

Exploration on the Practical Ways of High Quality Development of Micro Film Industry

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Abstract: In today's era, China is moving from the fast-paced economic growth to more excellent development. Therefore, the micro film industry must accelerate the adjustment and become a more competitive industry to meet the changing market and consumer needs. In this new era, the micro film industry should take "telling the story of our country" as an important platform, devote itself to meeting the needs of the broad audience, and improve the content and quality of micro films through continuous efforts. We should unremittingly explore the excellent traditional culture of our country, and constantly improve the production and broadcasting methods of micro-films, update and upgrade the workflow of micro-films. Make the work of the micro film industry more meaningful. In order to promote the healthy development of the micro-film industry, efforts should be made to cultivate filmmakers with good moral and literary accomplishments. At the same time, there is a need to improve the success of the project by improving the distribution of resources and investment and financing methods. In addition, it is necessary to use advanced technologies such as 5G to increase the protection of film copyright.

Keywords: Micro film; High quality development; Film industry

Introduction

There is an essential difference between micro-film and traditional film. As long as it expresses a certain idea through a short storyline, it makes the audience feel interesting. This is also an important reason for the wide popularity and rapid development of micro-film. With the popularity of micro-film, more and more investors have joined this field, which has promoted the rapid development of micro-film. Although the duration of the micro film is limited, it will become very difficult to accurately control its structure and rhythm in a limited time. Therefore, micro-film directors should pay special attention to structure and rhythm in the production process, so as to promote the stable development of the micro-film industry and provide it with more development opportunities. Although there are still many challenges in micro-film creation from material selection to post-production, creators still strive to improve their understanding and position their goals more clearly. At the same time, they should also pay attention to the study of professional knowledge in order to better complete their creative tasks.

1. The Value of Micro Film Industry Development

1.1 It provides a new working platform for socialist literature and art work

With the general secretary's major proposal on the thought of socialism with Chinese characteristics in the new era, the film and television industry has ushered in unprecedented development. The micro film is presented in a comprehensive way, which not only enriches the audience's viewing choices, but also greatly changes the development trend of public opinion, making the production and release of micro film more attractive, and has become an important channel of public opinion propaganda.

1.2 Conducive to Party and Government Propaganda Work

Micro film has the characteristics of vivid image, small length, convenient dissemination and complete storyline. It can cause extensive influence in the society and provide more novel publicity channels for government departments. For example, the release of the series of short videos of the supervision law has played a good legal publicity effect^[1].

1.3 New communication power for the party and government media

With the development of integrated media, micro film has become a new and important public opinion platform, which not only profoundly changes the public opinion ecology and media pattern, but also promotes the development of traditional media and film and television industry. In recent years, many mainstream media have adopted micro-films and short videos for publicity. For example, CCTV News, Xinhuanet, etc. have established official WeChat official accounts, and my country's international TV stations also actively use these media for international communication.

2. Development Status of Micro Film Industry

As early as the first half of 2014, due to the progress of science and technology, the development of mobile phone network, the enhancement of mobile phone shooting ability, the emergence of various digital cameras and APP, the difficulty of film and television creation decreased significantly, thus promoting the popularity of short video. It is estimated that the total amount of money invested in micro-films and online novels that year exceeded 3 billion yuan, and the market value in this field also exceeded 10 billion yuan. The current microfilm industry has three distinctive features:

First of all, micro-films appear in various ways, from a single small video to a complete series of dramas. Moreover, among many micro-film works, the advertising volume of micro-films also occupies a dominant position,

Secondly, the main themes of micro-films include: love, family, friends, the growth of young people, entanglements between men and women, funny stories, etc., which are richer and more interesting, and have a wider audience.

Finally, the quality of micro-films is uneven, but some popular themes tend to be vulgar, pay more attention to the "eyeball effect", and there will be some positive videos that have a positive impact.

