

# Current Situation and Countermeasures of Microfilm Development in the Context of New Media

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## ABSTRACT

With the rapid development of new media technology, microfilm, as an emerging art form of film and television, presents a unique charm and broad prospects for development in the new media environment. Starting from the development history, definition and characteristics of microfilm, this paper analyzes the development overview of microfilm in the new media environment, and summarizes the problems and challenges of microfilm in terms of content quality, copyright protection, marketing mode and so on. In view of these problems, this paper puts forward a series of innovation and development countermeasures in order to promote the sustainable development of microfilm. At the same time, this paper provides an in-depth analysis of successful and failed cases through case studies, with a view to providing useful reference for microfilm practitioners.

## KEYWORDS

New media; Microfilm; Development status; Countermeasures; Innovation

## 1. INTRODUCTION

With the rapid development of Internet technology, the new media era has come. In this context, microfilm, as an emerging art form of film and television, has been loved by the majority of the audience with its unique charm and dissemination method. Microfilm not only has the characteristics of short, compact and rapid dissemination, but also can make full use of the interactivity and timeliness of the new media platform, injecting new vitality into the development of film art. However, under the new media environment, the development of microfilm also faces many challenges. Problems such as uneven content quality, weak awareness of copyright protection, single marketing model, and the influence of regulatory policies all constrain the further development of microfilms. Therefore, the purpose of this paper is to analyze the development status of microfilm in the context of new media, discuss the challenges faced by microfilm, and put forward corresponding countermeasures, with a view to providing theoretical support for the innovation and development of microfilm.

## 2. OVERVIEW OF THE DEVELOPMENT OF MICROFILM IN THE CONTEXT OF NEW MEDIA

### 2.1. The Development History of Microfilm in China

Microfilm, as an emerging art form of film and television, originated in China. Since 2010, microfilm in China has begun to emerge and gradually become a popular form of new media content. Its development history can be divided into the following stages.

Initial exploration stage (2010-2012): In this stage, the number of microfilm works gradually increased, but the overall quality varied. The creators are mostly independent directors and film and television enthusiasts, and the works have diverse themes, but lack a systematic and large-scale production mode.

Rapid development stage (2013-2015): with the rise of new media platforms, microfilms have been widely disseminated and promoted. Many enterprises and government departments have also begun to pay attention to and invest in the production of microfilms, making them an emerging means of advertising and publicity. At this time, microfilm creation shows a diversified trend, and a number of excellent works with high artistic value and communication effect have emerged [1].

Mature and standardized stage (2016 to the present): in this stage, the microfilm market is gradually standardized, and the industrial chain is becoming more and more perfect. The establishment of various microfilm competitions and awards has promoted the improvement of the quality of works. At the same time, microfilm began to integrate with the traditional film and television industry, forming a cross-media, cross-industry integration and development pattern. However, with the intensification of market competition, microfilms are also facing problems such as homogenization of content and lack of innovation.

## **2.2. Communication Characteristics of Microfilm in the New Media Environment**

First of all, new media provides a rich platform and channels for the dissemination of microfilms. With the rapid development of Internet technology, social platforms such as microblogging, weibo, weibo, and jittering have become important channels for microfilm dissemination, which makes microfilm able to reach the majority of the audience quickly. In addition, video websites, OTT platforms and other professional film and television platforms also provide space for microfilms to display and promote [2]. Secondly, under the new media environment, the dissemination of microfilms is highly interactive. Audiences can participate in the process of microfilm dissemination through pop-ups, comments, sharing, etc., interacting with the filmmakers and other audiences to form a good social atmosphere. This interactivity not only increases the audience's sense of participation, but also brings a wider audience to the microfilm communication. Thirdly, microfilm has fast dissemination speed and wide coverage in the new media environment. An excellent microfilm can achieve viral dissemination in a short time and quickly become popular. At the same time, the scope of microfilm dissemination also breaks through the geographical limitations and realizes global dissemination, which provides a possibility for China's microfilm to go to the world. In addition, under the new media environment, the microfilm dissemination form is diversified. In addition to traditional short videos, short films and other forms, emerging technologies such as live broadcasting and VR also provide new possibilities for the creation and dissemination of microfilms. This diversity makes microfilm better able to meet the needs of different audiences and enriches the new media content ecology. Finally, under the new media environment, the dissemination of microfilms has obvious personalized characteristics. Through the big data analysis of user behavior and interest, microfilm can realize accurate push, provide personalized recommendations for users, and improve the audience's viewing experience [3].

