Short Film in the History of New Media

Huiying Liu

{18600299895@163.com}

Sichuan University, China, Building 4, East Park, Jiangan Campus, Sichuan University, Shuangliu District, Chengdu City, Sichuan Province

Abstract. The emergence of new media is the result of the evolution of old media, and the new media will inherit the old media and continue to exert its influence in a specific social space and time. From paper media to electronic media, and then to digital media, with the development of media, art communication has realized the trajectory of evolution from static single time and space to dynamic multiple time and space. Paper media solve the problem of long-term preservation of visual information; electronic media solve the problem of transmission speed and effect. Network media has increased the experience conditions of interactivity, immersion and authenticity, and is an important mode of communication in the digital age. This paper reviews the historical evolution of short films in the new media era, discusses the important position and role of short films in the history of new media, and its value mining.

Keywords: New media, Short film, Position, Value

1 Introduction

In today's rapidly evolving information age, new media with their unique forms and functions are rapidly reshaping our communication methods, information consumption habits and the dissemination of art. This process is not only the inheritance of the old media, but also the extension and transcendence of its functions. This paper will trace the evolution of short film art form in the new media era, explore its status and role in the history of new media, and explore its potential value.

2 The combination of media art and technological development

Amidst the continuous evolution of the global film and television arts coupled with the rapid metamorphosis of media characteristics, these forms of expression have embarked on a proactive engagement with emerging technologies. Shorts, traditionally confined to their designated format, are now expanding their remit to include documentary shorts, animated shorts, micro-videos, and more. Beyond the artistic merit of the compact duration of the work, the short film also highlights its interactive compatibility with contemporary life surroundings - primarily the Internet and other emerging media platforms. Contemporary short films exhibit distinctive characteristics such as high interactivity, reduced temporal and spatial limitations, and the ability to address the segmentation of the modern era, thus becoming the medium with the widest reach.

In the new media era, short films have become the main means of social and cultural communication and a new medium for the public to obtain information. The combination of media art and technological development can enrich the form and content of short films. Of course, some scholars believe that the differences between new media short films and film and television dramas are quite large and cannot be measured by the same quality standards. However, it cannot be ignored that the number of participants and excellent works of new media short films is growing rapidly, and many people in the industry have begun to invest in the creation of original short films of new media.

Because of the importance of short films in the development of modern cinema, "filmmakers attach great importance to the use of short films to showcase new technologies, enhance artistic ideals and attract the attention of the audience."[1]The update and iteration of technology has induced more interactive media forms such as virtual reality, human-computer interaction, artificial intelligence and realsense technology, which are constantly expanding the production and lifestyle of human beings, and can also improve the level of short film production and the audience's audio-visual experience to a greater extent. For example, the use of virtual reality technology can solve difficult technical problems in the short film creation stage, so that complex scenes can be reproduced, greatly saving production costs, and providing more opportunities for short film production.

To conclude, short films, being an integral aspect of new media art, leverage cutting-edge technology to achieve innovative form and content. They not only enhance our cultural experience but also significantly contribute to social communication, information dissemination, and education. As more creative minds and technologies emerge, it's evident that short films will continue to shine brightly in the field of media art, ushering viewers into an exhilarating era of audiovisual creativity.

3 The role and status of short films in the history of new media

In the era of new media, short film, as an art form, has been increasing its development trend and influence and has become an important carrier of cultural communication in modern society. Both the creation and acceptance of short films reflect the characteristics of new media, especially the effective expansion and diversified innovation in the form of expression and content, which not only meets the aesthetic needs of current audiences, but also ADAPTS to the communication characteristics of mobile devices and digital platforms. This part will discuss the role and status of short films in the history of new media development, and analyze the effective expansion of their expression forms, as well as the expansion of diversified innovation and core.

3.1 Effective expansion of forms of expression

Short film plays an important role in the development of new media, and its form of expression is closely related to the structure of short film creation. Careful design of the structure of the short film can enhance the narrative intent of the short film, allow the short film to narrate around one or more themes, and improve the integrity of the story plot. In terms of the current expression forms of short films, the most common types include conflict as the starting point of short stories, various types of suspense design as an important process design

of short stories, and strengthening the plot rendering at the climax of short films to enhance the narrative effect.

