

Analysis of communication strategy of the new era red film “Changjin Lake” in 5W mode

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Abstract: In recent years, the theme has become a new trend in the development of the film market. The great success of “Changjin Lake” has pushed the theme of red movies to a new peak. Based on Lasswell’s 5W model theory, this paper takes the current red film Changjin Lake, which has caused phenomenal market performance, as an example, studies the characteristics of its communication process from five aspects of communication subject, communication content, communication channel, communication audience and communication effect, and analyzes the opportunities and challenges of the current red film in the new era. In order to put forward the corresponding communication strategy, aiming at providing reference for the communication of red films in China.

Key words: 5W mode; Changjin Lake; Red Film

“Red Classics” was proposed by the China Federation of Literature and Arts, China Drama Association and China Film Association at a seminar on adaptation and creation of “Red Classics” in 2004. “Its theme is the revolution and liberation war carried out by the people of the whole country under the leadership of the Communist Party of China”. Therefore, red films are films about the revolution and the war of liberation carried out by the people of the whole country under the leadership of the Communist Party of China. “Chosin Lake” not only achieved good results at the box office and word-of-mouth, but also made “Chosin Lake” anti-American aid to Korea a topic of The Times. The phenomenal market performance of “Chosin Lake” has ignited the fire of hope for the long-dormant film market. Its explosive fire once again verified the commercial value of the main theme theme of red films, and proved that industrialized, high-investment, high-quality red films have a high market recognition. As a phenomenon epic drama with historical significance, the film Changjin Lake is unique in its main body, content, channel, audience and effect of communication.

I. The main body of communication: The production team worked hard to create it

In July 2019, Bona Film received the task from the State Film Administration to shoot a film about anti-American aid to North Korea, and Changjin Lake came into being. The film was planned, created and shot under the direct guidance of the State Propaganda Department of the CPC Central Committee and the State Film Administration, and received strong support from many aspects, including the Central Military Commission and the propaganda departments of the CPC Beijing, Liaoning and Hebei Provincial Committees. The film Chosin Lake was shot with the direct participation of the government.

The directing team is even stronger than ever: Chen Kaige shoots the entrance and exit of volunteer reinforcements, Tsui Hark focuses on plot integrity and detail, and Lam is in charge of the thrilling fight scenes. All three are among the biggest names in Chinese cinema today. The first draft of Changjin Lake, written by screenwriter LAN Xiaolong, was 187 pages and 130,000 words. Only 60,000 words remained. The film took more than two years to prepare, with three directors and three crews, and it took six months to complete the basic plot shooting. Chosin Lake was attended by more than 7,000 people in the early stage and 12,000 people in the later stage, making it the largest number of costumes and props in a Chinese film.

Movie stars hold an important position in the film industry. “There are some new changes in the research of the film community, which extend the concept of ‘writer theory’ from the narrow position of director to ‘author’”. They believe that among the many writers, stars are an important factor in dominating commercial narrative films. In addition to casting old faces like Wu Jing, Hu Jun and Duan Yihong in the lead roles, “Chosin Lake” also features newcomers like Jackson Yi. The strong cast of stars can bring more popularity and topics to the film, which greatly improves the commercial value of the film.

II. Spreading content: A panoramic narrative from an innovative perspective

“Chosin Lake” is the first documentary panoramic narrative war film in the films about resisting the United States and aiding Korea. Thus, based on historical documents, “Chosin Lake” restores and reconstructs historical figures, events and development processes, thus constructing an objective and reasonable overall war narrative framework, and effectively improving the film’s detailed description of historical truth.

In terms of characters, the perspective focuses on the young soldier Wu Wanli. From the process of his joining the army, entering the DPRK and fighting bloody battles, it describes the dramatic contradictions such as his younger brother as a company commander being forced to stay, unable to live in harmony with the soldiers, being wounded and punished, and rushed to the battlefield to perform “unique work”, focusing on the process of his growth under the baptism of blood and fire. From the perspective of an ordinary soldier, it shows a thrilling battle, showing the countless unknown heroes who personally experienced that battle that we are not familiar with. The characters carry great historical significance, and the human warmth between the soldiers and the brutal battle scenes form a strong contrast, which makes the audience have a strong resonance. From the perspective of narrative, “Changjin Lake” through the narrative line of the superior leadership, the micro narrative line of the grassroots company soldiers, and the three-line narrative line of the other narrative line from the

perspective of the American army “, “the origin and decision-making of the battle against the United States and aid Korea were traced back, and the whole process of the battle of Changjin Lake from planning to victory was presented”. “Changjin Lake” in the grassroots company soldiers as the center of the narrative perspective, the role depends on the smallest unit reduced to a small company, in fact, is a small family. The family is the smallest country, and the country is tens of millions. “Changjin Lake” reflects the historical concept of “the same structure of family and country” by combing the relationship between “people”, “collective” and “nation”.

III. Channels of communication: Use old and new channels

Traditional media is relative to the emerging Internet media in recent years, which includes newspapers, magazines, radio, television and other forms. The traditional media has always been the mainstream media in China, which is conducive to the dissemination of important information, guiding the mainstream thoughts of the Chinese people, establishing social values, carrying forward positive energy, and enhancing the cohesion of the vast social groups. During the filming, the crew of Changjin Lake will invite some media, including many journalists from entertainment programs, to track and interview them, so that they can show their work and life in front of the audience, so that the film can maintain a certain popularity during the filming. The crew, no matter how busy they are, will gather together and patiently answer the questions of reporters. Therefore, many star interviews about “Chosin Lake” can be seen in newspapers and magazines before the release, in order to preheat the publicity of the film.

