

# **Analysis of the Development of Film and Television Industry under the Influence of Cultural Communication**

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**Keywords:** Influence of cultural communication, Analysis, The film and television industry, The development forward, Exploration

**Abstract:** In the new era, the Party and the state attach great importance to cultural communication, and the film and television industry and cultural communication are organically linked. Cultural communication can promote the in-depth development of the film and television industry. Therefore, this paper objectively explores the development prospect of film and television industry under the influence of cultural communication from different perspectives, explores and analyzes the influence of cultural communication and optimizes the whole process of film and television industry development, so as to realize long-term development and present a new height of cultural communication.

## **1. Introduction**

As an emerging economic industry, the film and television industry plays an important role in deepening the development of the market economy, upgrading the cultural industrial structure, and sustaining the growth of the national economy. The gradual deepening of cultural transmission, at the same time has a great influence on the film and television industry in China, a comprehensive and detailed analyze the cultural transmission, explore the film and television industry development in the present, the new changes and new requirements, new problems, and accurately grasp the development direction, development prospects, stand at the height of cultural transmission, at the same time, innovation and development to solve the problem of development path, will the film and television industry to a higher stage of development.

## **2. Current Situation of Cultural Communication and Film and Television Industry Development**

Cultural diffusion refers to the radiating spread of human culture from its origin, including the spread of various cultures in different regions and groups, which can be called cultural diffusion. The forms of communication include direct communication and indirect communication, which can be further divided into field communication, network communication and digital communication [1]. Cultural communication is the inevitable result of the development of human civilization and society, and has a profound impact on the development of cultural industry, film and television industry, market economy and national economy in the new era. Communication is an effective way to promote all kinds of excellent cultures. On the basis of inheritance, we can innovate and develop, scientifically protect, develop, integrate and utilize all kinds of cultural resources, and at the same time update and upgrade the cultural industrial structure. Meanwhile, we can display cultural characteristics and continuously enhance China's cultural soft power. In addition, the film and television industry is the key field of spiritual civilization construction in China at the present stage. Under the role of the market economy environment, urbanization development, and cultural communication, the film and television industry is developing vigorously while the overall structure is gradually deepened, the internal division of labor in the film and television industry is realized, and a new industrial chain and value chain is formed [2]. Due to various factors, some problems existing in the development of film and television industry, for example, film and television industry structure is unreasonable, the film and television market chaotic verification, television,

films and through difficult, ticket prices higher, and, for example, in the wave of cultural transmission, film and television industry the problem appeared continuously, is not conducive to healthy development of the film and television industry, to analyze the cultural dissemination effect, the process of development problems stand in the perspective of long-term development, purification, film and television industry market structure, innovation, film and television industry, comprehensively enhance the quality of the film and television, etc., efficient transmission of all kinds of culture at the same time promoting the film and television industry sustainable development.

### **3. Development Prospect of Film and Television Industry under the Influence of Cultural Communication**

Taking cultural communication as the starting point, we will deepen the analysis of various problems while keeping pace with The Times, proceed from the overall situation and long-term development perspective, and put forward some effective measures to optimize and innovate the development of film and television industry, so that the film and television industry will be full of vitality and show the characteristics of The Times.

### **4. Analyze the Influence of Cultural Communication and Deeply Integrate the Film and Television Industry**

Cultural communication is a hot topic in the development tide of the new era. This paper comprehensively analyzes the connection and relationship between cultural communication and film and television industry, especially the influence of cultural communication on the development of film and television industry. System to explore and summarize the film and television industry development in all aspects, deep thinking development issues surrounding culture dissemination effect at the same time, an objective review of film and television industry and pinpoint the direction of the development of deep grasp the new requirements of the present stage, film and television industry, the new change, adjust the film and television industry chain, value chain at the same time provide a variety of film and TV value-added services. Through diversification path depth integration of internal and external, film and television industry, strengthening the horizontal contact of film and television industry and the related industries, vertical integration, integration and utilization of industries of all kinds of superior resources at the same time enhance the added value of the film and television works, carry out a variety of film and TV value-added services [3], meet the objective demand of film and television works all ages, to increase economic profits, film and television industry and promote its further development.

### **5. Develop and Optimize Long-Term Mechanism to Purify the Market Environment of Film and Television Industry Guided by Cultural Communication**

The long-term development of film and television industry cannot be separated from the rational mechanism and highly efficient market. The detailed and in-depth analysis of the specific impact of cultural communication on film and television industry is conducted to explore the market operation of film and television industry and various factors affecting the long-term development of film and television industry, so as to deepen the overall understanding of cultural communication and the development of film and television industry. Then, guided by cultural communication and based on the actual development of film and television industry, a feasible long-term mechanism was formulated to effectively supervise and manage the film and television industry while dealing with various development problems. To solve the problem of domestic of all kinds of cultural spread all over the world, prompting the domestic film and television industry and the organic connection, film and television industry all over the world to build global framework system of film and television industry [4], stand in the perspective of cultural transmission, improve the film and television industry laws, rules, regulations, rules and regulations, etc., to improve the operating

system has been built, film and television industry market, further optimize the formulation of long-term mechanism, purification of film and television industry market environment at the same time make its efficient operation, provide a good external environment for the film and television industry development.

