

# The Innovation and Development of Chinese Film and Television Music from the Perspective of Cultural Identity

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**Keywords:** Cultural Identity, Chinese Film and Television Music, Innovative Development.

**Abstract:** With the development of Chinese film and television music mainly through three periods, in each period, China's film and television music has left behind excellent film and television works. With the deepening of China's reform and opening policy, China's film industry has entered a new period. At the same time, with the introduction of western composition techniques into China, Chinese composers absorb it and innovate it, and finally form a unique film style in China. This paper mainly expounds the development of Chinese film and television music, analyzes the role of Chinese film and television music from the perspective of cultural identity, and describes the development of Chinese film and television music from the perspective of cultural identity.

## 1. Introduction

The film represents the culture of a country. With China's reform and opening up, China's history has undergone earth-shaking changes. Since the film was invented in the west in 1895, the film has entered a stage of rapid development. At the same time, due to the inaction of the Qing government, it has led to the invasion of China, a large number of foreigners have entered the Chinese life, and the film has also been brought into China. With the founding of New China, the emergence of a large number of excellent works combined with realism and romanticism formed the first climax of the development of new Chinese film. Immediately after China entered the 21st century, the film industry also entered a virtuous circle of track. The development of film and television music has promoted the maturity of our cultural industry and brought great development opportunities to our country.

## 2. The Development of Chinese Film and TV Music

### 2.1. Initial Cradle

After the advent of audio films in Paris in 1900, the market for sound films began to flourish all over the world, and since then film and television music has become an integral part of sound films, such as Don Juan, Jazz King, New York Light[1]. And so on many sound films silently sounded the silent drama long sleep death knell. Since the 1930s, the sound film has gradually entered the Chinese market, and made great progress in a short period of time. The sound film of "Peach and Peach" was born in our country in 1934, marking the beginning of the art of sound film in our country, but in the era before the liberation, these film music can only survive the war.

### 2.2. Development Strike Period

Since the founding of the new china, the first "literary and literary conference" was held, the two literary and artistic teams of the liberated and the state-controlled areas were successfully joined together, and the prelude to the new chinese films was opened, and the sound film and television music began to show a flourishing scene.



Figure 1 Congress

### **2.3. Development Period**

With the deepening of reform and opening up, our country has entered a high-speed development era, and the contact with other countries is becoming more and more frequent and close, and the exchange of film and television music between China and the West has gradually increased, until the establishment of the Film and Music Society in 81 years, China's film and television music development has been a broader stage, such as "Liao Zhongkai ", " Starlight Tonight ", " Yunshan Legend" and many other famous sound films gradually rising, has been paid more attention and attention to.

## **3. The Role of Chinese Film and Television Music from the Perspective of Cultural Identity**

### **3.1. Interpretation of the Color of The Film**

The film and television concert is designed according to different types and different styles of films, which can well show the emotional color and film theme of the film and television, and plump up the essence of the film expression, so that the audience can feel the idea of the film better. In addition, with the continuous development of the film plot, all kinds of film and television music will be changed accordingly, perfect to fit the film plot, make the plot more full and three-dimensional, but also through music to show the characters' inner activities, in a new state to show the color of the film, to help the audience more easily into the film plot.

### **3.2. Enhancing Artistic Expression**

There is more than one kind of music in the film and television drama, but it follows the way of the film art to carry on the constant change, the different characters, the plot, the music and so on will melt into the different film and television music, can better show what the film wants to express in the more artistic form, enhances the drama expression power. In addition, the blending of film and television and music can bring the audience into the age and background of the film, deepen the visual image and feeling, and enhance the experience of the audience's ears, eyes and feelings[2]to further achieve a comprehensive presentation of the film.

## **4. Analysis of the Form of Chinese Film and Television Music from the Perspective of Cultural Identity**

### **4.1. Strong Musical Background**

With the development of China's comprehensive strength, the situation of style and style is becoming more and more obvious, and more people agree with Chinese culture and Chinese film and television music. In order to better express the poetic meaning of the film in the Chinese film and television music, the elements of the Chinese classical music will be integrated into the music,

which will make the picture of the film continuously advance and enhance, and make the audience have a kind of complex feeling and reverie. For example, director zhang yimou's "ten-sided ambush ", in which the pursuit of the fragment, the lute music, on the heart of the audience, the kind of tension and excitement of the sense of tracking, not only fully show the excitement of the film plot, but also the Chinese classical instruments show incisively and vividly. In addition, implicit euphemism is also a major feature of Chinese film and television music, in which all kinds of classical poetry are also reproduced in today's film and television drama, such as "Legend of Zhen Huan ", in which all kinds of classical poetry into songs, full of poetic and picturesque.