First, take conflict as the starting point of the narrative. Syd Field, a famous American playwright, proposed the "three-act" film and television creation model, which divided the short film production process into three parts: scene construction, confrontation and ending. However, in the process of short film creation, due to the limitation of film duration, it is necessary to optimize the concept of "three-act" creation structure, discard irrelevant plots, compress details, reduce laying time, and quickly explain the story background and character relationship, so that the audience can obtain more information and content in a short time. Conflict should be the essence of narrative short films. The construction of conflicts and contradictions between two or more parties due to different personalities, consciences and thoughts can enhance the internal tension of narrative themes and enrich the plot and character image design.

Secondly, the suspense design reinforces the narrative process in the short film. Compared to ordinary films and TV dramas, short films and TV dramas are highly condensed. The use of suspense design can reduce the boredom caused by flat and straightforward narration, and create a more tense, active and interesting viewing atmosphere, so that the audience can feel the exciting moments and complex and tortuous storylines in the film, and improve the audience's viewing experience.

Finally, use climax design to enhance the narrative effect. Most short film and television works are designed to penetrate one or more ideas, concepts and themes, and combine the climax plot of the story with ideas and emotions to enhance the connotation and meaning of the film, which can guide the audience to carry out more in-depth thinking.

To sum up, short films can be used in various forms of expression to enrich the background, enhance the suspense of the process, and emphasize the connotation of the end, so as to improve the audience's viewing experience and meet the public's demand for condensed information in the new media era, thus enhancing the position of short films in the history of new media.

3.2 Diversified innovation and core expansion

In the history of new media, short films have multiple roles and identities, which can enrich the expressive function of video with diverse innovative images. British formalist aesthetician Clive Bell believes that any kind of art is a "meaningful form," and short films are no exception. They need to reflect the meaning of their creation and the aesthetic beauty of art, that is, the extension of diversified innovation and core. In the process of short film creation, picture is the basic element, which should be combined with plot, modeling and other elements to show the artistic beauty of the film and enrich the style of short film. Short videos are limited in length, and the main form of expression is visual, which needs to convey the creative theme in a short time and show its unique creative beauty. In the process of innovation and kernel extension thinking, we can start from the following three points:

First, use realistic tone to show the image style. French film theorist Bazin put forward the slogan "Bring the camera to the street", advocating the realistic characteristics of the film. The creation of short films can be guided by this to enhance aesthetic art on the basis of realism.

Short film creation itself also has the characteristics of popularization, wide audience, close to life, etc. Therefore, strengthening the use of realistic tone is in line with the mainstream development trend, and can show the artistic beauty of realism in a more natural picture.

Secondly, deepen the formal meaning of composition. At present, mobile phones, tablet computers and other mobile terminal devices can be described as "one machine", creating excellent conditions for the dissemination of short films and television. In the process of short film creation, different picture structures can be set according to the characteristics of the media to enhance the viewing experience of the audience. The mobile terminal device has a small screen and can use close-ups to show the purity and prominence of the picture content, which can make the film performance object more prominent and enhance the visual image. The short film has a unique aesthetic tendency due to its concise shot, strong implication and reasonable picture structure.

Finally, strengthen color processing. The color in the film has a meaning. In the process of short film creation, this idea can still be used, combining the historical background of the subject matter, ideology, national region, theme and other rich color types, so as to give play to the communication role of color concept in film and television. When the first half of the short film Old Boy tells the content of the protagonist's school life, it uses yellow color, which represents the passage of time, to create a vivid sense of time, and forms a sharp contrast with the protagonist's life after entering society, arousing feelings of nostalgia, which not only achieves the narrative intention, but also improves the viewing experience.

To sum up, the creation of short films in the history of new media has remarkable innovative characteristics and the feature of continuous extension of the film core, which has enriched the types of film and television and creative techniques.

3.3 Close interaction of production techniques and characters

Unlike traditional film editing, short film editing is limited by the length of the film, so it is necessary to use editing to quickly acquire the audience's interest. There is a need for close interaction between shooting techniques and characters, and specific methods can be tried through the following methods.

First of all, the use of simple and crisp shooting and editing rhythm. The pace of microfilm is generally fast, and each shot has its specific intention or ideographic meaning of emotion. Many short films need to clarify the background and character relationships within the first minute of opening, so editing requirements are submitted. In the process of shooting and editing, traditional film shots such as long shots and fading in and out are rarely used, and concise and bright shooting rhythm is mainly used to achieve the editing goal of improving the information of the shots.

