

# The Spreading Characteristics Analysis of Documentaries under the New Media Background

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**Abstract:** With the development of social economy and the rapid development of new media technology, various social entertainment services have emerged at the historic moment. The documentary programs under the new media have been well received. It is also because of the environmental advantages of the new media that China's documentary programs have been To gain a foothold in the fierce entertainment market, although the development momentum is good now, in the long run, it is still necessary to innovate future development models and development strategies and keep pace with the times. This article analyzes the characteristics of the spread of documentaries in the context of new media.

## 1. Introduction

The emergence of documentary programs is not only a reflection of the characteristics of the times, but also an important driving force for the progress and development of the times. In the traditional media era, information technology is far less developed and popular. People can only listen to it through public theaters, radio, and other means. Until the 21st century, China has officially entered the information age, and the advantages of new media technologies have become increasingly apparent, such as mobile phones and computers. Multifunctional entertainment and communication tools have made documentary programs gain widespread attention and high ratings. It is precisely due to the advancement of science and technology that the content of Chinese documentary programs has increased its interest and connotation, and has embarked on a better road of innovation and development [1].

## 2. Documentary Overview

The concept of “documentary” was first introduced by Grierson in 1926. He believed that Flahadi's Moana was of high value and could be used to store information, which led to the term “documentary” Authenticity is the most obvious feature of a documentary. It combines art with objective reality and is presented in a prose form close to prose. Documentary is an artistic treatment of real people and stories [2]. It is not just a simple recording of images, but also contains the author's profound subjective feelings.

Since the beginning of “China on the Tongue” broadcast by CCTV in 2012, the national television industry has set off an unprecedented wave of TV documentaries, beautiful television pictures, ingenious photography lenses, and TV documentaries the audience is a feast of sight and sound. This is also the first time we have focused our attention on a television genre such as a TV documentary. Because of its unique cultural character, TV documentaries have also become one of the important channels for the dissemination of news information. With the rapid development of new media, new media platforms such as the Internet and mobile phones continue to emerge, and documentary broadcast platforms have become more diversified. TV and movie platforms are no longer the main platforms for documentary broadcasts [1]. At present, since the media the platform has become the main broadcast channel for documentaries. This grim situation poses new problems for TV practitioners, especially in the “Internet +” era.

### **3. The Impact of New Media on Documentary Creation**

#### **3.1 New Media Overview**

New media is a relatively broad concept. It contains a lot of content and covers almost all digital media forms, including online media, mobile media, and mobile media. UNESCO's definition of new media is: "a medium based on digital technology and a network for information dissemination." Compared with traditional media, new media has the mass and sharing of information [3]. Interactivity and immediacy, while in the dissemination of new media, it has the characteristics of fragmented and virtualized information dissemination.

#### **3.2 The Main Channels of Documentary Dissemination Have Shifted**

The rapid development of new media technology is a prominent feature of new media. Under the new media, the channels for people to disseminate and obtain information have been transferred from traditional newspapers, televisions, and computer networks to the mobile Internet, and the forms of information dissemination have also become more diverse [2]. For the documentary, the main position of its spread has also undergone great changes. According to relevant statistics, more than 60% of the current documentary play volume comes from mobile phones. It can be seen that various new media in the mobile Internet have become the main channels for documentary dissemination.

#### **3.3 The Discourse Form of the Documentary Has Been Expanded**

Most of the traditional documentaries are produced by radio and television media, film and television publishing companies, government propaganda departments, etc. at a relatively large cost. The length of the documentary is longer [3]. However, in the new media, the high openness and freedom of the Internet makes people's information acquisition more personalized, and the browsing time is more fragmented. In this case, many low-cost, short-term mini-documentaries can also be performed online Dissemination, if the content meets the needs of modern people, can also have a great amount of playback, which will make the documentary's discourse forms more diverse, and the discourse power will gradually be dispersed.

#### **3.4 The Content of Documentaries Pays More Attention to Mainstream Ideological Propaganda**

Under the new media, anyone can use the new media to express their personal opinions and opinions. This has filled the society with various thoughts at one time. Many non-mainstream values and ideologies such as money worship and hedonism in the new there is a growing mainstream trend in the media, and especially for young people who are immature in their ideological development and lack discrimination, they are more susceptible to these ideologies [3]. Therefore, the current documentary is affected by national policies in terms of content. It has begun to change from the perspective of ordinary people to a grand perspective. It pays more attention to the spread of historical and humanistic knowledge and the promotion of mainstream ideology such as socialist core values.

### **4. Dissemination Characteristics of Documentary Programs in the Context of New Media**

#### **4.1 More Diversified Modes of Transmission**

Under the new media environment, network information technology has made great progress. People's requirements for documentary programs are no longer limited by time and space. Various large-scale Internet platforms have become people's information exchange centers. Nowadays, documentary program transmission has the characteristics of high efficiency, timeliness, openness, and interactivity. Through some software, people in different regions and even different countries can start communication, so that documentary programs under new media can be continuously implemented through network information technology [4]. Dissemination, and some software developers have created exclusive documentary communication platforms based on the information required by the masses, which is also a good way of dissemination.

## **4.2 Dissemination Subjects from “Official Records” to “Universal Records”**

The rapid development of the mobile terminal has enabled everyone to become a recorder of life. From the “official record” to the era of “national record”, in this context, documentaries can obtain new and endless resources and materials. In view of the fact that in the era of the all-media, it is possible to upload documentary materials efficiently and provide them to the masses or platforms in need. This saves costs and greatly improves efficiency [4]. Most of the first live video materials of some social-themed documentaries come from civilian hands at the scene. Due to the sudden emergence of some materials, it is impossible for the communicator to shoot 24/7 and obtain first-hand information.

