Research on the Development of Drama Film and Television Literature Creation in the Context of New Media

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Abstract: In recent years, due to the rapid development of new media technology, drama, film and television literature creation is undergoing profound changes. The emergence of new media not only provides a richer expression platform for creators, but also promotes the diversification of themes, narrative techniques and audience participation methods, and provides a new form of expression for creation. By discussing the evolution of film and television literature creation in the context of new media, this paper analyzes the current situation of its creation, the discussion of diversified themes and narrative techniques, as well as the development prospects of interactive film and television works, and explores the challenges and opportunities faced by current drama film and television literature.

Keywords: New Media Context; Drama and Film; Literary Creation

1. Introduction

New media is a new form of media in the development of information technology and communication technology. Represented by the Internet, it has changed the way of information dissemination of traditional media. As a product of modern information technology and communication technology, it spreads information faster and more widely, prompting more and more people 's voices to be seen on the Internet, and making creation more free and easy.

2. Characteristics of New Media

Based on the analysis of drama film and television literature creation in the context of new media, we need to understand the characteristics of new media, including the following four points. First, interactivity. Compared with traditional media, new media pays more attention to all users who participate in user feedback. Users are not only passive receivers, but also can interact with the media through various channels. Users can express their views and opinions quickly and easily. This interaction makes the process of information dissemination more democratic. Users can choose information according to their interests and needs, and quickly obtain information suitable for themselves. Second, timeliness. New media itself is timely. Driven by the Internet, information is spreading faster and faster. News and hot spots can be spread all over the world through new media technology at the first time. Users can obtain new information anytime and anywhere. Instantaneity makes news have unique advantages in communication and public opinion guidance. Third, new media has the characteristic of personalization. New media can provide customized information and services according to users' needs and interests. Users can also choose to pay attention to different media according to their preferences and habits. Different content makes information dissemination more accurate and personalized. This personalized service not only improves users' own experience, but also promotes the development speed of new media at this stage. Fourth, fragmentation. The new media itself has the obvious characteristic of fragmentation. Because the current era is in the temporal era of information explosion, users' time and attention are divided into countless fragments. The new media can enable users to quickly adapt to this fragmented reading habit. Through short, concise and easy to read information content, this fragmented information can make the dissemination of information more flexible and agile.

3. The Development of Drama Creation in the Context of New Media

3.1 Changes in the Form of Drama Creation

TIn the context of new media, drama creation presents the following three different characteristics: multimedia integration, cross-

border integration trend, and online interaction and participation. Based on the exploration of the trend of multimedia integration, the rapid development of new media technology provides a broader creative space for drama creation, while the combination of traditional drama and new media technology can use video, animation, virtual reality (VR), augmented reality (AR) and other means of expression. For example, through VR technology, the audience can experience the story line personally, so as to obtain a stronger sense of immersion. This form not only enriches the visual effects, but also allows the audience to understand the plot from a different perspective from the traditional way of viewing. At the same time, the emergence of new media technology has also broken the boundaries between the original drama, music and art and other different fields, so that drama creation can integrate a variety of different art forms, and drama creation presents a more colorful artistic effect. The cross-border cooperation characteristics of drama creation in the context of new media means that drama creation pays more attention to effective cooperation with other fields. For example, music, dance, film and television are combined with drama to form composite works. For example, some contemporary dramas have added digital images or interactive elements to their performances, resulting in more real-time interaction between actors and audiences. This cross media integration not only expands the language of drama, but also attracts a wider audience. In the new media era, attention is paid to the participation and interaction between drama content and audience. By setting up online interactive links and audience voting, the audience can also participate in the drama creation process. The real-time interaction and communication between actors and other audiences not only increase the audience's attention experience, but also promote the good interaction and feedback between drama creation and audience, making the drama creation more close to the audience's preferences and needs.

3.2 The Trend of Drama Content Innovation
In the context of new media, more and more drama works begin to pay attention to social issues. Through vivid image building and the setting of different plots, this kind of works can quickly stimulate public discussion, and

improve people's attention and attention to different issues. With the development of new media technology, the audience also has higher expectations for the modern narrative mode. In the new media environment, the creators do not develop from a single narrative line when exploring a thing, but can construct more narrative structures from multiple perspectives. For example, unfolding the story from the perspective of time hopping and role alternation can make the story more complex and hierarchical. This narrative innovation not only improves the appreciation of the story, but also makes the audience feel more involved in the process of story interpretation.

