



Micro image, Macro impact: the status, role and value of short films in the history of film and television in the world

Huiying Liu

Sichuan University, Building 4, East Park, Jiang 'an Campus, Sichuan University, Shuangliu District, Chengdu City, Sichuan Province, China

18600299895@163.com

Abstract. Short films are called "court-métrage" in French and "Short film" in English. Short films in China are generally referred to as microfilm. Wikipedia defines a short film in English as "a short film is any motion picture that is not long enough to be considered a feature film," which translates to short film. That is, films that are not considered feature-length films. From this definition, it can be seen that the most distinctive feature of short films is their short duration. With the development of film and television art in the world and the generation and transformation of media attributes, film and television art actively interacts with new media. Short films are no longer limited to short films, but also extend the concept of documentary short films, animated short films, short videos and so on. In addition to highlighting the short duration of the work, the short film also focuses on the survival and dissemination of the work in the network and new media environment. Nowadays, short films have strong interactivity, less time and space constraints, adapt to the needs of The Times fragmentation, and become one of the most widely distributed media. In the development of film and television in the world, short films play an important role and become an important force to promote the development of film and television art.

Keywords: Short films, New media, Spread, Development, Film and Television Art

1 Nature of short films

1.1 The origins of short films

The early short film belongs to the stage of film development, which plays a very important role in the creation and development of modern film. Short films originated abroad in 1895, marked by the emergence of short films such as "The Gate of the Lumiere Factory", "Baby's Lunch" and "Tearing Down the Wall" shot by the Lumiere brothers. Since the birth of short films, it has been more than 100 years of development history. The initial development of short films in China was in the form of documentary

drama short films or narrative short films, such as *Dingjun Mountain* in 1905 and *Difficult Husband and Wife* in 1913, which marked the development of short films in China.

In 2006, a short film "A Blood Case Caused by Steamed Buns" made by netizens came out on the Internet. This 20-minute video was edited twice with Chen Kaige's film "The Promise" as the material, and adopted the program style of "Legal Scene" to make an ironic interpretation of "The Promise" through demolition and reconstruction. The appearance of the short film quickly occupied the headlines of major forums and video websites. Later, the birth of a large number of digital products expanded the scope of video, and many film lovers began to learn drama, editing and directing, providing more excellent works for the Internet. At the same time, the TV platform also collects excellent short films for broadcast. In addition, China has established two of the most authoritative short film festivals: the China New Media Short Film Festival "Jinpeng Award" and the nine-minute original film championship, attracting a large number of short film lovers to participate in it. Since then, short films have grown rapidly.^{1.2}

1.2 Classification of short films

Short film consists of film short film, animated short film, documentary short film and short video.

Short films. The short film takes the plot as the carrier to convey the theme of the film. Short stories are obviously different from commercial ads or short stories. It needs to tell the story content and convey thought and emotion based on certain facts or fictional plots. Most popular "micro films" are shot in the form of short stories. Short stories can be divided into thrillers, drama, philosophy, family and other types.

The famous British art historian Gombrich once said, "There is no art with caps, only the artist." It can be seen that the rheology of art has a great connection with The Times and the social context. He believes that different artists use different forms to deal with media, which is an important medium for the diversified development of art. In order to consider the communication and aesthetics of short films, it is necessary to consider the relationship between the content of the artistic creation of short films and its influencing factors, such as the background of The Times, social culture and public demand. The aesthetic research of Chinese short film art focuses on the diversity of subject matter, popularization of characters, and diversification of theme connotation. The creation and expression methods of short films pay more attention to the rationality of structure, the manifestation of the ideographic function of the picture, the multiple sound effects, and the editing special effects.

Animated short film. Animation short films bring together photography, painting, music, literature and other arts, which can be described as miracle art. Its forms of expression are very broad, which can reflect the creator's own consciousness. It can question "reality" by changing the world and magical effects, interpret "reality" and lead people

to think more about "reality." One of the biggest features of animated short films is that they can turn "unrealistic" into reality through film design, so that people's spiritual world becomes more colorful. According to the production method, the animation short film can be divided into four types: plane hand drawing, virtual generation, three-dimensional shooting and real life combination. According to the media, it is divided into four types: television, cinema, advertising, science and education. According to its nature, it is divided into commercial and experimental types.

With the characteristics of a wide range of audiences, the development of animated short films in the world began relatively late. Animated short films were introduced into China in the mid-1920s, starting with the 12-minute animated short film "The Studio" shot by the Wan Brothers in 1926. Since then, the Wan brothers have made many excellent animated short films with social impact, such as "A Letter Sent Back", "Dog Detective" and "Camel Dance". In 1956, under the guidance of the "Double Hundred Policy", China's animated short films opened the road of construction and entered a period of rapid development. After 1990, the output of animated short films in China continued to increase. Until the new era, China's animation short films continued to innovate and develop, and a large number of influential animation short films have emerged.

