but also adding new platforms such as the Internet and mobile devices [5]

In summary, new media technologies provide a more open and rich space for the communication of film and television culture, enabling the production and dissemination of film and television content to show a diversified development trend.

2.3   Personalized User Interaction

In the new media environment, with the update and iteration of film and television media and technology platforms (such as 3D movies), audiences are provided with a brand new experience, expanding the age span and coverage of the audience group, making the audience more fragmented with more personalized needs. Ferchaud analyzed the most subscribed channels on YouTube and proposed that YouTube influencers tend to establish intimate teacher-student relationships with the audience, share details of daily life, maintain high interaction with fans, which are common characteristics of influencer interaction, which is helpful for understanding the ways of interaction between users and platforms in the new media environment[7]. The personalization of user interaction is mainly reflected in the following ways:

Features like bullet screen comments on videos allow audiences to interact with film and television content in real-time. For example, audiences can participate in the content individually by liking, sharing, commenting on videos while watching online.

User interactions and discussions on social platforms such as Weibo and WeChat have expanded the reach of film and television content, and have also reduced the distance between content creators and audiences.

Users can take on the role of creators by editing or redistributing film and television content for derivative works and sharing with others. This allows users to evolve from passive content consumers to active participants and creators. For example, when promoting the second season of Netflix's "House of Cards", an interactive Twitter game

was utilized to engage the audience. When promoting the third season of "Orange Is the New Black", the "#OITNB" tag on social media was leveraged for audiences to share their own stories and photos, thus increasing the exposure of the TV series.

In general, new media technology has enhanced the personalized interaction of China's film and television culture. In the new media environment, the participation and interactivity of the audience have significantly improved. The role of the audience has shifted from passive recipient to active participant and creator, interacting with film and television content more frequently and closely. At the same time, film and television content is adjusted based on audience feedback on new media platforms to achieve two-way interaction with the audience. Through various new media platforms, audiences have achieved in-depth participation and communication with film and television content, and the roles of audience and creators have become more equal in this process. With the development of AI, AI-based conversational robots can interact with users 24/7 and recommend content based on users' personalized needs, enhancing personalized experiences and achieving more refined interactive experiences.

2.4   Fragmented Reading

The rapid development of new media technology has had a profound impact on film and television culture communication. One important change is the fragmentation of reading habits, as people are increasingly inclined to obtain information and view film and television content through fragmented media channels such as short videos, social media, and mobile apps. Firstly, new media platforms utilize artificial intelligence technology to analyze users' browsing history, interests and behaviors, and provide personalized content recommendations to meet the needs of fragmented browsing. Secondly, on some short video platforms (such as Douyin, Kuaishou), users create and share small narrative videos that effectively cater to the audience's short attention spans and needs for quick information acquisition. In addition, online movies are also a new media content form that attracts many viewers. The fragmented reading approach relies on social sharing and interaction to further expand the dissemination of fragmented content.

3   Film and Television Cultural Communication Strategies

Film and television culture is mainly disseminated and created through modern communication mediums such as television, multimedia, and film. In the face of opportunities and challenges brought by the new media environment, film and television cultural communication needs to adopt new strategies. This section will explore film and television cultural communication strategies from the following aspects:

3.1   Focus on Communicating Values

Film and television culture is an important field for dialogue and conflict of values, containing certain value positions, concepts, and attitudes. At the same time, the values of film and television culture are also directly influenced by Internet culture [6]. Yoo

and Tian (2021) analyzed how cultural values influence social media moral norms [8]. In the new media environment, film and television culture should focus on communicating values, which is the premise and foundation for the development of the film and television industry. Film and television culture should spread positive and healthy film culture, promote mainstream values, select film and television content that reflects the main theme, release constructive film and television works, while respecting cultural differences between different regions during communication and carrying out exchanges of world film and television culture.

Value communication plays an important role in film and television culture, because it can help shape social awareness and values. Conveying positive values through film and television works can stimulate people's attention to social issues and encourage them to take positive actions. In addition, value communication can also help establish social consensus and promote social harmony and progress. Focusing on value communication also needs to comprehensively consider factors such as diversity, social responsibility, educational function, censorship and creative freedom, and international exchange. This is important for building a richer, more beneficial and inclusive film and television culture eco-system.

3.2   User Needs-oriented

In the new media environment, the audience of film and television culture has characteristics such as a large base, wide age span, and big occupational differences, which will necessarily lead to different preferences for film and television culture. Yoo JH and Tian Y believe that cultural values influence social media moral norms [8]. Therefore, we need to conduct targeted film and television user research before dissemination to understand users' preferences. Then personalized film and television content recommendations can be provided on social media based on user data analytics. [9]. At the same time, collect user feedback on film and television content and continuously optimize creation and material selection.

Content creators and distributors can collect user data from multiple dimensions, such as:

3.2.1 User attribute data.

Through the user profiles of new media platforms, understand the basic information of target users, such as age, region, gender, etc., for targeted content positioning and dissemination.

3.2.2 User behavior data.

Track and analyze data such as users' browsing, likes, comments, shares, subscriptions, etc. to gain insights into user preferences and adjust content expression or push strategies accordingly.

3.2.3 Dissemination effect data.

Collect data on the dissemination of content on different new media platforms, such as views and engagement, to measure the output effect.

3.2.4 Competitive data.

Pay attention to the data performance of similar works for horizontal comparison to discover deficiencies in the content.

3.2.5 Social feedback data.

Dig into media reviews, professional reviews, and related social discussion data to provide directions for content optimization.