In 2016, with the prosperity of short video platforms such as Kuaishou and Douyin, the short video industry benefited from consumer demand and developed strongly, thus achieving leapfrog development. In December 2018, the number of users of short videos exceeded 0.648 billion, of which 78.2 per cent had more use rights and 11.4 per cent had more viewing experiences, even more than the proportion of online videos, thus surpassing second and ranking first.

In recent years, the content production mode in the field of short video has developed rapidly, and the three modes of UGC, PGC and PUGC have been popularized, but there is still a certain gap. Especially in 2017, the rise of short video platforms such as trembles and fast hands has gradually faded out of the market, because the production cost is more expensive than traditional sketches, and the technology is more complex than traditional sketches. Therefore, the development of micro-films is in a period of intersection of demand and technology, which needs to be further improved technically ^[2].

3. Practical Ways of High Quality Development of Micro Film Industry

3.1 Deep plowing micro-film content

Film is considered to be an art form that can make people feel happy and joyful, providing people with a unique way to express their feelings and thoughts. However, film creators must ensure that film production always follows a direction based on correct principles and goals. The general secretary stressed that the literary and art circles should actively promote the practice of socialist core values by inheriting, developing and giving full play to the spiritual strength of the Chinese people, and create wonderful works with Chinese characteristics with the wisdom, love, courage and wisdom of the Chinese people. In the fast-developing short film market, micro-films should give top priority to meeting the needs of the majority of users, and devote themselves to promoting and transmitting socialist core values.

In order to promote the high-quality development of the micro-film industry, the production team of micro-film should strengthen the research and promotion of production technology. The success or failure of the development of the micro-film industry depends on its content. It should be able to satisfy the audience's aesthetics and taste, and be able to integrate complex social problems and conflicts into it, so as to make the micro-film works more vivid and profound. In order to produce excellent microfilms, creators must pay attention to the content of microfilms. In this new era, these areas should be explored with a focus on several main elements:

First of all, the main goal is to produce works with the characteristics of the times for the current social problems. For example, "The Most Beautiful Retrograde Man" has received widespread acclaim.

Secondly, we should pay attention to the current economic, social, cultural and other fields, and strive to explore themes with more characteristics of the times. Through the adaptation of "Yu teacher's troubles", a micro film full of the characteristics of the times, we can better show the history and inheritance of our country.

Finally, creators should adhere to the concept of "writing to carry the road" and combine it with the current social problems to provide more reference and enlightenment for the majority of netizens. Under the background of long history and rich tradition,

creators should integrate our country's food, architecture and folk culture into their works and show them in the form of micro films.

3.2 Adapt to the changing times

In this new era, in order to achieve the high-quality development of the micro-film industry, creators must closely integrate my country's national cultural strategy and implement in-depth supply-side structural reforms. Creators should focus on the production, brand building and operation methods of micro films, strive to make up for the weak links, constantly improve the quality and efficiency, and bring new opportunities for the industry. With the development of science and technology, we should constantly push through the old and bring forth the new, and constantly improve the advertising strategy of micro film. We should not only focus on telling interesting stories, but also focus on attractive advertising content^[3].

In January 2019, the "What is Page" advertisement released by the short video platform has achieved a huge publicity effect with its unique narrative method, rich content, interesting interactive method and strong social influence. Through private customization, some personalized teams may integrate their unique experiences, ideas, emotions, etc. into micro-videos, and then provide these videos to professional film and television companies, and finally through the creator's careful planning and wonderful The shooting and wonderful publicity will let more viewers know these unique videos, such as the wedding micro-video "We" launched by LeTV. It was widely acclaimed. By creating unique IP, excellent micro-movies can be converted into IP, and related derivatives of these IP can be promoted through production and promotion.

Conclusion:

All in all, micro-film with its unique visual effects, diverse expression techniques and rich content, in today's society, not only can meet the aesthetic needs of the audience, but also can play its unique value in a variety of media, thus playing an important role in the field of socialist culture. In order to achieve a high level of development of the micro film industry, experts in the industry need to take on new historical responsibilities and contribute to the culture and values of our country.

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