Short documentary. The documentary short film takes real people, reality and real situations as creative materials, and shows the corresponding real nature through artistic processing, with the main purpose of guiding people to carry out in-depth thinking. Documentary short films are classified in the same way as traditional documentary films, including life, culture, thematic, biographical and other types.

In the era of new media, audiences accept a lot of fragmented information, and have limited input into documentaries with longer lengths and more complex plots. In this case, short documentaries have emerged in response to the development of The Times. Documentary short films, like documentary films, emphasize "authenticity." Based on recording people's real life, it carries out certain artistic processes and presents fragments of social life. The shooting time and cost of documentary films are much lower than that of traditional documentaries, and the length and splicing of documentary films are free, and they start straight to the content point, and do not strictly follow the narrative logic of traditional documentaries, so they can adapt to the needs of current audiences.¹

Short video. Short video comes with the development of Internet technology. With network communication as the main medium, the length of video is mostly within five minutes. With the development of the Internet celebrity economy, the content of short videos includes a variety of topics such as skill sharing, fashion trends, street interviews, advertising creativity, and life records. Short films are very different from microfilms. It does not require a specific team or superb skills. It can be achieved by using mobile phones, SLR cameras and other equipment with recording function.

In the information age and network age, short videos have been widely distributed on the vast new platform, and have won a large number of fans, capital and network

platform favor. Tiktok, Kuaishou and Toutiao joined the short video industry. Until 2017, the development and competition of the short video industry has entered a near-white-hot state, and the content, creative methods and artistic expression forms of short video have gradually shifted to professional operation. The national public information network security supervision department has continuously increased the management and standardization of the network platform, and strengthened the cleaning and control of bad information. The role and status of short film in the history of film and television in the world

2 The role and status of short film in the history of film and television in the world

2.1 Writing about The Times and cultural consciousness

Since the birth of Chinese films, creators have a strong sense of national self-consciousness and self-strengthening. Ren made China's first independent film, *Dingjun Mountain*, because "to resist foreign immoral goods, hoping to help popular education, while selling foreign countries, honoring our culture, reducing the heart of contempt for outsiders, and moving the inward feeling of overseas Chinese." [The Commercial Press. Commercial Press for the self-produced activities of the film application for tax exemption [Z]. Commercial Press Address Book, 1919(5). Zhang Shichuan, Zheng Zhengqiu shot the short story "Labor Love", and created a star film company. The main reason is to compete with foreign film companies. During the Anti-Japanese War, animated short films added a lot of "fighting" elements, but also an attempt to awaken the enthusiasm of the Chinese people. The short film has a good effect on the continuous national culture. For example, the "Chinese School" adds unique Chinese New Year pictures, puppets, shadow puppets, ceramics and other modeling elements, and traditional Chinese culture jumps confidently onto the screen and promotes the development of other short films. Chinese short films have always been rooted in the reality of the country, making the content of the film equal to the acceptance of the group. Subsequent short film directors have also made efforts to practice cultural consciousness and have achieved good results.

2.2 A boost for feature length operation

Short films are short in form, and their discourse form, narrative mode, content expression and operation mode are easier to explore, and it is easier to promote the development of long films. Almost all early films began with short films, and it was because of the exploration of "Difficult Husband and Wife" and "Black Soul", that later feature-length films have diversified styles. The star company also started with a funny short film and gradually developed into a Wuxia feature film, which is a reflection of the short film's continuous attempts. In addition, the production and distribution of short films also has an important impact on feature-length films. Short films are marketed by

MicroBlog, Little Red Book, Tiktok, etc., which have certain references for the publicity methods of feature-length films.

3 The role of short films in the history of world cinema and television

3.1 Short film and the art world jointly support the contemporary world of film and television art

"The world of film and television art creates standards, not the other way around." As Adorno said, "Art needs to adapt to the technical standards of its time, or it will regress."² It is precisely because the world film and television art is the product of The Times, is the social science and technology, economy, culture, life, etc., so the short film and art world must be the intermediary of the contemporary world film and television art. It is just that the art world plays a decisive role, and its role is explicit. As a representative of new media, short films play an auxiliary catalytic role. Its role is recessive, through the art world to play a subtle role. This weight is rising.

