

Discussion on Network Video Film Review and Several Common Bullet Screen Features

Chenglong Tian

Shanghai University of Political Science and Law, Shanghai Documentary Academy, Qingpu, Shanghai, 201701

Abstract: at present, the reading habits cultivated by reading abstract words in the past have changed greatly under the impact of the size of the screen of the network terminal, so that the traditional way of text narration has to give way to the way of video narration in many cases. In film criticism, it is the emergence of visual film criticism such as online video film review, especially the booming development of bullet screen, which has also become a phenomenon that cannot be ignored in the current online film criticism.

Key words: online film review; network video; video review; barrage

1. Video film review

With the development and popularization of network technology, the dissemination and acceptance of visual image symbols become more and more convenient. At the same time, more and more videos and images appear in the text of film criticism, especially at the moment when “up” hosts and “network anchors” are popular. Many critical actors, mainly composed of netizens and the public, actively choose to use video to write in the field of internet film criticism.

Video writing of film reviews was born in the context of the booming of online video. YouTube was born in 2005. In the same year, Tudou, China’s first video sharing website, was also born. The rise of video websites has attracted the attention of countless video lovers. At the same time, netizens have found that in the past, the demands for film criticism and discussion can not be met only by text. The form of online video has given netizens great inspiration. At the beginning of 2006, Hugo’s “a murder case caused by a steamed bun” unexpectedly became popular, opening the era of film criticism through video. Although this video is only a spoof of the film *Wuji* directed by Chen Kaige, its parody significance has provided a bold and deconstructive template for people to recognize and criticize the film. Video production and editing give content producers more space for creativity and expression. Fragmented communication situations and civilian communication channels promote video as a media form to individuals. It is also in this process that today’s video we media was born. Relying on various video platforms and social media, video we media has gradually become a unique expression mechanism and creation space. Today, we media film criticism programs of network anchors and up hosts can be seen everywhere on major video portals.

The online film reviews of these video categories generally show three kinds of differentiation: first, they continue to continue the “Parody” and deconstruction spirit at the beginning of their birth, and launch highly stylized film review programs through grassroots opinion leaders, such as “what are you watching in a rage” produced by rage comics in June 2015, which uses the slogan of “serious film review” to comment on films from the personal perspective of the host, The language is humorous and the perspective is unique. Another example is the film commentary video represented by the series of “Gu amo” X minutes to see the film in 2015. The video author condensed several hours of film works into a few minutes, which catered to the demands of netizens for rapid access to film information in the fragmented communication context. Second, the traditional media has moved to the new media, and the content is checked and produced by professional film critics. The typical representative is “Longbin Dahua film”, which originated from the CCTV film review program “the tenth projection room”. The collision effect between the sharp comments and the standard “CCTV broadcasting cavity” makes the program stand out in a number of spoof videos. Third, the professional interpretation of Fan Ying group is an important part of video online film reviews. The pursuit of depth and attitude is also an important appeal dimension for film critics. Film critics who have a professional perspective and can produce high-quality video programs can take the initiative. For example, the program “top of the film” by the online film critic “spring Zhang” was broadcast in 2016, which was broadcast through directors, actors, film types and other topics make an inventory and comment on classic films or current popular films, which are famous for their interesting, informative and attitude.

Looking at the development and evolution of video film criticism, it is not difficult to find that the rise of social media, the rise of grassroots opinion leaders, the fragmented communication context, the self transformation of traditional media, and the collision of many factors have made film criticism a nationwide activity, The continuous change of Internet content production mode also promotes video as a media form to become an important way of film criticism.

2. Barrage and its classification

In 2006, a Japanese video website, NicoNico, began to introduce the real-time interactive form of bullet screen into the “surfing” life of netizens. Acfun, the first bullet screen video network in China, appeared in 2008. One year later, Bilibili bullet screen video network appeared and has become one of the most comprehensive video websites in China. With the popularity and popularity of online video websites, the bullet screen has also developed from the initial form of rolling broadcast and short comments to direct participation in the

construction of online culture, and even is the base of the network.

Nowadays, the barrage has been used widely and frequently by network users, and has gradually expanded into an information aggregation with multiple functions such as social interaction, communication, and extending video themes. The bullet screen has the characteristics of instantaneity and interactivity, repeatability and interference, transience and anonymity. Bullet screen and video film review complement each other. The former is a prominent representation and a significant annotation of the latter, while the latter provides a broad and free media field for the former to flourish.

As for the division of barrage, the author believes that we should try mainly from the level of content expression. At present, the more common types of barrage include comment barrage, empty ear barrage, early warning barrage, forum barrage, commentary barrage, Carnival barrage, etc. Comment Barrage is the most common type of barrage, which is often used in the audience's casual argumentative language. It often refers to the role, script, lines, props, scene art and so on related to video content, mostly in terms of impressions; "Empty ear" bullet screen, "empty ear" originated from Japanese and originally meant "auditory hallucination". Now it mainly refers to the distorted imagination or original re imagination of one or some pronunciation syllables, which is caused by the information difference between the two real semantics; Early warning barrage, with common slogans such as "rapid evacuation of non combatants" and "high energy ahead", has become a common form of the current barrage culture, which can create a sense of collective presence to a certain extent; The barrage of forum chat is the barrage of previous online forum messages, which is embodied in the feedback and response of the later barrage to the first barrage; Commentary Barrage is often used to supplement and explain some background knowledge of some content in the video, and there are also subtitles with video lines or commentary; Carnival barrage can be seen as an expression form of collective catharsis of netizens. Slogan transmission and collective "shouting" led by one or more people often appear when some so-called "network name scenes" or well-known network "stems" appear.

