

DMS474 Final Project

The connection between traditional film and television art and digital media technology

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DMS474

Professor Reid

May 8, 2021



I. Introduction

As a modern art, film and television exist based on the combination of technology and art. The development of film and television art is through the continuous absorption of new technology, thereby enhancing the performance and creative ability. The concept of film and television is changed by technological reforms, so it is necessary to pay attention to the technology in film and television. With the advancement of the times, more and more film and television field creations have incorporated new digital media. Whether in terms of film and television theory or aesthetic acceptance, the new digital media not only plays a huge role in the transformation of film and television art, but also provides more space for its development. At present, there are many conflicts between traditional film and television art and new digital media, and there are also big problems in the integration. Therefore, I would like to conduct an in-depth analysis and research on these conflicts and blending issues.

II. The essential difference between traditional film and television art and new digital media

Film and television art is an advanced art form that combines art and technology. The development and progress of film and television art cannot be separated from the absorption and reference of advanced technology. Moreover, the current development of science and technology also needs to be reflected in the art of film and television. With the continuous development of society, more and more new digital media have been incorporated into the practice of film and television art. Whether it is a change in the scope of aesthetic acceptance or a change in the theory of film and television art, new digital media have played a pretty important role.

However, although the connection between traditional film and television art and new digital media has been relatively close, there are still essential differences between these two.

The foundation of traditional film and television art is material, and the real world is established based on these materials. The concept of traditional film and television art is to restore the material and scenes in reality in the creation. The new digital media uses computer technology to combine related digital technologies to produce virtual effects, allowing people to feel virtual at the same time as real. It is the application of this technology in traditional film and television art that enables it to enter a brand new stage.

Under the background of the new era, the audience's audiovisual needs are developing in a diversified direction. Under the impact of digital media, the images, characters, and settings of traditional film and television can no longer bring enough freshness to the audience. To change this status quo, we can only continue to change. It is foreseeable that in the future development of the industry, traditional film and television will need to absorb the advantages of digital media to form a complementary and effective integration. This is a progress that will take a long time to explore.

III. The conflict between traditional film and television art and new digital media

A. Excessive use of digital media technology, ignoring the artistic connotation of film and television works

The application of new media technology has indeed infused the film and television art industry with renewed vitality, but many film and television works overly rely on digital media technology, and even blindly praise it. Such an approach ignores the connotation of the art of film and television works. Once a real actor is replaced by a virtual digital media technology character, it has obvious advantages in actor modeling,

natural scenery, and difficult deductive actions. Nevertheless after all, it is designed by digital media technology, so whether it is seen from the expression or the action, it feels that it is too standardized and rigid, and it does not fully reflect the characteristics of the character. Although digital media technology has brought rich visual experience and enjoyment to people, the connotation of humanistic spirit in film and television works has not been well reflected, and the connotation of humanistic spirit is the most essential piece.

B. Traditional film and television arts are in danger of loss

At present, in the process of producing film and television works, more and more teams are beginning to work on the application of digital media technology and are proud of it. Over time, film and television producers have developed a misconception that as long as digital media technology is applied, the quality of film and television works will definitely be improved and better box office benefits will be obtained. Driven by this concept, the application of digital media technology in film and television works has been widespread. This morbid phenomenon of overly obsessed with the application of digital media technology makes film and television works lose their original depth and can only stay in the artistic representation. “Flashy”, the humanistic spirit can’t radiate even more. If this error is not corrected in time, but the market is allowed to continue like this, the charm of traditional film and television art will no longer exist.

C. Excessive use of new digital media has weakened the moral function of traditional film and television art.

The orientation of morality and values is the function of traditional film and television art, and its function can be regarded as social education and persuasion, to give correct guidance and help to people who are in the stage of confusion and perplexity. In the application of film and television art to new digital media, most of the works of art tend to be violence, crime, and pornography to satisfy people's desires. And this kind of work greatly influences the morality and civilization of mankind.

IV. The integration of traditional film and television art and new digital media

A. The new digital media integrates the essence and aesthetic meaning of traditional film and television art.

Film and television works can bring many wonderful sensory experiences to the audience, but film and television art must follow the most basic principle of “authenticity”. Film and television works have great charm, because they can be traced back to the social state and the state of people’s lives decades or even thousands of years ago. At the same time, it can also bring people into the ultra-futuristic and surreal scenes. By watching film and television works, the audience can experience a world completely different from their own, which enriches the inner spiritual world of the audience. The new digital media technology is to break the original old concept, so that the world that was impossible to present will be displayed in front of the audience through digital media technology. In the provision of vivid, true reproduction and unrealistic scenes, the new digital media technology has given a lot of help, which can perfectly combine and present natural imagination and daily life, so that film and television works can express more realistic and appropriate feelings. In addition, digital media can completely virtualize a

real scene, subvert the original real world, bring the audience into a completely virtual world, let ideals and fantasy shine into reality, and greatly enhance the performance space of the work itself.