## **2.3. Diversification Trend of Microfilm Creation**

In the context of new media, microfilm creation presents a diversified trend. First, in terms of subject matter, microfilm is no longer limited to traditional feature films, documentaries and other types, but covers a variety of subjects such as love, comedy, horror, suspense, public welfare, etc., which meets the needs of different audiences. Secondly, in terms of presentation methods, microfilm creators boldly try to innovate, using a variety of filming techniques and post-production means to make the work more artistic and ornamental. For example, some microfilms adopt new technologies such as animation and virtual reality, which bring audiences a brand new audiovisual experience. In addition,

the creation form of microfilm is also increasingly rich. In the past, microfilms were mainly based on short stories, but now there are various forms represented by series dramas, short videos and interactive microfilms. Microfilms in the form of series dramas enhance the coherence and attractiveness of the works through continuous storylines and character settings; microfilms in the form of short videos are more convenient to spread on social media with their concise and clear features; interactive microfilms allow the audience to take part in the plot, which improves the audience's participation and sense of experience. Under the new media environment, the dissemination channels of microfilms are also more diversified. In addition to the traditional channels such as movie theaters, television, and the Internet, emerging communication methods such as social media, short video platforms, and live broadcasting have emerged. These channels provide a broader space for the dissemination of microfilm, so that microfilm can reach more audiences [4].

### **3. PROBLEMS AND CHALLENGES IN THE DEVELOPMENT OF MICROFILM**

#### **3.1. Uneven Quality of Content**

In the context of new media, although the development of microfilm is rapid, the quality of content is uneven. On the one hand, due to the relatively low production threshold of microfilm, many creators can easily shoot and release their works, which has led to a large number of lower-quality works in the microfilm market. These works often lack fine scripts, excellent actors and professional production teams, leading to the overall poor impression of microfilms by the audience. On the other hand, as the communication channels of microfilms mainly rely on the Internet, some creators, in order to pursue clicks and attention, excessively pursue topicality and timeliness, while neglecting the artistry and depth of their works. This phenomenon is especially common on social media platforms, and many microfilm works are more like short videos made to cater to the audience's tastes, lacking depth and connotation. In addition, the regulatory policies of the microfilm industry have also had a certain impact on the issue. Under the policy regulation, some microfilms involving sensitive topics or vulgar content have been restricted, but at the same time, it also leads to some creators being too cautious in the creation process, not daring to get involved in some challenging and deep topics, thus affecting the diversity of microfilm content [5].

#### **3.2. Weak Awareness of Copyright Protection**

In the context of new media, although the development of microfilm is rapid, the problem of weak awareness of copyright protection is becoming more and more prominent. The neglect of copyright protection by microfilm creators and distributors not only affects the healthy development of the microfilm industry, but also damages the legitimate rights and interests of the originators.

First of all, the lack of awareness of copyright protection of microfilm works is manifested in the creation process. Some creators fail to fully respect the copyright of other people's works in the process of creation, use other people's materials without authorization, or even copy other people's ideas, which not only infringes the rights and interests of the original authors, but also reduces the overall quality of microfilm works. In addition, due to the weak awareness of copyright, some creators overuse other people's music, pictures and other resources in their works, and fail to reasonably sign their names or pay royalties, so that the rights and interests of the original creators cannot be effectively protected. Secondly, the weak awareness of copyright protection is also reflected in the dissemination of microfilms. Microfilms on new media platforms spread fast and widely, but some platforms and users fail to comply with copyright laws and regulations when sharing and disseminating microfilms, uploading and sharing unauthorized works arbitrarily, which makes the copyright protection of microfilms face great challenges. This phenomenon not only harms the rights and interests of the originators, but also reduces the overall market value of microfilms [6]. To address

the problem of weak awareness of copyright protection, it is necessary to take a series of countermeasures to solve it. First, to strengthen the publicity and education of copyright laws and regulations, and improve the copyright awareness of microfilm creators and distributors. By organizing copyright knowledge lectures, training and other activities, creators can understand copyright laws and regulations and the importance of respecting others' copyright. Secondly, establish a perfect copyright supervision mechanism and increase the punishment for copyright infringement. Acts of copyright infringement should be stopped and penalized according to the law, so as to effectively safeguard the legitimate rights and interests of the original creators. Third, promote industry self-discipline, encourage microfilm practitioners to consciously abide by copyright laws and regulations, and establish a good industry culture. Fourthly, innovate the copyright operation mode, explore reasonable use and authorization methods, so that the copyright value of microfilm works can be fully reflected.

### **3.3. Single Marketing Mode**

Under the background of new media, the problem of single marketing mode of microfilm is becoming more and more prominent. Currently, the marketing of microfilms mainly relies on platform promotion, brand cooperation and social network sharing, etc. Although these methods can increase the exposure and dissemination range of microfilms, they also have some limitations. First of all, although platform promotion can bring higher viewing volume, it often requires higher costs, and the promotion effect is also limited by the quality of platform users and traffic. Secondly, although brand cooperation can provide certain financial support for microfilms, it is also easy for the creation of microfilms to be interfered by commercial interests, affecting their artistry and independence. Finally, although social network sharing can realize word-of-mouth communication, over-reliance on social networks also limits the scope of microfilm communication [7]. Therefore, the marketing mode of microfilm needs to be constantly innovated and diversified. For example, it can launch microfilm peripheral products through cooperation with e-commerce platforms to realize cross-media marketing; it can let the audience participate in the process of microfilm creation and promotion through crowdfunding and other ways to improve their sense of participation and identity; it can also expand the microfilm's dissemination channels and improve its visibility and influence by means of offline activities and fan meetings.

