

Research on Production Model and Transmission Mechanism of Micro Film in New Era

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Keywords: Micro film, Production model, Transmission mechanism

Abstract: Micro film is a new form of film and television art in the new era. It uses the basic artistic techniques and shooting skills of the film, which transmits all kinds of culture and information to the masses in the fragmented society through the network and new media in a compact, exquisite, convenient and fast form. The production model of micro film in the new era includes production model of grassroot homemade, production model of customized advertising and production model of advertising implantation. The dissemination mechanism of micro films in the new era involves transmitter, transmission content, transmission channel and audience group. This paper explores the production model and communication mechanism of microfilm in the new era to provide references for relevant researchers.

1. Introduction

With the rapid development of micro film, more and more people participate in the production and dissemination of micro film, forming a wave of micro film production and dissemination [1]. First of all, we should have good content, creativity, and then through professional level production, to achieve better visualization effect, and finally use effective means of communication to promote it. As production and marketing are the two basic problems of industrial development, only when these two basic problems are solved can the industry prosper. In recent years, people are increasingly aware that successful marketing is inseparable from successful communication. Therefore, in the field of communication, it is helpful to the successful marketing of micro films through in-depth study of the law of communication. The two links of production and communication often restrict each other in the production and development of micro films, and promote each other. In the new media era, the law of production and dissemination of micro film has changed greatly with traditional film and television. Everyone can participate in the production and dissemination of micro film, and the mode of dissemination has changed from one-to-many to multi-point interaction. Micro film is a new form of film produced in the context of cultural consumption under the support of digital and Internet technology. It shows the individual characteristics that distinguish traditional film and television media. At present, the characteristics of micro film in China are reflected in all aspects of production and communication. They are not only the advantages of China's micro film in a few years to achieve greater results, but also the cause of the emergence of practical problems [2].

2. Production Model of Micro Film in New Era

2.1 Production Model of Grassroot Homemade.

The main body of this kind of production mode is micro film enthusiasts or hobby groups. They do not have professional equipment, professional accomplishment and production technology of their class background. They are just trivial matters in life. They form an expression of self-appeal, which has a wide variety of forms and covers all areas of life. These records from the perspective of ordinary people are the vitality of micro film and the source of its vitality in the future. Art comes from life, which may be the best proof. It can be said that this is the self-expression of the image of the masses

in the era of self-media, with distinct characteristics of the times. Commercial micro films are shorter in length than traditional films, lower in production threshold and cost. They mainly cater to the needs of fragmented information dissemination of network users by the advantages of new media broadcasting. They are more implicit and cultural than direct advertisements. As a result, commercial micro films are becoming a popular new film art form popular with netizens. Although commercial elements are added, the essence of film art has not changed. A complete production process consists of the producer, production technology, production methods, production costs, production revenue and other parts. As far as microfilm is concerned, the producer, production costs and production methods are the most critical steps. The producers of micro films can be divided into two categories: grass-roots filmmakers and professional production teams represented by famous directors. Early producers tend to integrate the bits and pieces of life into a story with a beginning and an end. They use funny and bizarre ways to match their personal feelings, world outlook and outlook on life perfectly with the beginning, development, climax and end of the story and win attention and clicks in a way close to the public. This is the victory of grassroots culture and the necessity of social trend [3].

2.2 Production Model of Customized Advertising.

The main body of this kind of production mode is the advertiser. By paying the Commission to the professional team, the advertiser requests the professional team to make special production with the content advertised by the advertiser as the main line. Advertisers usually employ teams with a strong academic background and commercial thinking. Only such teams can combine advertising and film content in substance. Micro film brings consumers a sense of beauty and drama, and it will not be disgusted by the main body of advertising, so as to deeply grasp the psychology of consumers and maintain a balance between them. The micro movie under the advertiser's customization mode has little public welfare nature, so it has a strong commercial atmosphere. Advertisers seek to maximize the commercial value without considering the feelings generated by the micro film itself. They need to make profit maximization analysis through the production cost of the micro film, and strive for the minimum cost to maximize the revenue. Therefore, the scale of interests and quality needs to be reasonably grasped by professional teams, and cannot produce micro films that damage social benefits. Professional micro film creators represent the highest level of micro film production. This creative subject includes professional film and television talents transferred from the film industry, such as directors, writers, actors and professional teams engaged in micro film creation. The works of professional creators represent the highest level of micro film in artistic aesthetics, manifestation and picture quality. Most of these works are specially customized products, such as advertising micro film, public welfare micro film and so on. Professional creators through their own brand benefits, can achieve greater economic benefits of the work, such as film stars involved in micro films with the help of star effect can obtain better dissemination effect, so the customized price of this kind of work is also higher [4].

2.3 Production Model of Advertising Implantation.

The main body of this kind of production mode is the advertiser and the professional production team. Advertisers can achieve the propaganda effect of their own needs without affecting the content of the plot of the micro film through co-production or cooperation with the professional production team. Generally, advertiser placement can be divided into two types: hard and soft. Hard placement refers to the content that advertisers repeatedly request in micro films through consultation with professional teams, but it has no obvious significance for the promotion of the plot. Soft advertising placement refers to the obvious cooperative relationship between advertisers and professional teams. The content required by advertisers plays an important role in micro films, plays a series role in plot development, and may directly use advertising content as a filming clue, which also proves the feasibility in practice. The third mode will not make profit or not affect their own business situation, and does not have the risk of the second mode. Therefore, it has become the preferred mode of production for advertisers nowadays, and the advertising field designed by advertisers has become more and more broad. On the other hand, pluralistic fields also add originality to microfilm. It

integrates commercial advertisement and brand into the story of the film by means of low-cost and high-effective transmission of micro film, so as to achieve the marketing purpose. Beyond all doubt. The purpose of commercial micro film creation is to achieve marketing objectives and create economic value. Advertising micro films in commercial micro films actually undertake the methods of advertising in movies and TV dramas. Advertising micro film differs from pure advertising in that it gives the story of the advertisement. The audience is brought into the story while reducing the disgust of the advertisement and gaining added value from the advertisement. The requirement of identity becomes the identity in the process of constructing social network resources.

