

Analysis of Communication Aesthetics in Realistic Style of Cultural Inheritance Documentary Film under the Background of New Media

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Abstract: With the development of the times, the word "new media" has constantly appeared in people's vision, and has become a hot topic of media scholars and the public's attention, and with the birth of new media in various emerging industries and occupations, the direction of employment has also been more choice. New media mainly from four levels of understanding, technical level, channel level, terminal level, service level. Its main meaning is to spread information and provide services through related digital technology, computers, mobile phone devices, etc. This paper mainly analyzes the communication aesthetics of documentary realistic style under the background of new media.

1. Effect of Cultural Inheritance Documentary New Media on Traditional Communication Mode

New media refers to the form of communication that provides services and information to users through computer networks, communications, computers, mobile phones and other terminals. At present, the new media is often said to be specific to the traditional media, such as traditional media radio, newspapers, television and so on. To understand and analyze the cultural heritage documentary in the context of new media, we need to first understand what is new media. The new media in Chinese comes from the English "New Media" literal translation, new media as the exclusive term of communication media, first proposed by the Peter of the United States, since then, the word new media began to stay in American society, and gradually spread to the world, has become a hot topic all over the world. The new media contains four characteristics: the outstanding characteristics of media personalization, the characteristics of increasing audience selectivity, the characteristics of diversified forms of expression, and the real-time characteristics of information release[1]In the context of new media, this paper will discuss the influence and change of cultural heritage documentary.

New media topics have been in a hot state in the development of the current era, but many people in China still do not understand the concept of new media very well, only from the literal meaning of understanding, such a way of understanding is undoubtedly wrong. New media in a certain period of time, representing the media form of this period of time, and the degree of scientific and technological development, new media is a sustainable, constantly developing concept, therefore, new media will always be there, and there will always be a more "new" new media born. Therefore, the arrival of new media has brought great influence to traditional media, especially traditional TV media, newspaper media and so on, which has brought a great impact on its economy and made it have to adapt to the development of new media and reform itself. However, will new media affect the communication form and aesthetic characteristics of realistic style of cultural heritage documentary (Fig .1-1)? From the current new media development and influence, the answer is yes.



Figure 1 New media background

1.1. Impact of New Media on the Mode of Communication

Under the new media communication mode, it has brought the impact to the traditional communication mode, such as TV media, magazines, newspapers and so on. The new media communication mode has a richer communication form. In recent years, new media has become a hot topic and a trend of the times. All walks of life are studying and developing new media, reforming enterprises, learning new media and developing new media. Network TV, network news, WeChat, QQ, Weibo, nail and so on in the new media, all kinds of new media communication channels, realize the way of mass communication, constantly bring impact to the traditional communication media, the new media has resolutely become the master of the current communication carrier.

1.2. Impact of New Media on Audiences

New media has great advantages over traditional media communication methods. The traditional way of TV communication is not only small viewing space, but also less viewing time, and the emergence of new media has broken the limitation of audience, realized that it can accept new media information anytime and anywhere, accept the service brought by new media, and make communication more convenient and fast. Compared with traditional media communication mode, new media pays more attention to user experience.

1.3. Differences Between New Media in Content and Traditional Media

From the present point of view, the difference between new media and traditional media, the new media integrates a large amount of traditional media information, and realizes the liberalization and dissemination of information. Under the traditional media, the audience receives the information channel, mostly obtains from the television, but after the new media appears, broke this single choice, from the network, the mobile phone, the computer and so on many channels divides the information dissemination, the free dissemination.

1.4. The New Media Influences the Aesthetic Concept of the Audience in Aesthetic Culture

Under the background of new media, the communication aesthetics of realistic style of documentary film is affected by cultural inheritance (Fig .1-2). In aesthetic culture, aesthetic style redefines the communication environment and cultural ecology under the background of new media, which affects the aesthetic concept of audience. From the current development of the times, the form of various new media constantly impact the traditional media, the original media environment has been greatly changed, aesthetic concepts have also been changed, affecting people's thinking, logic and aesthetic ideas[2].



Figure 2 New media context

2. Communication Realistic Style of Cultural Inheritance Discipline Film under the Background of New Media

2.1. Online Documentaries Expand Channels of Communication

The cultural heritage documentary under the new media has expanded the communication channels of the cultural heritage documentary after a large number of spread through the network, so that it has developed well. The traditional channel of documentary communication is limited, usually only broadcast in TV, cinema and other places, ignoring the communication channel of the network. There is also a part of the channel of communication is the cultural heritage records recorded in a moment to sell CD-ROMs, but this way of communication, not only buy less people, but also not effective dissemination. Therefore, the cultural heritage documentary spread through the network channels has not only been effectively spread, aspect of the audience watching, but also because of the network information developed technology, in the network platform between the rapid spread, greatly expanded the cultural heritage documentary channel of communication.[3].