By collecting and analyzing multi-dimensional data, target audiences can be more accurately located, creation and dissemination strategies adjusted, and more precise user reach achieved, ultimately generating better dissemination effects.

3.3   Building a Communication Matrix

Before disseminating film and television culture, it is crucial to build a comprehensive content ecosystem. This system includes various multimedia content related to film and television works, such as behind-the-scenes footage, character interviews, virtual reality experiences, etc. These contents can not only enrich the world of film and television works, but also continuously attract audience engagement with the works. To achieve this goal, integrating the film and television communication matrix is essential.

On the vertical dimension, first achieve multi-platform integration. For example, film and television companies establish an all-around media layout for the company based on goals and needs. Set up official websites, official WeChat accounts, official Weibo, etc., and use these new media platforms to fully disseminate film and television information and works. Secondly, in the international market, implement localization strategies to adapt to local cultures. For example, the localization of foreign film and television in China can promote the cross-cultural communication of film and television content. Finally, fan groups can also be built on new media platforms, and regularly hold online live broadcasts, Q&A sessions, virtual activities and other ways to interact with fans.

In terms of word of mouth, leverage search platforms and third-party media resources to establish film and television cultural output positions and expand dissemination scope. Use data analysis tools to track the performance of works on search engines and media, and adjust promotional strategies in a timely manner by analyzing audience feedback and comments. Collaborate with professional film critics and invite them to write reviews to increase the credibility of the films. Eye-catching social sharing strategies can also be designed to encourage audiences to share their viewing experiences and increase the social media exposure of the films.

For online-offline integration, online themed events can be held to promote film and television culture. It is also worth considering bringing film and television culture into the offline world. For example, activities such as film premieres, themed exhibitions,

and fan meetings can be held to attract more audience participation and interaction. Secondly, virtual reality technology can be used to create immersive experiences related to film and television works. This may include VR cinemas, virtual studio tours, etc., to provide audiences with a unique sense of participation. Strategic partnerships with other cultural and entertainment industries can also be established to jointly organize cross-border activities. For example, cooperate with the music industry to promote the original soundtracks of films at music festivals.

3.4   Focus on Brand Image

Film and television culture in the new media environment should leverage its own brand advantages for dissemination. To make film and television culture continuously popular among the public and achieve sound sustainable development, it must rely on film and television culture to create a film and television brand with a clear personalized label. The building of film and television cultural brand image can be achieved by telling good stories with Chinese characteristics, conveying Chinese culture and values. It can also be done by cultivating and supporting excellent screenwriters, directors and actors to create unique in-depth film and television works. Carefully plan the publicity events of film and television culture, including publicity logos, slogans, establish a unique film and television image, nurture film and television brand culture, spread film and television concepts through content, and enhance brand influence. Through the shaping, derivation and commercialization of brand IP, combined with the core values of IP, systematic brand building and worldview construction can be carried out, so that the brand image has the potential for sustainable development. For example, Chinese entertainment celebrities build personal brand images through Sina Weibo platform [10].

The building of film and television cultural brand image must also be based on works that conform to market trends and tastes. For example, the movie "Wolf Warrior" successfully conveyed the Chinese people's love for the country by telling a story of a Chinese soldier protecting national interests. The movie "The Wandering Earth" produced a sci-fi story according to market demand, attracting global audience attention. Djafarova and Trofimenko (2019) specifically studied how influencers build personal brands through social media [11].

Of course, building an excellent film and television brand also requires media companies to exert tight control over every aspect, from content creation, copyright protection, distribution to publicity. This is crucial for establishing strong brand competitiveness.

3.5   Applying Artificial Intelligence Technology

Artificial intelligence technology can play an important role in film and television cultural communication. Media can provide richer multimodal information experiences through technologies such as virtual reality (VR) or augmented reality (AR), such as virtual anchors, scene experiences, and switching between different language styles. For example, the holographic anime "Jiuzhou Tianyao Lu", supported by the Ministry

of Culture, uses 5G+VR/AR technology to present traditional Chinese culture in virtual images. Artificial intelligence can also analyze big data to profile and analyze the audience, combine publicity with current hotspots, and improve publicity effectiveness. In addition, artificial intelligence can also improve the connotation and expressiveness of TV programs, and provide users with personalized content recommendations.

Generative artificial intelligence can automatically create text, images, audio, video and other content. This brings tremendous opportunities and transformative changes to the film and television industry. With this technology, creators can use large-scale datasets to create new stories, characters, and plots. Using generative models, realistic special effects, virtual scenes, and virtual character roles can be quickly generated. The production of traditional special effects usually requires extensive time and labor, whereas generative AI can create high-quality special effects swiftly. The effects can then be adjusted and modified as needed. This intelligent assisted creation process can not only improve creativity and efficiency, but also enable more personalized and intelligent communication during dissemination. Leveraging AI technologies like ChatGPT, intelligent recommendations and personalized services can be provided. NLP can analyze user comments and feedback on film and television content to optimize communication strategies using machine learning, thereby improving communication efficiency.

4   Conclusion

New media brings new possibilities for the expression and dissemination of contemporary drama, film and television content, but also faces challenges brought by fragmentation and audience personalization. Content creators and distributors need to make full use of the advantages of new media and adopt targeted communication strategies to achieve better communication effects. With the continued advancement of new technologies like 5G and VR, contemporary film and television communication will have an even broader creative space. Artificial intelligence will provide more possibilities for the creation and dissemination of contemporary drama, film and television content. ChatGPT has demonstrated the preliminary application potential in this field. With the advancement of AI technology, it is believed that more novel attempts will emerge, which requires content creators to actively embrace this new tool.

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