Bona Film Company held an opening ceremony at the Military Museum of the Chinese People’s Revolution on October 25, 2020, introducing the main creator of the film to the media and the audience: They are all heavyweight celebrities and public opinion leaders. Bona Film released a large number of press releases on various online media clients, which quickly hit the hot search list on Weibo on the same day, attracting the attention of a large number of users on Weibo platform, playing a pioneering effect. During the filming process, the official media of the film released many shooting stories and interviews with stars on short video platforms such as Douyin and Kuaishou to attract fans to discuss the topic. In May 2021, Wu Jing and Yi Yangqianxi took a set of photos of the cast and crew, and many fans posted a lot of messages on Weibo, the micro-video platform, expressing their anticipation for the film’s release. The film Chosin Lake gained a great wave of attention. In August of the same year, Bona Film and Television Company held the premiere ceremony of “Chosin Lake” at the China Military Museum, and invited the leaders of the State Film Administration, the Propaganda Department of the Beijing Municipal Committee, the Academy of Military Sciences, the National Defense University and other institutions. The whole publicity process of “Changjin Lake”, from the opening ceremony to the closing of the film, was covered by different media. Multi-platform topics can greatly stimulate the vitality of users and greatly enhance the topic sense of the film.

IV. Spread the audience: the spirit of the audience of all ages

The main themes of film and television works such as Changjin Lake, Babai and the Great Cause of Building the Party have been widely disseminated in theaters, television and the Internet, forming a positive interaction and having a positive impact on the outlook on life and values of young people. Through watching movies and immersive experiential education, young people can appreciate the precious spiritual heritage left by the martyrs to future generations. This period of history is reproduced in the form of movies to continue the patriotic memory, so that people living happily today will not forget the history, recall the sufferings of the past, and cherish the peace and happiness of today.

It seems that watching movies in the traditional image has always been a unique way for young people to entertain themselves, but Chosin Lake breaks this rule. Because of “Chosin Lake”, the cinema has seen many rare customers in the past -- old people, and even old people. In fact, it’s not that they don’t like movies, but that there are too few movies suitable for them to watch, or too few movies that attract them. When they heard that “Chosin Lake” is a story about the resistance to the United States and the aid to North Korea, many elderly people voluntarily asked their children or grandchildren to take them to the cinema for the first time. For the middle and old generations, the fight against the US to aid Korea has long been deeply imprinted in the hearts of the Chinese people, becoming the “legacy of memory” of the Chinese nation’s victory over all difficulties and all powerful enemies. The Chinese people will never forget the “Battle Hymn of the Volunteers”, which inspired the Chinese people to fight bravely on the battlefield. Yang Gensi, Qiu Shaoyun, Huang Jiguang, these “most lovely people” have been written into textbooks. They are well-known war heroes for generations of the Chinese people.

Changjin Lake, with its charming artistic appeal, has touched the heartstrings of the “collective memory” of the Chinese people. Watching the vivid pictures of the war not only gave the audience spiritual encouragement and comfort, but also gave them a feeling of surging blood and rushing forward.

V. Dissemination effect: vivid patriotic education propaganda

According to Maoyan platform and Lighthouse platform, the revenue of China’s film market will reach 47 billion yuan in 2021, of which high-quality films such as Changjin Lake set a box office record of 5.794 billion yuan, becoming the first place in China’s film box office and representing the new mainstream of Chinese films. It embodies the new aesthetic characteristics of the main theme films, elevates the level of industrialization of Chinese films, and opens up a new realm of domestic war films. Its wide spread has aroused the resonance of the whole society’s spirit of fighting against American aid to Korea, deepened the connotation of patriotism, and strengthened the national cohesion. From Shangganling in 1956 to 2019, a total of 21 films on the theme of anti-American aid to North Korea have been made. However, the Chosin Lake series broke this closed situation, and since then, films about the anti-American aid to Korea have sprung up like

mushrooms.

History is the best teaching material and spiritual tonic for the individual. The release of “Chosin Lake” is undoubtedly a vivid patriotic education lesson for all moviegoers. In the magnificent fight against the United States to aid the DPRK, the Chinese people’s volunteers were brave and fearless, putting the interests of the country and the people first, patriotic, brave and tenacious, risking life and death, not afraid of difficulties, and always maintaining a high spirit of revolutionary optimism. They have dedicated everything to the country and the people, and fought for world peace and justice. This is our great spirit of resisting the United States and aiding the DPRK. It is by this spirit that the Chinese people persevered in the suffering, withstood the suffering and stood firm. As the new youth of the new era, if we want to carry forward the great spirit of resisting the United States and assisting the DPRK, we must shoulder the responsibilities of this era.

The appearance of “Chosin Lake” marks the development of China’s battlefield film, but also marks the development of China’s film industry, and is a fine film on par with the best war films in the world. It will be a new milestone and an important breakthrough in Chinese war films, “the benchmark and peak of war films in a new period”.

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