

## Research on Contemporary Film and Television Industry Development Trend from the Angles of Visual Aesthetic and Cultural Inheritance

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**Abstract**— In this paper, we conduct theoretical research on contemporary film and television industry development trend from the angles of visual aesthetic and the cultural inheritance. Brand culture of the aesthetics is to guide the business ideas and the concept of transmission planning system is the concept of brand visual image of the external and internal culture, combining the beauty of external image is about from the cognitive and psychological entertainment form and color, and the beauty of the inner culture idea is transmitted through the depth of the core brand culture and charm. In today's society, the aesthetics for the promotion of brand and brand culture to develop a strong brand market performance is particularly prominent. Therefore, our paper combines the primary analysis of related issues to provide the corresponding support for the further development of the industry.

**Keywords**- *Visual Aesthetic, Cultural Inheritance, Contemporary Film, Television Industry.*

### Introduction

With the development of film and television play, and its image characteristics, at present already has a TV and movies fiction, drama, prose, poetry and other forms of art are incomparable huge audience. At the beginning of the movie was born, many of people have been low depending on the species, thought it was just a vaudeville, most, is the development of modern science and technology form the action of the recordation. Not only can make the grandeur of the audio-visual TV and movies, she also able to

image, intuitive way, let the audience in the osmosis form the "collective unconscious", accept just convey the theme of ideology with the concept of value [1-3].

According to the literature survey, the contemporary developmental trend of the industry could be generally summarized as the follows. (1) Under the background of globalization, film and television derivatives of film and television copyright sales channels, research and the development strength, maturity, profitability directly affect the operation of the perfection of Chinese film and TV culture industry chain and the coordination. Film and television development of the derivatives will be on the development of Chinese film and TV culture industry plays an extremely important role. (2) Film and television derivatives refers to using the visual product image in the film and the television works, through professional marketing personnel development and design, the development to create a series of services or products available for primary sale. (3) Product development is divided into their own development and authorization. Developed the film copyright ownership party organize development, production and sales of film and television derivative model, which requires the film and television copyright ownership have enough financial strength and management strength. Authorized to develop the film copyright ownership will all or part of the film business resources development products sold to other business operators, film and television derivatives by their business model [4].

The film and television media is one of the most popular mass media in contemporary. From the current situation of economic development in our country, because of the economic marketization and commercialization of material which was linked to the aesthetic in daily life quickly towards the commercialization and classic aesthetics increasingly relaxed and elegant culture, even "viewpoint" consumerist culture, and replace streak. Film and television media and their works, in the increasingly fierce market competition are revised with depth to popularity with the plane shift. Film and TV as a means of education has the distinct characteristics of the times. Film and television as a mass media, the function of the need not from specific historical conditions and social reality, not out of political economy and cultural tradition. In the western developed capitalist countries, movie and TV subject to free market economy, its goal of pleasing the audience never give up, and pleasing the audience is the most important channels to play the film and television media entertainment function, so the film and television media in the west is called the "entertainment" and Chinese film and television media in China for a long time under the condition of particular social reality which has been as a kind of "enlightenment" tools and means and play its cognition with the function of education. Relatively, in the following figure one, we demonstrate the keywords of the contemporary film industry [5].

### Figure 1. The Keywords of the Contemporary Film and Television Industry

## Our Proposed Methodology and Perspective

**The Features of the Contemporary Film and Television.** With the development of the film and television play, and its image characteristics, at present already has a TV and movies fiction, drama, prose, poetry and other forms of art are incomparable huge audience. At the beginning of the movie was born, many people have been low depending on the species, thought it was just a vaudeville most which is the development of modern science and the technology forms the action of the recordation. Movies and TV shows with almost a century of practice confirm that just is a reflection of social life that is to study and is an integral part of the world culture is to meet people the spirit of the dry heart nectar, it is people pursuit to find spiritual home [6].

Buzzwords in accept non-standard variation happens. Contemporary popular belongs to the typical mass culture, in its form and content there may be some non-standard variants. Accordingly, the form could be categorized as the follows. (1) Maintenance. Buzzwords in the dissemination of Chinese contemporary film and TV is a close and orderly transmission behavior of the whole society, whether it is to watch the film and television directly or indirectly through the network to watch the film and television, and whether it is a vertical transmission, chain transmission, or radiation transmission, any missing link will lead to basic suspension or confusion. So the contemporary popular language has the characteristics of maintenance. (2) Coordination. Culture can make social internal elements and all the members to adapt to each other as is in a state of harmony. Contemporary popular through the film and television recognized by the public, shared by members of society, and thus can act as a unified understanding harmonious relationship. (3) Metabolic. Contemporary popular with new content and form, and is highly affected by the timeliness. Have positive factors in the catchword, can promote the healthy development of the language, will naturally through the filter

of the society is absorbed into the Chinese vocabulary system, and other negative, no vitality that also will disappear naturally.