Figure 2 Strong music background

#### **4.2. The Folk Customs of Film and Television Music are Distinct**

Most of China's early film and television works have distinctive national characteristics, such as "Bai Mao Nu ", " Beautiful Home" and "Zhi Dou Wei Hu Shan" [3]Such film and television plays, such as Shanxi's letter sky tour, Mongolia's horse head piano, Guilin's folk song and so on are the elements often used in the national film and television drama, not only can convey the local nationality special charm, but also can show the spirit of each ethnic group, these film and television music are long and unique. In the film and television skilled use of local folk music, can close the distance with the audience, but also let the audience have emotional resonance, enhance the film and television music unique charm value.

#### **4.3. The Uniqueness of The Fusion of Various Elements**

With the advance of the "Belt and Road" plan, the communication between China's film and television industry and the outside world is more and more, and the integration of various elements is also the mainstream form of the film and television industry now, and the musical instruments of various countries appear in the film and television, so that they can show their own music folklore, and also close the distance between countries and increase the connection between countries. As chen kai-ge director's interpretation of the "cat demon biography ", the score of the music combined with the chinese tang dynasty musical instruments such as bell, lute, dust drum, but also into the korean harp instruments, so that the film's texture has multiplied, become the development trend of chinese film and television music.

### **5. Development of Innovation Trend of Chinese Film and Television Music from the Perspective of Cultural Identity**

#### **5.1. Professionalization of Music Innovation**

In the early stage, most of the film and television are music as an accessory to fill the sound blank part, it will appear that the value of film and television music is not high, show the high standard and high level of film and television music. At this stage, the film and television music will be the exclusive creation, with a more professional composition, choreography, singing team to

film and television music publishing and sale, no longer as a film and television accessories to promote, with a unique charm. For example, zhang yimou's "return" film and television music is also called return, adapted from the piano song "fishing light ", the melodious tune, with the lyrics, just to hear this song, can remind the audience of" return "film lu yanzhi and feng wanyu that kind of hard love. The innovation of film and television music in the form of this specialization can not only spread the song for a long time, but also keep the film firmly in the hearts of the audience.

## 5.2. Diversity of Music Innovation

In the early stage, most of the episodes of film and television music were mostly monotonous folk songs, which did not reflect the diversity of development. At the present stage, most films and television are developing in a diversified direction, combining with some trends abroad, which makes Chinese films move towards the international stage and can better show the charm of Chinese film and television music. For example, Liu Zhenwei directed "Big Talk Journey to the West ", which is a lightweight comedy film, but the love story in it is profound, in which Tang monk's" only you "is a combination of American pop songs at that time, and this novel movie music instantly keeps the audience in mind and mind [4]This combination of Chinese and Western music not only promotes the interest of the film to the extreme, but also shows the diversity of film and television music.



Figure 3 The diversity of music innovation

## 5.3. The Novelty of Music Innovation

In the early stage, most of the film and television music was recorded with musical instruments, and there was no digital device for professional creation. Since the 21st century, digitizing music has not only simplified the trouble of recording songs, but also made the quality of music a higher level. The boring and forgotten problems of composing music in the past are transformed into professional recording, synthesis and creation, which greatly reduces the difficulty of music creation and improves the quality of music production. For example, jay chou's "can not tell the secret" film, in which the composition is written by fang wenshan, but the recording of the whole song, all reflect the digital creation, can well show the development of film and television music digitization, so that the texture of music in the continuous improvement.

## 6. Conclusion

To sum up, with the sound film into China, China's film industry began to develop rapidly. In every period of film development, a large number of excellent film and television works emerged, and these works also reflected the aspirations of the people and the level of education at that time. Especially when China began to reform and open up, Chinese films entered a new period of vigorous development.

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