3. Transmission Mechanism of Micro Film in New Era

3.1 Transmitter.

Transmitters refer to the issuer of information, including individuals and institutions. Based on the purpose of disseminating micro films, the disseminators of micro films can be divided into two categories: primary disseminators, i.e. producers and investors of micro films, and secondary disseminators, i.e. secondary disseminators of micro films. At present, the main body of micro film production includes three aspects: film producers in the traditional system, independent filmmakers outside the system, amateur but professional film-making enthusiasts. From the point of view of the creation process of micro film, the production cost and cost of the whole project will be paid by the customers who put forward the customization requirements, and the original and producer will get the corresponding compensation through the creativity. Compared with the traditional sense of the film, such a production team has greatly reduced the threshold of creation, but fundamentally guaranteed the quality of micro film, which is different from the grassroots shooting of network video. From the point of view of investors, the main investors of micro film are mostly video websites or advertisers. Professional creative teams and brand enterprises constitute the first level of micro film communication, which guarantees the quality and efficiency of micro film products from the beginning. Its second transmission is completed in the process of the first-level transmission of video websites on the micro-blog and other network platforms. With the help of Internet and mobile communication equipment and software, all kinds of communication terminals based on network can become information publishing platforms. Everyone can be the publisher and receiver of information, so the disseminator of microfilm covers almost all ages, fields and classes. Such a mode of communication makes the dissemination of micro films present a fission-like state of communication, conforms to and completes the needs of people to reveal their identity, and becomes an identity in the process of building social network resources.

3.2 Transmission Content.

Micro-time is the most obvious feature of micro film. The film length is very short, usually within 30 minutes, and even many works only have about 3 minutes. But whether it is 3 minutes or 30 minutes, the film must complete the narrative in this period, and the content must be highly concise. It meets the needs of fragmentation in communication and meets the needs of the audience for instant consumption. Micro-cycle refers to the short production cycle of micro film, usually only a few days, the longest is not more than a month. Generally speaking, a 10-minute microfilm only needs about five or six scenes, so it doesn't need such a long shooting cycle. At the same time, actors will not delay progress due to schedule. Micro-investment refers to the low cost and low entry threshold of micro films. Compared with the investment of hundreds of millions of yuan in traditional films, the cost of micro films is insignificant. New platform for micro media. With the rapid growth of smartphone and tablet computer users and the rapid growth of the audience of new media such as micro-blog and micro-messaging, people have become accustomed to using micro-blog and micro-messaging to transmit and view information every day. The amount of information transmitted through micro-blog and micro-messaging is huge, fast and the number of audiences is amazing. Because of the small capacity of micro film and the small amount of time consumed in transmission, micro film has

become one of the types of information disseminated through micro-blog and micro-messaging.

3.3 Transmission Channel.

In today's fragmented information and fast-food culture, fast-paced lifestyle and work pressure cut people's time apart. People who watch TV or go to the cinema begin to migrate time to the Internet. In the micro age, the performance of media is changing because of the needs of consumer media. When people are faced with the increasing pace of life and the need for more information, we hope to get the most information in the shortest time. The free, flexible and short film form of micro film is more in line with the rhythm and way of life of modern people. With the emergence of some convenient new media, the viewing experience of "fragmented" time breaks through the limitations of space and time. At the same time, the popularization and application of mobile communication technology makes it possible for everyone to access the network media at any time, forming the possibility of watching. Nowadays, many cities have opened official micro-blogs and micro-letters, and often put micro films of urban culture on micro-blogs and micro-letters. They have built a platform for rapid communication with citizens and the outside world. Through the attention and forwarding of micro-blogs and micro-letters, they can gather a large number of audiences in a short time, with huge dissemination benefits and good dissemination effect.

3.4 Audience Group.

As a whole, micro film has the characteristics of individuality, vitality, autonomy and participation. With the growth of China's economic strength and the decrease of Internet costs, the manufacturing industry of electronic and communication products has been greatly developed, and the telecommunication infrastructure has been greatly improved. The popularization of computer network knowledge has made the group characteristics of netizens present a trend of popularization. The Internet and mobile terminals will be concentrated in front of the TV set and in the movie theater. With the diversification of media, people's attention habits have undergone a clear fragmentation process, with more young users flowing into the network. Micro film has begun to disperse in various fields and strata, and the boundaries between them have begun to blur. In the virtual network society, the differences between audiences are also diminishing. Images first act on people's emotional field, creating a kind of perceptual identity, and then expand this perception to a rational level, reappearing in the audience's vision as a public topic. Watching around is also a convergence. This fear of being outdated, following fashion, and seeking common words become the basis of watching around. The packaged images have more potential to be watched. Everyone tries to get into the circle and see what happens. The initial emotional identity gradually became numb and even revelry.

4. Conclusion

Today, with the rapid development of micro film, the characteristics of diversification and popularization have really opened up the market and become a new wave in the film industry. Statistics from all aspects show that micro film has a bright future. In this bright future, producers cannot ignore the problems caused by the special production mechanism of microfilm. While paying attention to the appearance of micro film scenery, we should find out the problems through the study of its production and communication mechanism, which is the long-term way for the prosperity of micro film.

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