**The Visual Aesthetic.** Along with the social dimension of aesthetic culture to multiple and the complex, popular, consumption direction development, the aesthetic inhere difficulties encountered a series of interpretation theory model, facing redrawn the inherent demand disciplinary boundaries and reinterpret the social culture, art, life needs new aesthetic mode of external demand.

The reconstruction of the aesthetic ideas generally include the following: one is the concept of the integration of traditional aesthetics system, from the study, including analysis of aesthetics on the basis of seeking inspiration and breakthrough, turning to aesthetic theory and the status quo of basic consumer society aesthetic culture fit; Second it is to reset the aesthetic theory of interpretation of the border, pay attention to the aesthetic interpretation of the diversification, expand the original set of the aesthetic art of narrow framework, make aesthetics as much as possible to enhance its flexibility and adaptability, hit a corner, was not addressed and expand the boundary include the aesthetic vision to expand to other heterogeneous peoples and cultures, breaking the original western centered aesthetic vision. Under the background of the reconstruction of aesthetics, the relationship between traditional aesthetics

and art has been to understanding and interpretation, therefore, as one of the important proposition of aesthetics and art graphic relationship will break through the existing framework to rethink. Tell from the philosophy, "visual form" is derived from the form. To form of classification, according to Plato's form is divided into inside and outside two kinds, in the form of the type, the total phase, inside and outside form is the form that corresponds to the outside world, namely phase, the illustration of the reality. About the Aristotle further believe that the existence of all things follow the law of the composition of the material and form, the form is the crucial factor. This discusses the problems from the philosophy of the "form" constitutes the logic starting point of visual form and "visual form" as a kind of "form", mainly related to the "form", the eyes can see, in the form of this is the precondition of "form" to the aesthetic and artistic [7].

Modern art in the form of visual attention and become the aesthetic judgment standard, to a great extent, is the rise of modern art trend during this period, such as symbolism, expressionism, cubism, fauvism, the artistic genres such as acting on the results. Modern art as pure visual art form creation, abandon art creation in the history, religion, mythology and other traditional motif of entwine, but only associated with individual life emotional experience.

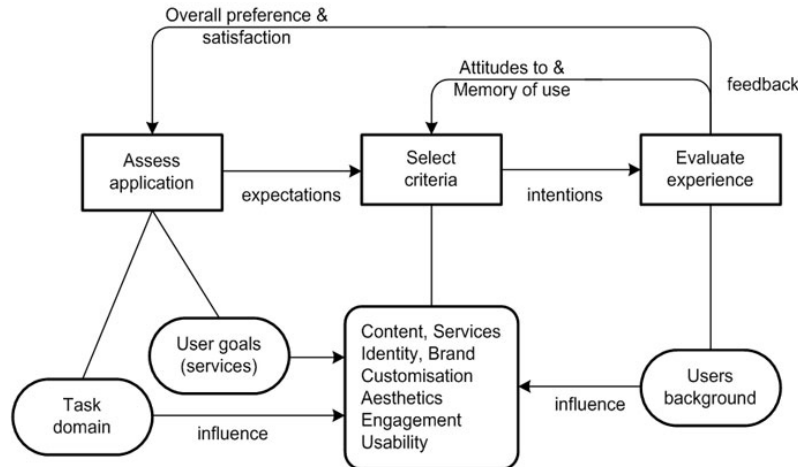


Figure 2. The Primary Flowchart of the Visual Aesthetic

**The Cultural Inheritance.** Culture is the sum of human trace, and the mental categories can be divided into material category, the material category refers to the externalization and traces of human material life, spiritual category refers to the externalization of the human spiritual life and its trace. According to the structure and category of the culture is divided into broad and narrow two kinds of concepts, broadly, culture refers to the human in the process of social and historical development has created material and spiritual wealth combined [8].