The "theoretical atmosphere" determines the artistic status of a work, and the "art world" referred to by Danto is the "theoretical atmosphere" composed of art history, art theory and historical criticism. Therefore, the art world plays a decisive role in film and television art, which is always in line with the development of The Times and directly determines the value of artistic works. As an intermediary, short films jointly support contemporary world film and television art with the art world.

3.2 Preservation and research of adaptation of short films to world works of film and television art

Chinese contemporary artist Xu Bing said, "The most valuable part of visual art cannot be replaced by language. It is precisely because there are some things that language can never explain, so there is art."³ The reason short films are used instead of words or pictures is that visual art can show the unspeakable part, which is "the field that cannot be invaded by language." Film and television art is the visual priority area, and short films must take the lead. Since the birth of film and television art, artists have been involved in the field of images, using images to preserve artistic works and record their artistic creation process. No matter how the camera evolves, the image always indicates the artist's "presence" without his presence.

The opportunities for artists to display their work are no longer limited to the venue: first, multimedia landscapes are installed in the exhibition venue, and short films of relevant contemporary artworks are repeatedly played. The second is the excessive media of the creation process, and the creation plan extends to the public art space indefinitely. For example, Shao Yan's on-site creation in squares and parks is reproduced as video on new media platforms such as Tiktok. In the 1960s and 1970s, "land art" originated in the United Kingdom and the United States, expanded its artistic influence

through the materials and locations used, and became popular all over the world, of which the short film contributed greatly.

4 Analysis of the value of short films in the history of film and television in the world

4.1 To develop an understanding of the world of film and television art

From the moment the image appears, people's understanding of the world is almost based on the image, and they are used to understanding things and observing life through the image. Once they leave the picture, people will be at a loss. Images from different times can accurately grasp the psychology of the current audience, so that the audience is deep in the atmosphere created by the short film.

4.2 Promote the perfection of the artwork

In the context of the same era of short film construction, artists show their abilities and depend on each other, regardless of whether artists agree or not, they have already been linked together. "Whether they like to admit it or not," Bernhard once said, "artists depend on so-called cultural men throughout their lives."⁴ After an artist's works are made public, ordinary people use their mobile phones to forward and comment on the works, which is indirect participation in his works. Subsequent creators can also improve and perfect according to the works of previous creators, so as to meet the needs of the audience as much as possible, so that the works of art are perfected.

4.3 Bridging the gap between art and the public

The short film breaks the limitation of the film's imagination with its unique inclusiveness, from the traditional set of narrative aesthetics to the free and diversified image experiment.⁵ More and more short films can express the reality of life in a multi-faceted society and complex human nature, and gradually focus on realism aesthetics with individuals as the center. In addition, information exists in a huge network, and the public can enter the information flow at any time and anywhere. It is precisely because of the non-hierarchical, non-linear and decentralized characteristics of short films that the dominance of feature-length films in the history of film and television in the world has been broken, so that the public can participate in the creation and interaction of art at any time.

5 Conclusion

In today's new era, with the progress and development of advanced technology such as information technology, network technology and digital technology, various ways have been provided for the dissemination of short films, making short films and television

have broad prospects for development with its low production cost, rich forms of expression and outstanding innovation.

But at the same time, because of the short creation cycle and low cost, more and more people tend to show their personal work and life. In this way, the boundary between private space and public space is gradually blurred. A large number of private spaces are displayed in public, which enhances interpersonal communication, but also increases the risk of privacy disclosure. Moreover, because the entry threshold for short films is low, the amount of information is huge, and it is close to life, although it can bring good experience to the public while it is widely disseminated, due to the lax censorship of some platforms, there will be a large number of unscreened information pouring into people's eyes. Some people who did not judge the content of the short film were forwarded and distributed in large numbers, resulting in many negative effects.

To sum up, the emergence of short films plays an irreplaceable role and value in the history of film and television in the world. However, behind the prosperity, countries around the world will inevitably strengthen the supervision of various platforms in the next step, so that the content and form of short films will be more positive while the content is diversified.

Reference

1. Long Junda. Analysis of micro-documentary communication under the background of short video [J]. *Science and Technology Information*, 2019,17(21):177-178.
2. Mark Jimenez. Discussion on Contemporary Art [M], Wang Mingnan Yi. Peking University Press, 2015: 170.
3. Xu Bing. What do we use for art? *Art Guide* [J]. 2014.(3).121.
4. Mark Jimenez. Discussion on Contemporary Art [M], Wang Mingnan Yi. Peking University Press, 2015: 82.
5. Lin Tiantian. Research and Inspiration on the Creation of the Best Live Action Short Film for Academy Awards since the 21st Century [J]. *News Knowledge*, 2022,(10):84-90.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