But the era of new media is different. As the fifth media, mobile phones are convenient to carry, can be taken anytime, anywhere, and are easy to operate and have full functions, so shooting records are more convenient. For example, in 2016, a documentary video app became popular on the Internet. Users can easily use their mobile phones to shoot videos. The video duration is 15 seconds, which reduces the cost of expression and shares to their social media, such as WeChat friends. Circles, Weibo and other self-media platforms. In addition, according to statistics, Ergeng videos were broadcasted 10 billion times throughout the network in 2018. Ergeng videos are documentaries recording extraordinary stories of ordinary lives. Later, they interacted with advertising and marketing, which also made these documentaries have potential commercial value. This means that its production methods, propagation paths and methods have all changed [5].

## **4.3 Expansion of the Audience**

The new media technology not only improves the efficiency of documentary program transmission, but also gives viewers a lot of freedom to choose. People watching documentary programs through mobile phones, computers and other tools can choose their favorite parts to watch according to their characteristics of interest, or they can spend their leisure relaxing while watching, this method can make the audience more convenient to contact the documentary, adapt the documentary program to the rhythm of the audience, and also expand the audience of the documentary to a certain extent and harvest the audience base [5].

## **4.4 Enriching Marketing Methods**

For audiences whose viewing needs are constantly increasing, traditional documentary program marketing is boring and has no noticeable breaking point. However, due to the differentiation of social occupations in the new media situation, stars have become promoters of documentary program marketing [4]. Many businesses invite sought-after high-profile celebrity endorsements, opening up a more creative path in the entertainment market.

# **5. The Problems of Documentary Dissemination in the New Media Era**

## **5.1 The Quality of Documentaries Varies**

The new media environment not only brings a lot of benefits to the staff of the TV entertainment industry, but also greatly reduces the entry level of documentary programs. Various photography equipment plus the help of the Internet, many short videos shot by media enthusiasts using mobile phones It will also be widely spread on the Internet, followed by scramble to imitate, which has also led to the phenomenon of non-professionals participating in documentary programs. In daily leisure, we see a lot of short videos with poor picture quality and poor sound quality [5]. They are labeled as documentary programs and mixed in the market. It can be said that non-professional documentaries in the new media environment have lowered the overall level and quality of the industry.

## **5.2 Documentary Films Lack Long-Term Communication Benefits**

The spread of documentary programs in the new media environment is indeed a great breakthrough from a good perspective, but it is also because the new media environment has increased the impact on traditional documentary programs. The rapid development of new media

allows us to obtain a variety of information through the Internet [6]. However, due to the fast-paced lifestyle, people are more concerned about some hot issues, and it is difficult to raise interest in boring documentary shows and disdain to spend time. Finding and watching, of course, is not easy to leave a deep impression on the audience. According to the current traffic of the documentary market, its propagation speed and heat retention effect need to be improved.

### **5.3 The Profit Model of Documentaries is Still Not Optimistic**

Documentary programs do not have a lot of fans like some entertainment and commercial programs. The profit model of documentaries is not optimistic in both traditional media and new media environments. Some historical and older documentaries are not affected. The current entertainment market is welcome, and multiple renovations have only cost financial and material resources, and cannot change the situation of the operator's loss [6]. In addition, documentary programs do not form a formal business cooperation model, it is difficult to occupy a favorable position in the commercial market without corporate financial support, and the vast majority of viewers in China will not pay for watching documentary programs, resulting in a downturn in the documentary program market.

## **6. The Development Strategy of Chinese Documentary Dissemination in the New Media Environment**

### **6.1 Strengthen the Construction of Documentary Talent Teams**

The filming of documentary programs is not only required to have professional photographic equipment, it is also very important for the training of talents. Due to the concern of the media industry in the new media situation, many colleges and universities have opened professional courses on documentary film shooting. Schools should introduce advanced photographic equipment, communicate with industry professionals, and do a solid job in training basic documentary talents [7]. It can apply professional theories to practical work.

### **6.2 Enhance the Interactivity of Documentaries**

The root cause of the sluggish viewing of documentary programs may be that it is disconnected from the lives of the masses and lacks interaction and communication. If traditional media cannot communicate well with the masses due to information technology and Internet restrictions, the emergence of new media has broken this restriction. In the new media situation, documentary programs should be publicized and interacted with the audience before, during, and after the recording [5]. For example, the short video trailer is broadcast on the Weibo platform, and the news media is holding a release to let the audience know the specific broadcast time. During the broadcast of the documentary, the official Weibo can be opened to communicate with the audience, collect the audience's viewing experience, make adjustments based on this, and improve the sense of participation of the audience through interactive communication.

### **6.3 The Organic Integration of Traditional Media and New Media**

At a time when the development momentum of new media has not been so fierce today, traditional media rely on their own advantages to keep the ratings of documentary programs at a stable state, but the impact of new media has caused large fluctuations in the ratings of documentary programs. In this situation, complementing the advantages of traditional media and new media is the correct direction for the development of documentary programs [7]. Documentary programs are promoted as themes in traditional media, and then widely disseminated through the new media platform. The dissemination through the Internet also facilitates the control of back-office staff, mobilizing all positive factors and integrating resources to promote the spread of documentary programs [7].

## 7. Summary

In summary, the spread of documentary programs in the new media environment has indeed made great breakthroughs, but we can't just see the benefits but not the plight. The impact of new media is both pressure and motivation for the innovation of documentary programs. How to use new Technology turns stress into motivation and requires effort. It is necessary to take a rational view of the development of documentary programs in the new media environment, increase the market share of documentary programs from multiple angles and aspects, and allow new media to promote the development of documentary programs.

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