Second, use stylistic shots or editing methods. Short film and television have distinct stylistic characteristics in shooting and editing methods to show the short film's "short and concise". At the same time, short film creation does not have the pressure of traditional film creation in terms of distribution and production cost, which provides creators with more opportunities for bold innovation and enhances the personalized characteristics of the film.

To sum up, the innovative characteristics of short films in the history of new media are also reflected in their unique shooting and editing techniques, which can be boldly conceived and

tried, so that the film can capture the audience's interest and gain public recognition through concise and vivid shooting and editing techniques.

In short, short films have achieved significant development in form and content in the context of new media. Through the innovation of the story structure, as well as the careful design of the picture and color, the short film enhanced its artistic charm and established its position in the history of the development of new media. With the development of technology and the change of media environment, short films, as a media art form, continue to expand its form of expression and connotation, meet the diverse needs of audiences, and play an increasingly important role in the process of cultural communication.

4 The use of short films in the history of new media

In the current era of rapid development of digitalization and Internet technology, new media has become the main channel for people to obtain information and entertainment. This change has a profound impact on the social media environment, especially on the short film. Short films not only reshape the new environment of image transmission, but also greatly enrich the diversity of real life and enhance the sense of public participation. This section will explore the use of short films in the new media era and how short films can build a new environment for image communication, make real life more diverse, and increase public participation.

4.1 Building a New Environment for Image Communication

With the gradual disappearance of traditional media such as newspapers, television and radio, new media has become the mainstream media in society, which has also brought a huge impact on the public's values and aesthetics, and the media environment has also changed. Compared to traditional media, new media short films are more flexible in form and richer in content. Moreover, people can watch them in fragmented time outside of work, which makes them more acceptable to the public. It is for this reason that short films have been developed rapidly.

With the support of the mobile Internet, new media have quickly become the focus of young people's attention. With the increasing number of participants and the expansion of the scale, various awards have also followed, and at the same time, it has provided a good communication environment for short films.

Art communication in the new era has presented several unique advantages. First of all, it is fast. People can quickly search for the short film they want to watch and the creator's personal profile via the Internet, which provides great convenience for the acquisition and transmission of art knowledge. The second is to expand the scope. Art communication in the new era is not limited by time and space, and can capture the desired short film information on TV, radio, Internet and mobile terminals anytime and anywhere. People in big cities or remote areas can feel the charm of art and truly realize barrier-free communication. The third is mass. The virtual space-time constructed by digital media can present massive information such as text, image, sound and video, and can realize the transmission of high-definition short films through the network. Finally, authenticity. The Internet allows the audience to get really close to the artist and the short film. The audience can not only watch with their eyes, but also fully

interact with the artist, which brings the audience an unprecedented sense of reality and enhances the sense of freedom of artistic transmission.

4.2 Make real life more diverse

Contemporary society creates a large number of images every day. These images not only provide various visual products for society, but also change people's real lives, including the way they understand society, social production and interpersonal communication. Guy DeBoer in his book "Landscape Society" called this kind of image-dominated society "landscape society." He proposes that "the world has been photographed" and believes that landscape society is a "social relationship between people mediated by images".[2]In a new media environment, if you can't get people's attention in a short period of time, people will quickly move on to the next target. The low-cost, no-threshold production, arbitrary playback, and visual appeal of short films can quickly connect the lives of people far apart. As the French scholar Marc Jimenez said, "Contemporary art" is not limited to some unique art of some people, but the art of all people, which is closely connected with all human existential activities. Anyone can commit to transcend this context and participate in contemporary art according to their own circumstances. Because it is our own art, contemporary art is the art of living."[3]

The production of traditional media products is relatively strict, while the entry threshold for short films is relatively low, showing a diversified trend. Various short film platforms have gradually shifted from food and beauty to more diverse content such as live streaming, short dramas, sports and fitness. People can quickly get to know the world and learn about different things through short films. The creator of the short film is both the audience and the author, who can not only receive information, but also express themselves, so that the dissemination of the short film becomes more extensive.