Since the development of the bullet screen in China, the types of shapes may be far more than those mentioned above, such as the "Yan Biao Li" bullet screen with bullet screen color to indicate the position, the "book title" bullet screen with satirical effect, and so on. The classification of the barrage can also form the interpretation and interpretation of various categories according to different entry points. The six types of barrage mentioned above can only be roughly summarized from the perspective of content expression.

3. Bullet screen in video film review

For the current generation of Internet users, barrage is already a common thing. Whether Bilibili barrage website started with barrage video or traditional video websites such as Youku, Iqiyi and Tencent video have matched the corresponding barrage functions. When we look at the bullet screen in video film review, the bullet screen and video film review, as a kind of film and television criticism, have different chemical effects, which are specifically reflected in:

First of all, the audience's self satisfaction and the liberation of expression desire. It is not hard to imagine that the author of the barrage wants to get real-time communication and feedback of information when publishing information. As mentioned above, the question was put forward and displayed one second ago, and the corresponding answer or discussion can be seen on the video the next second. The anonymity of the barrage allows the audience to de-identify when communicating with each other through the barrage, It makes the audience speak more freely and freely, and the expression becomes easier. Generally speaking, most of the bullet screens contain different views and emotions. It can be seen that the use of the bullet screen, on the one hand, meets the needs of users to participate in discussion, discussion and comment, on the other hand, it also liberates people's desire to express to a certain extent.

Secondly, the expansion of video itself is mainly reflected in the improvement of video entertainment and the expansion of visual angle. Due to the "coaxing" effect of netizens and the public and their own release demands, viewers often combine the content presented in video reviews and the views expressed by the authors to create or respond to "barriers" by capturing some specific emotional nodes or content segments for secondary creation, so as to obtain the social and respect needs in Maslow's hierarchy of needs theory to a certain extent. And the "efforts" of these viewers also make the video add a lot of or extended content, or creative humorous laugh points, on the basis of its original content and expression. They either add to the icing on the cake or form a contrast with the original video content, forming a funny effect that makes people laugh. At the same time, the existence of bullet screen also attracts audiences with different artistic appreciation, artistic acceptance psychology, understanding, perspective and purpose. After the up master has made a statement on the content of a film, there are often some views from different angles in the bullet screen. These views often expand the viewing angle of the film itself to a great extent, so that the film review can be elaborated from different angles, thus generating new meanings.

4. Characteristics and difficulties of video film review barrage

4.1 characteristics of video film review barrage

First, the number is considerable. The film review video originally contains the publisher's obvious personal views and analysis, which is highly subjective. As a kind of online film review, online video review itself is a kind of criticism, a kind of discussion, and it is very easy to cause the collision of views between the video creator and the audience. When watching the video, the audience is easy to substitute

it into the atmosphere of comment. When seeing the video creator commenting on a film and television work, it is also easy to trigger the impulse to participate in the comment, express their own views on a video clip or plot that the video author is commenting on, and criticize it. The psychological motivation of the above-mentioned interpretation barrage also mostly stems from this, that is, the audience's desire to express and share their own special skills or knowledge, and try to get satisfaction from it.

Secondly, entertainment barrage accounts for a large proportion. When it comes to the barrage, it is easy to think of the barrage that will cover the whole video, and the same content will suddenly appear in a specific scene, or entertainment barrages such as empty ear barrage and print chat barrage will appear, just like the lively scene of carnival celebration, so that the audience can feel the pleasure and security of expressing emotional pleasure and group recognition in the group.

4.2 development dilemma of video film review barrage

First of all, the cost of user speaking risk is reduced. Because of the anonymity of the network, express your views and send them to the public screen through the bullet screen. In fact, it is a low-risk or even risk-free behavior for the users of the barrage. We see that many netizens indulge in their comments, and the expression of many views will gradually show some extreme, one-sided and vulgar. Group polarization and "coaxing" effect are common, and even lead to cyber violence. Such phenomena are not uncommon in the online world.

Secondly, it leads to cultural bias. Bullet screen is also a kind of network subculture. In the so-called "rampant" network world of subculture, netizens gradually support the use experience of "lack of mainstream culture, equality of all views". For the youth user group who can not completely distinguish between right and wrong, the less correct, mainstream and positive cultural guidance will have an unpredictable negative effect on their values.

The author believes that, first of all, bullet screen users should keep rational and recognize the value of mainstream culture and the correct relationship between network subculture and mainstream culture. Specifically, the user group of bullet screen should be aware of the difference between the real environment and the virtual environment, and should be relaxed in the pursuit of cultural identity and group identity, Try to avoid blindly pursuing the so-called spiritual home and social belonging in the virtual environment. In particular, young user groups should understand the irreplaceable important value and leading significance of mainstream culture. Secondly, relevant network platforms should also strengthen technology research and development, screen the barrage information, further improve the content review mechanism, timely filter the bad barrage that may "lead to war", and timely open the youth mode for barrage video, resolutely resist and crack down on vulgar network culture, and create a good network environment.

Today, film reviews are accepted by more and more users in the form of video, and to a large extent, it has stimulated the audience's interest in participating in film and television work reviews, so that the form, content and connotation of film reviews have been expanded in the current network environment, and even to some extent, it has given birth to another round of popular film reviews. Among them, the bullet screen can be said to be an extension of audience emotion and video language in network video, which can not be ignored. Video film review, as an important form of current film review, needs to be classified into the category of film and television criticism research. As a prominent feature of video film review, bullet screen is also undergoing its own "evolution" with the development of video film review. All these require the academic community to keep pace with the times and do a good job in the research of film and television criticism in this Internet era.

About the author: Tian Chenglong, male, lecturer, Shanghai Documentary Academy, Shanghai University of Political Science and Law.

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