3.3 Audience Participation Promotion Strategy
In the process of drama creation, in order to improve the audience's participation, an exclusive community platform can be established. For example, the audience who like a TV play can gather together. On this platform, the audience can freely share their views, discuss the plot, and put forward corresponding suggestions. The organizer can also regularly organize online and offline activities, strengthen the relationship with fans, and cultivate more loyal user groups. Before and after the performance, some interactive activities can be designed, such as common question and answer sessions, role plays, etc., so that the audience can directly participate in them. This way not only increases the fun, but also deepens the audience's understanding of the role connotation and psychological state, so as to further improve the overall experience of watching the program. Use social media to promote programs. Social media has always been the most important bridge between creators and audiences. It can continue to attract the attention of audience targets by regularly updating news, publishing behind the scenes gags and inviting netizens to participate in discussions. It can also launch corresponding topic labels on social platforms to encourage users to actively share their views, which will form a good reputation effect and attract more potential attention.

4. The Content of Film and Television Literature Creation in the Context of New Media

4.1 Analysis of the Current Situation of Film

and Television Literature Creation

In recent years, the rapid emergence of streaming media platforms has had a great impact on the traditional television and film industry itself. These emerging platforms not only provide a wider range of information release channels, but also make more independent producers and small production companies gradually enter the market, which not only breaks the pattern that only large production companies dominated the industry in the past, but also brings richness in content and form, making all kinds of different styles and works appear in front of the public. In the new media environment, the major content providers are constantly innovating the content to attract the audience. By investing in high-quality scripts, they can improve the actors' own level and excellent production, and also make the content of the work more high-quality. At the same time, the platform also understands users' viewing habits through system algorithms and pushes personalized content. This precision marketing also improves users' stickiness. Modern audiences have higher requirements for content and viewing experience. They want to get more emotional resonance and think more deeply in a short time. For this reason, all film and television works need to pay more attention to the quality of the play itself and the shaping of the role to meet the needs of audiences of different ages, different cultural backgrounds and different thinking abilities. At present, social media has gradually become one of the most important places for the audience to express their opinions. Creators pay more attention to the feedback of the audience. For example, after some popular dramas are broadcast, relevant topics will be quickly searched on the Internet, causing a lot of discussion among the audience. It can also enable the creators to quickly discuss, analyze and change the original direction, so that the quality and effect of their creation can be improved at this stage. In terms of creative techniques, the emergence of new media context also provides more possibilities for film and television literature at this stage. Creators can use more creative techniques. Whether it is common postmodernism, Romanticism, realism and so on, they can enrich the content and form of works, and let the works show richer content and ideas. For example, realistic techniques can be used to express real real events and arouse the resonance of the audience, while romantic techniques can create a better atmosphere, so that the audience can feel the influence of emotion and art in the process of watching the film. Choosing postmodern methods can break the traditional narrative methods and narrative structures, so that the audience can feel the fun of art in thinking. These unique creative techniques have gradually diversified the film and television works, and also meet the aesthetic needs of different audiences.

4.2 Discussion on Diversified Themes and Narrative Techniques

In the context of new media, the theme selection of film and television works is more extensive. Whether it is scientific fantasy, historical legend, urban emotion, it can meet people's different aesthetic needs. For example, when writing the theme of urban emotion, it needs to be based on real life, through exquisite characterization and emotional description to show the living state and emotional events of modern urban people, arouse the resonance of the audience, and become a hot topic in society. The so-called historical legend theme is to explore historical resources, show the historical world, understand the characters' experience, and let the audience feel the heavy sense of history and cultural charm while appreciating the works. The theme of scientific future can build more beautiful future world through imagination and creation, so that the audience can be inspired and shocked visually and ideologically.

5. Conclusion

In summary, in the context of new media, both film and television literature and drama creation are moving towards a more diversified and interactive development direction. Based on the current situation, different themes and narrative techniques are analyzed. Through the creation of interactive works, the overall quality of innovation and development is improved, which also shows that the emergence of new media has injected new vitality into this field. Contribute to the development of culture and art, promote its cultural development and creative quality have been further improved to meet the actual needs of the development and construction of the drama film and television industry.

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