4.3 Increase public participation

In the digital age, in addition to watching the short film, the audience can also click, comment, share, forward and other interactive behaviors at the same time, which not only enhances the sense of public participation, but also increases the interest of the public watching the short film.

More and more short films can express the reality of life in a multi-faceted society and complex human nature, and gradually focus on realism aesthetics with individuals as the center. In addition, information exists in a huge network, and the public can enter the information flow at any time and anywhere. It is precisely because of the non-hierarchical, non-linear and decentralized characteristics of short films that the dominance of feature-length films in the history of film and television in the world has been broken, so that the public can participate in the creation and interaction of art at any time.

To sum up, the use of short films in the new media era not only builds a new image communication environment, but also greatly enriches people's lives and provides diversified content and expression methods. At the same time, the short film also promotes the active participation of the public and changes the role of the audience from passive receivers to participants who can interact and create content. It is these characteristics that make short

films become a force that cannot be ignored in the history of new media development, and also an important trend in the current and future media environment.

5 The value mining of short films in the history of new media

5.1 Weakening of professional and technical requirements

Compared to professional feature films and documentaries, short films are more sought after by the public due to the popularity of the Internet and smart phones and the low threshold for filming and production. Traditional media require considerable professional skills and technology to create, and output also requires a certain periodicity. The public are passive receivers. However, the production and distribution of short films breaks the traditional media, and the audience can create through computers or even mobile phones, and can quickly show their works through the platform, which is more in line with the needs of contemporary young people.

5.2 Construction of "civilian" fields

With the development of network technology and the popularity of smart phones, new media have become the main means and means for the public to receive information and show themselves. Unlike movies and TV dramas, short films are produced in a short time and at a low cost. Most of the creators are from the common class and it is a process of participation by all the people. Therefore, the content and theme of short films are basically reflected in the things around people. As a result, the audience has changed from having to go to the cinema to watch movies, to being able to enjoy short films at home at any time, which indicates the gradual formation of a real civilian field.

5.3 Artist awareness enhancement

Since the birth of film and television art, artists have been involved in the field of images, using images to preserve artistic works and record their artistic creation process. No matter how the camera evolves, the image always indicates the artist's "presence" without his presence.

Popularity is of great importance to artists, and short films can play an implicit auxiliary role in artists' popularity. At the beginning of artistic creation, countless artists have created short video clips, through which they get enough warmth to enhance their status in the art world, so as to maximize the value of their artwork.

Compared with the feature film, which symbolizes the "orthodoxy" of film art, the creation of short films is freer and the threshold of participation for creators is lower, which is more suitable for emerging young directors to explore and try in the early stage.[4]Short films have a high degree of free play, which is conducive to the growth of new directors, actors and screenwriters. "Filmmakers attach great importance to the use of short films to showcase new technologies, enhance artistic ideals, and attract the public's attention."[5]The famous director Ang Lee shot the short films "Saturday Afternoon Lazy" and "Chasing" during his studies, which allowed him to master the whole process of film shooting and production, and also let him learn to tell stories with vision. This kind of exercise helped Ang Lee make "Life of PI"

and "Brokeback Mountain."Short films play an obvious role in promoting the growth and popularity of artists, and also provide more talent for the history of film and television in the world.

The value of short films in the history of new media should not be underestimated. It lowers the barrier to participation and enables more people to create and share their own stories. At the same time, it also provides a platform for artists to practice and showcase their talents. With the advancement of technology and the diversification of communication channels, short films will continue to play an important role in the field of new media, not only providing entertainment and information for the general public, but also providing opportunities for artists to grow and display, which has a significant impact on promoting the development of film and television art in the world.

6. Conclusion

With the development of technology and the rise of new media, short films, as an art form, constantly adapt to and make use of the characteristics of new media to achieve a wider range of communication effects. It quickly captures the audience's attention through short and concise forms of content, and realizes the wide dissemination of works through the interaction and sharing function of new media platforms. The historical evolution of short films in the new media era not only highlights the development of new media technology, but also reflects changes in social culture and consumer habits. It has become an important carrier of cultural communication in the digital age, and its unique communication value and artistic charm deserve our in-depth exploration and research. By analyzing the historical evolution of short films in the new media era, we can better understand the influence of new media on art communication, and how art can find new vitality and creative power in the environment of new media.

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