2.2. Increased Interactivity of Documentary Films on Cultural Heritage in the Context of New Media

Under the background of new media, cultural heritage documentary is interactive, and the form of various new media makes the information of cultural heritage documentary realize free dissemination, and the interaction becomes stronger. For example, a variety of documentary information websites, cultural heritage documentary forums, Weibo and so on, these diversified new media communication forms and traditional television media single communication, with a stronger interactive and interactive.

2.3. A More Open Platform for the Dissemination of Cultural Heritage Documentaries in the Context of New Media

At the audience level, the dissemination of cultural heritage documentaries under the background of new media makes consumers and producers merge into one, and the communication platform becomes more open. Under the new media background, the audience is not only the consumption and dissemination of information, but also the production of information. The emergence of online video documentary, for the audience to build a more open communication platform. Under the traditional media communication mode, the information is influenced by the topic sensitivity, the professional restriction, the audience group and so on, few outstanding documentaries are displayed, and the cultural heritage documentary under the new media background can not only show many originally restricted documentaries, but also enrich the variety of documentaries. The audience is the disseminator and viewer of the cultural heritage documentary, and can produce the documentary itself and spread it widely[4].

3. Analysis Communication Aesthetics of Discipline Film under New Media

Under the background of new media, cultural heritage documentary not only changes the mode of communication of TV documentary, but also affects the concept of production and production of documentary. The new mode of communication of cultural heritage documentary also brings impact and change to the traditional concept of documentary aesthetics (Fig .1-3), which is mainly reflected in the following aspects.



Figure 3 New media context

3.1. The Birth of Micro Record

Under the background of new media, in the production aesthetics of cultural heritage documentary , " micro-documentary "was born in the course of the development of online documentary, and this micro-documentary based on the background of new media has become a hot topic of cultural heritage documentary. Gradually replaced the traditional film documentary, television documentary, the emergence of online documentary, because it has a popular, grass-roots development trend, gradually occupied a place in the mainstream aesthetic.

3.2. Accord With Aesthetic Appeal

Under the background of new media, cultural heritage documentary realistic style communication mode, in aesthetics, gradually commercialized, popularized, gradually in line with aesthetic demands[5]In the dissemination of realistic style of documentary, the distance between aesthetic object and aesthetic subject is drawn closer. Aesthetic is no longer a topic that a few talents can talk about, but becomes a public topic that is increasingly discussed by the public. In the context of new media, cultural heritage documentary realistic style of aesthetic, gradually drawing closer the audience and aesthetic examples, changing the traditional values, sense of distance.

3.3. More Direct Aesthetic Approach

Compared with the traditional film and television documentary, the communication mode of online video documentary is more intuitive in aesthetics. This approach achieves accessibility and breaks the time and space limitations of traditional media communication. The cultural heritage documentary of the audience under the network communication, through watching can comment and express their own opinions on the platform of information release after watching, realize more free information exchange and dissemination, let the audience accept the communication at the same time, happy mood.

3.4. Complex and Diverse Content of Documentary Films on Cultural Heritage

New media background and cultural heritage documentary content complex and diverse, in aesthetic form, also eclectic. These cultural heritage documentaries not only a large number, but

also have a variety of types. For example, professional, grass-roots, realistic, documentary and so on, are spread in the way of network communication.

3.5. New Standards of Aesthetic Value Remain to be Determined

The cultural heritage under the new media documentary style of communication aesthetic analysis, in aesthetic standards, the traditional aesthetic value standards are gradually abandoned, but the new aesthetic value standards are not clear. The existence of documentaries, to a large extent, has satisfied the spiritual audit since human beings entered the civilized society. Under the impact of new media, many online documentaries and grass-roots documentaries are not only simple, rough and plagiarism, but also relatively weak awareness of copyright, which is only used to satisfy the fast food consumption of the masses. To a certain extent, the traditional documentary aesthetic value standards have been eliminated, blurred the aesthetic concept of the masses, resulting in negative impact.

4. Summary

To sum up, the communication aesthetic analysis of the realistic style of cultural heritage documentary under the background of new media has become one of the hot topics for reference of the aesthetic value standard of documentary at present. We need to measure the value of aesthetics from production aesthetics, reception aesthetics, communication aesthetics and aesthetic content, and formulate relevant aesthetic value standards, so as to promote the development of cultural heritage documentary.

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