

## Free Expression in the Internet Age -- Aesthetic Characteristics and Value Significance of Network Films

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**Abstract:** The rapid arrival of the Internet age provides a huge stage for the all-round development of the film industry. Through the detailed analysis of the new art form of network films, this paper comprehensively clarifies the identity and attributes of network films, and comprehensively summarizes the aesthetic characteristics of network films under the special communication environment, so as to take highly targeted and effective measures to fully present the aesthetic characteristics and value significance of network films, ensure that the network films will always have the characteristics of free expression in the Internet era in the future development process.

### 1. Introduction

For film art, each development or reform is closely related to technology. From traditional silent film to audio film, black-and-white film to color film, two-dimensional film to three-dimensional film, the continuous progress of modern technology conveys a steady stream of fresh blood for the survival of film art. Especially under the background of increasingly fierce and complex social development, Internet technology has developed in an all-round way with its diversified advantages. The birth of network film is not only the expansion and application of diversified Internet technology, but also the comprehensive reform of the film art industry. Therefore, an in-depth study of the aesthetic characteristics and value significance of network films can enable people to fully present their free expression needs in the network era through films.

### 2. Aesthetic Characteristics of Network Films

#### 2.1 Formal Characteristics of Network Films

First, from the scene level, compared with the traditional screen, the pixels of online photography are lower and the scale is smaller. The details that can be clearly seen in the traditional screen film are often vague or even ignored in the network films. Therefore, while shooting network films, we should reduce the use of panorama and perspective as much as possible, but strengthen the use of close-up.

Second, at the level of light and color, the hardware of network films has a serious impact on the pursuit of aesthetics. Therefore, different from the pursuit of complex color schemes and rich light and shadow levels on large screens, network films are more favored for color schemes and light schemes with strong decoration, expressiveness and simpleness. Especially when showing a large space, network films will remove unnecessary series elements and present a pure and simple aesthetic feeling for the audience.

Third, in terms of lens use, we can see the surrealist trend from network films. Through the presentation of long lens and depth of field, we can know the creator's tendency and attitude towards the relationship between real space and screen space. The more attention paid to long lens and depth of field lens, the stronger the director's "realism".

Fourth, at the editing level, because the audience can give up watching network films at any time, the film content should always catch the audience's attention, make the audience always immersed

in a highly nervous and excited state, and avoid the audience's long-term taste of a lens as much as possible.

Fifth, at the level of graphics, animation and special effects, network film has its natural advantages, making network film have special aesthetics. Network film has a strong feature of "digital production", which can combine many ways of plane visual art. Under the action of a variety of visual elements, it can present a special way of expression of time and space.

## **2.2 Content Characteristics of Network Films**

First, at the theme and values level of network film stories, it can present the tendency of youth groups to avoid empty talk of lofty ideals and pragmatism, and ridicule empty sermons and slogans through a deconstructive and funny attitude. The content related to such grand ideas and themes as culture, nation and country is rarely involved in network films, but usually focuses on the themes close to the actual life of the public, such as youth groups getting rich, job hunting and love, from which we can see the value concept of online original film makers.

Second, in the process of selecting and arranging the specific story content, network films usually avoid grand and heavy themes and are not interested in the profound educational significance, but pay more attention to whether the specific story narrative content is interesting. Similar to the network novels, the characteristics of keeping the network films prosperous are mainly reflected in whether the work can trigger the audience's tears and laughter, challenge the audience's IQ, and have a smart narrative plot and reverse story ending.

Third, the interactive creation method has unlimited potential in the artistic creation of network movies. In the process of watching network movies, the audience is more likely to adapt the film content and form from the technical level. Under the simple operation of professionals, they can adjust the story trend and narrative form of the film, that is to say, the audience can actively participate in network film creation. Interactive creation seems insignificant, but it has milestone significance in the whole process of film art development.

## **3. Value and Significance of Network Films**

### **3.1 Industrial Value of Network Films**

For network films, a business model with low investment and high return, it is one of the future development directions of the film industry. Network film is bound to become an industry type with high added value in the future. At present, China's network film business model mainly has three forms:

First, content providers provide content products to video websites and share advertising revenue with platform operators. This operation mode is one of the most popular modes at present. Generally, the investment of network film is low, which can't provide a good environment for content providers to carry out large-scale publicity. Therefore, they can only rely on the advantages of content for publicity and promotion, so as to get more attention<sup>[1]</sup>.

Second, the network film itself is taken as the advertising carrier and invested in shooting by the advertising group company, mainly for the marketing and promotion of advertising products. At present, this mode has been used in a large number of network film production. The shooting purpose of these network films is to improve the popularity of enterprises and promote products. It makes full use of the advantage of network film taking the Internet as the publicity channel<sup>[2]</sup>.

Third, the network is taken as the publicity media and operating profits are obtained through the e-commerce platform. This model is jointly designed by Apple and Amazon. com. People can log in to the video website to watch video files, so as to log in to the e-commerce platform to buy network films of interest. Therefore, operators of such platforms can not only obtain operating profits through advertising, but also obtain secondary profits through the audience's purchase of films. It is one of the important ways for network films to give full play to their own industrial value<sup>[3]</sup>.

### **3.2 Social and Cultural Value of Network Films**

First, network films have provided positive help to the cultural expression and integration with various types and rich contents, and effectively realized the free exchange of globalization. Under the positive role of Internet media, network films have an international development platform. People can directly watch any network film works in different ways, and China's excellent network films can also have an impact on other countries through the Internet. Therefore, in the process of presenting the cultures of different countries and regions, network films are bound to play a great role. Meanwhile, online film can completely break the situation that traditional films are fully controlled by large commercial groups, break free from the constraints of ideology and give creators the right and space to express freely <sup>[4]</sup>.

Second, network film is a comprehensive return to the noumenon of creative activities, providing people with a purer artistic creation environment. Network film can completely change the commercial pressure of traditional films to strive to obtain a single box office, and provide a large practice space for creators to freely create films with different themes and styles. The goal of network films is to attract the attention of the audience. Therefore, some creative techniques and themes that rarely appear in traditional films can appear in a large number in network films. Meanwhile, network films have strong flexibility, and the playback length spans greatly, ranging from hundreds of episodes to tens of seconds, fully expressing the ultra-long content and short stories that can't be presented by traditional movies <sup>[5]</sup>.

Third, network film can give full play to the spirit of the times and cultural expression, and fully integrate the youth group culture and mass culture. As one of the symbolic products that mankind has officially entered the digital age, the Internet can provide a carrier for the dissemination of network films. Therefore, network films have extremely distinctive characteristics of the times. Network film is a kind of culture friendly to young groups, which can resonate with young groups at the spiritual and emotional levels. However, due to different living environments, youth groups and their parents have different ideas, and the emergence of network films can make the mass culture include the youth culture, the youth culture cater to the mass culture, and effectively realize the full integration of the two <sup>[6]</sup>.

#### **4. Conclusion**

The emergence of Internet technology has promoted the rapid progress of various cultural activities in the public field. Both network films and all emerging arts born in the Internet era have unlimited development prospects. Therefore, we should deeply study the aesthetic characteristics and value significance of network films, and solve the problems existing in the actual development of network films one by one, so as to fully transmit the characteristics of free expression in the Internet era to everyone through network films, so that people can give full play to their potential under the infection of network films, make positive contributions to the innovative development of the film industry and the continuous improvement of the comprehensive strength of the society.

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