Cultural inheritance innovation is a realistic choice to promote the development of science. Culture is the soul of human society, is the human society development stealth engine and the baton. Culture decides the value judgment of us and affects our ways of thinking, guiding our value orientation and behavior orientation. A country, a nation, a region culture has a centripetal force, cohesion, can form a concerted effort to, solidarity and collaboration, indestructible strength. In the general background of economic globalization, political multi-polarization and the cultural diversification, through cultural orientation, cohesion, the incentive can greatly stimulate the creativity of our nation culture, for the nation, for the country's development and the transformation of the social thought to provide a steady stream of thought power source and innovation, to promote

the scientific development of the society as a whole. Chinese culture has a tenacious vitality due to its regional and the compatibility. The long history of Chinese culture on the one hand is due to the geographical location of the China's relatively isolated, caused less foreign with the impact of the level of civilization, even with the minority of entering the central plains, also due to the advanced nature of the Chinese culture is absorbed quickly assimilation. At the same time China's long-term relative to the population of the west has obvious advantages, culture is the larger group that has the stronger ability to resist shock.

On the other hand, because our country civilization has strong compatibility, in and outside of the national culture activities can draw on the best parts in their place, greatly strengthen the advantage of China's culture as make up for the shortage, promote the cultural development of our country in the lead. So, the superior geographical environment, population and cultural tolerance have created our country's cultural continuity reflected from the following figure three.

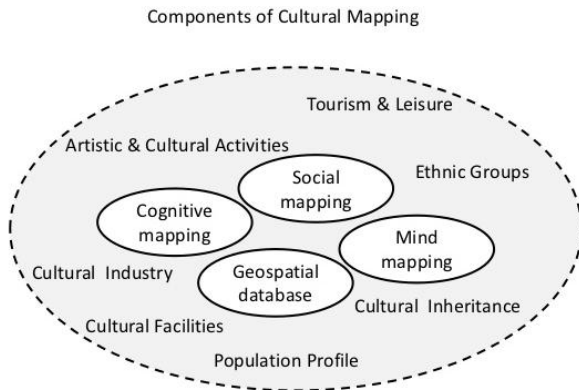


Figure 3. The Principles of the Cultural Inheritance

**The Film and Television Industry Development Trend.** Cultural industry, there are more than a dozen industry, both the production and the sales of the state form a relatively independent film and television industry, newspapers, audio and video products of books and so on, also including mainly labor form the artistic performances, cultural planning and so on, also including the decoration and design for other industries to provide added value, tourism and education, etc. In the numerous sub industries, film and the television industry is one of the Chinese cultural industry, but to occupy the leading position in the cultural industry. First of all, the film and television industry is the leading industry with high-tech, from scratch, from black and white to color, from the satellite to the Internet, whole development process of closely combining with the development of science and technology, in many culture industry, take the lead to industry of the unique technical characteristic become leader in the industry that leading the vanguard.

Under the background of cultural industry development trend of the film and television industry in our country could be organized as the following aspects. (1) Based on cultural resources advantage, bend force makes the film and television products. Film and television industry contains a lot of film and television products, so the film and television product quality is the core of the development of film and

television industry. How to build high quality film and television works, you need to film and television industry based on do so in the rich cultural resources, and produce new film high-quality goods, to develop the update market. (2) Multivariate planning management, give play to the butterfly effect. The birth of outstanding film and television products, not only directly drive the consumption, but also can produce reaction of cultural production. With the increase of number of consumption scope expands, so as to promote the cultural products of the mass production. Film and television industry of cultural consumption can be optimized allocation of resources and the general reasonable arrangement of the cultural industry in, is helpful to improve the quality of cultural consumption and cultural factors of production efficiency to form good circulation of the production and consumption. (3) Promote the digital technology, breaking traditional theater single mode. Along with advancement of digital technology, digital technology gradually become a hot concept in our country, including digital publishing, digital learning, digital game, digital video and network services, etc. according to the need of digital film and the television market in China and our government from the investment environment, preferential tax and technological progress to support it.

## Conclusion

In this paper, we conduct research on contemporary film and television industry development trend from the angles of visual aesthetic and the cultural inheritance. The film and television as the modern cultural forms, its education function is obvious and the artist works of art are not aimlessly. Balzac is convinced that the artist's mission is to "education of his time. Renowned director said of his creative purpose "I like films can strike a chord for other people, cause people's thinking. I hope that literary works exert the power of art truly, enable it to improve the masses of the

people's ideology and the role of socialist spiritual civilization." A stunning good education function resulting from TV and the movies is immeasurable. Cultural resources only through creative development and transformation, to achieve its cultural value as film and TV culture is a need for a variety of cultural resources to carry on the deep consciousness of the multi-dimensional development and related energy conversion, and through the power can be achieved only after spread of popular culture. Review in recent years, the theoretical circle and radio and television media about film and TV culture ideology function of the research achievements of the theory and practical problems, to better promote the socialist ideology construction health positive development.

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