## **6. Give Full Play to the Role of Cultural Communication, Optimize the Structure of Film and Television Industry, and Strongly Support Legitimate Film and Television Works**

Taking the sustainable development of film and television industry as the starting point, this paper explores the development problems and meanwhile improves the path, carrier, form and method of cultural communication, so as to maximize the function and role of cultural communication, optimize the structure of film and television industry while making reasonable adjustment, make it more standardized and scientific, and promote the orderly operation of film and television industry market. According to the problem of piracy in the development of film and television industry, we will strengthen legislation, supervision, law enforcement and punishment. With the help of powerful functions such as network platform and new media, and the combination of online and offline activities, rich anti-piracy and anti-infringement activities [5] can be carried out to severely crack down on piracy and ensure the smooth creation of all kinds of film and television works. Legitimate film and television works can be strongly supported through policies, laws, funds and technologies. In addition, through a series of publicity, education and guidance, consumers and creators are encouraged to actively participate in anti-piracy and anti-infringement. While supporting the legal version, they have strong awareness of anti-infringement, forming a joint force to fundamentally solve the problem of piracy and promote the healthy and rapid development of the film and television industry under the influence of cultural communication.

## **7. Based on Cultural Communication, Investigate Consumer Market and Pay Attention to Consumer Demand and Experience**

Film and television industry long-term development, and related consumer market, should be based on cultural transmission, using the network technology, big data technology, online research, field research seamless [6], multi-angle, multi-channel, multi-level research under the action of the consumer market, the current film and television industry statistics, comparison and analysis of film and television consumption data, accurately grasp the consumers of all ages and cultural ideas, the concept of consumption, and consumer market dynamics, including cultural transmission continued under the action of the film and television industry development, advertising, marketing, services, and so on and so forth, clear film and television industry development status and trend. Using big data key technology, dig important cultural transmission, film and television consumption data, deepen the understanding of different areas of various kinds of community culture, all ages consumers personalized needs of spiritual, diversified needs, and film and television, film and television works in the consumption psychology, grasp the comprehensive, systematic, effective reflection from the perspective of cultural transmission at the same time, the review based on the consumer market of film and television industry, clear at this stage, film and television consumption direction. Then to the consumer market as the guide, pay close attention to all age, film and television demand change, optimize the path of cultural transmission and give play to the role of advantage, positive impact on the film and television industry, and increase the intensity of film and television propaganda, using a variety of film and television consumption market marketing strategy, on the basis of publicity and marketing combination to all ages consumers with high quality and variety of value-added business, film and television, film and television services, access to good at the same time meet the spiritual needs of film and television experience. Also, using the Internet, new media, etc., always pay attention to the film and television industry and consumer market operation, all ages consumers demand change and experience, film and television, deepen the master specific situation and the impact of the cultural communication and optimization of each section of film and television industry development at the same time improve the industrial

structure, industry chain, objective presentation of film and television industry development new luminescent spot.

## **8. Cultural Communication and Film and Television Industry Development Should Be Integrated to Improve the Industrial Pattern and Film and Television Style and Quality**

In the wave of cultural communication, the film and television industry faces new problems, challenges and difficulties as well as development opportunities. It is necessary to broaden the development channels of the film and television industry on the basis of comprehensive analysis and overall consideration. In the process of improving the film and television industry structure and the film and television industry market, centering on consumers' film and television demand and film and television experience, cultural communication and film and television industry development are organically integrated. Using the carrier of culture, form, path, influence and so on, seize the opportunity and efficient use of digital technology, new media technology, such as [7], change of thinking mode at the same time continuously broaden the channels of film and television industry development, through a series of practical exploration and transformation development ideas and puts forward the development of effective strategies, change the film and television industry development. In view of the new problems in various stages of the development of film and television industry, we should innovate the methods and paths of cultural communication, explore new ideas and paths of integration, promote the deep integration of cultural communication and the development of film and television industry, give full play to the effectiveness of cultural communication, and continuously improve the development level of film and television industry. In addition, with cultural communication as the entry point and the film and television industry market as the guidance, the film and television industry structure is constantly updated and upgraded to fundamentally improve the pattern of the film and television industry. In the fight against piracy, in the process of fostering genuine, deep development and utilization of all kinds of cultural resources, improve the quality of the style of the film and television, [8], prompting more vitality and influence of film and television works, improve the comprehensive satisfaction of all ages consumers for film and television works, to ensure that the film and television industry to better development in the direction of digital, intelligent, sustainable, inject vigor for the cultural transmission at the same time promote the further development of cultural industry in China.

## **9. Strengthen Personnel Training**

The long-term development of cultural communication and film and television industry cannot be separated from high-quality talents. In the development tide of the Internet era, cultural communication and film and television industry have presented brand-new changes, which have higher requirements on the knowledge level, comprehensive ability and basic quality of all kinds of talents. In this context, colleges and universities should fully play their role in talent training, strengthen relevant talent training, provide important talent support force for cultural communication and the development of film and television industry, give full play to the advantages of talents while effectively spreading all kinds of culture, and better facilitate the long-term development of film and television industry.

## **10. Conclusion**

To sum up, culture communication and the realistic significance of film and television industry development can not be ignored, to culture dissemination effect as a starting point, deeply analyze the present problems in film and television industry development as well as the development trend, widen the channel of the development at the same time explore the development of new strategies, cultural transmission, film and television industry development depth fusion, constantly give play to the role of the advantage of cultural transmission, to develop the film and television industry. From the perspective of long-term development, it is also necessary to continuously expand the breadth,

width and depth of the development of film and television industry under the influence of cultural communication, so as to promote the healthy, coordinated and sustainable development of film and television industry and better facilitate cultural communication and national economic development.

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