B. The new digital media is integrated into the humanistic spirit of traditional film and television arts

How to evaluate the success of a film and television work? This question depends on whether the spiritual connotation of the characters in the film and television works and the broad audience can have a certain emotional resonance, whether it can encourage the audience, and can guide the audience to adopt a positive and optimistic attitude. Face your life. Only things that give people power are things that are truly valuable and influential. The essence of traditional film and television works lies in its humanistic spirit and artistic appeal. The brand-new digital media technology has certain shortcomings in displaying the humanistic spirit. Virtual digital characters are only produced by the technology of digital programs, which cannot fully express the character's personality, and the true emotions that the characters want to express cannot be fully reflected. Therefore, the most core part of the film and television works is not highlighted. Only by combining traditional film and television technology and artistic expression can we achieve the perfect combination of art and connotation in the true sense.

V. Exploration of new multimedia technology applications

A. Use technical assistance to increase the audience's sense of presence

For a long time, the advantage of traditional film and television art lies in its intuitive authenticity, while digital film and television works are secondary processed products obtained through the recording and re-editing of real scenes, which will inevitably be accompanied by the loss of information. In order to increase the audience's sense of presence, modern digital movies have also tried and explored to a certain extent, such as the launch of 4D and 5D theaters, which aim to increase the dynamic seats and environmental effects by matching the progress of the film's plot, so that the film can be heard from the audience. Visual and tactile, these aspects achieve the most powerful sense of realism, making the audience feel like they are in the film. For example, environmental effects such as wind, rain, electricity, smoke, snowflakes, bubbles, flame sweeping legs, backstabbing, vibration, and cigarettes can be realized through environmental simulation. This technology increases the audience's sense of presence to a certain extent. However, due to technical and cost constraints, the range of movie types available for this type of technology is relatively narrow, generally science fiction and action movies, and cannot cover various types of movies.

B. The birth of interactive movies increases the audience's sense of participation

On the other hand, the exploration is to increase the interactivity of the audience. Interactive film, also known as third-generation film or digital interactive film, is the concept of the film industry first proposed by Professor Sun of Beijing Film Academy in 2005. Its characteristic is to liberate the audience from the single linear narrative mode of traditional movies, so that the audience is no longer a passive receiver of the plot, but can participate in the development of the plot and interact with the film in time. Although

most of the early interactive movies set up different plot lines, the feeling experienced by the audience is basically the same as that of participating in role-playing or plot selection games. The film only uses the method of real filming on the screen. The essence is There is still no difference from participating in the game. It wasn't until 2018 that the film "Black Mirror: Bandersnatch" launched by the NETFLIX company really took the interactive movie experience to a new level. Although the interactive method of the film is the same as that of the traditional audience selection plot, with the development of the plot, the audience will gradually find that although the plot is on the surface according to their own ideas, the protagonist in the later film finds that someone is controlling it. After choosing, and then resisting, the plot became uncontrollable. At this time, the audience realized that they were not actually the director of the film, but played a role as the "God" in the film. Using audiences as film actors to increase their sense of participation is the similarity between interactive movies and traditional film and television art.

C. The advancement of VR technology provides the possibility for a more realistic viewing experience

With the advancement of digital media technology, such as the birth of VR virtual reality technology, the real experience of watching movies has been further improved. VR technology restores the authenticity emphasized by traditional film and television art to a certain extent, but its essence conflicts with the essence of film art. Because film art emphasizes the choice of picture composition, perspective, and scenery, the director consciously guides the audience to see the contents of the picture that he wants to express, in order to convey a specific form of artistic expression of ideological connotation. The VR technology returns the right to choose the line of sight to the

audience. Although it can increase the authenticity of their viewing, it loses the characteristic advantage of film art. How to properly use VR technology to enhance the objectivity of modern movies is still a topic worth exploring.

VI. Conclusion

Traditional film and television art is an important artistic expression method, while new digital media technology is an advanced media method. There seems to be no connection between the two, and indeed there are obvious differences in various aspects, but as long as good methods are used, the two can be perfectly combined and promote the continuous development of art together, which will enable film and television works to have a certain spiritual height and make it have richer forms of expression. In today's fast-developing society, it is even more necessary to balance the relationship between traditional film and television works and digital media technology, so that the two can achieve a win-win situation, and provide our country with more and more high-quality film and television art works.

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