### **3.4. Influence of Regulatory Policies**

In the context of new media, the development of microfilm is not only driven by the market and technology, but also by the influence of regulatory policies. Regulatory policies have had an important impact on the production, dissemination and profit model of microfilms.

First of all, in terms of content production, regulatory policies require that microfilms shall not contain illegal and illicit content and shall not disseminate negative information, which requires microfilm creators to abide by the relevant regulations in the selection of topics and content production, and not to touch the red line of the policy. At the same time, the regulatory policy also encourages microfilm producers to produce positive and educational works to guide the social atmosphere and public values [8]. Secondly, in the dissemination channels, the regulatory policy has strictly managed the content of network communication, and microfilm, as a part of network video content, also needs to follow the relevant policy regulations. This makes the dissemination channels of microfilm subject to certain restrictions, but at the same time also provides a guarantee for the standardized development of microfilm. In addition, in terms of the profit model, the regulatory policy regulates the modes of advertisement implantation and pay-per-view, which makes the profit space of microfilm affected to some extent. However, the purpose of the regulatory policy is to protect the rights and interests of consumers and promote the healthy development of the industry, so the microfilm industry also needs to explore new profit models under the premise of complying with the policy.

## **4. COUNTERMEASURES FOR THE INNOVATION AND DEVELOPMENT OF MICROFILM IN THE CONTEXT OF NEW MEDIA**

### **4.1. Improve the Quality of Content and Create Brand Effect**

Under the background of new media, microfilms need to improve the quality of content and create brand effect first in order to get better development. At present, the content quality of China's microfilm market is uneven, which to a certain extent affects the audience's viewing experience and the industry's reputation. In order to change this status quo, the producer should focus on content creation and attract the audience with high-quality scripts, superb acting skills, professional production technology and unique artistic style [9].

To improve the quality of content, the first step is to focus on script creation. The length of microfilm is limited, so the creativity and plot setting of the script are especially important. Producers should be committed to digging out creative scripts to attract viewers with concise and clear plots, vivid characters and fascinating plots. In addition, attention should also be paid to the depth of the theme of the microfilm to convey positive energy and reflect the core socialist values. Secondly, improve the acting skills of actors. In microfilm, the performance of actors directly affects the quality of the work. The producer should select actors with certain acting skills and improve their performance level through refined rehearsal. At the same time, focus on characterization, so that the actors can better integrate into the role and show the charm of the role. In addition, the producer also needs to improve the level of production technology. This includes photography, editing, sound effects, make-up and other aspects. Exquisite images, smooth editing and realistic sound effects can enhance the viewability of microfilm. At the same time, professional production team and advanced equipment is also the key to improve the quality of microfilm. Finally, create brand effect. The producer can create a microfilm brand with characteristics through serialization and differentiation. On this basis, through online and offline multi-channel publicity and promotion, improve brand awareness and reputation. At the same time, cooperation with other new media platforms, film and television organizations, etc., to achieve resource sharing and mutual benefit and win-win [10].

### **4.2. Strengthen Copyright Protection and Standardize Market Order**

First of all, copyright protection is the cornerstone of the healthy development of microfilm industry. Under the new media environment, the dissemination speed and scope of microfilm works have been greatly expanded, but at the same time, it also brings challenges to copyright protection. Therefore, strengthening copyright protection and respecting the rights and interests of the original creators are of great significance to stimulate the enthusiasm of creators and improve the quality of microfilm works [11]. Secondly, strengthening copyright protection requires the joint efforts of many parties. The government should improve relevant laws and regulations, increase the punishment for infringement, and create a fair and just environment of the rule of law for the microfilm industry. At the same time, microfilm producers and dissemination platforms should also improve copyright awareness, strictly abide by laws and regulations, and effectively protect the legitimate rights and interests of authors. In addition, standardizing the market order is also an important means to strengthen copyright protection. Establish and improve the microfilm market access system, strictly control the quality of works, and curb vulgarity, infringement and other undesirable phenomena. At the same time, strengthen industry self-regulation, encourage all parties in the microfilm industry to actively participate in the development of industry norms, and jointly maintain the market order.

### **4.3. Innovative Marketing Mode and Broadening Communication Channels**

Under the background of new media, the communication channels and marketing modes of microfilms play a crucial role in the promotion and development of the works. Traditional marketing

modes such as advertising cooperation and offline activities still have their applications in the field of microfilm, but under the new media environment of continuous innovation and change, more new marketing means are widely used [12].

Social media platform is an important channel for microfilm dissemination. Microfilms can spread rapidly through social platforms such as microblogging, WeChat, Shake, etc., relying on users' forwarding and sharing to achieve viral marketing. At the same time, these platforms also provide a rich source of material and inspiration for the creation of microfilms.

The content payment model is also gradually becoming a new way of microfilm marketing. As users' awareness of paying for high-quality content increases, microfilm creators can gain revenue through membership subscription and pay-per-view. In addition, marketing can also be carried out through cooperation with brands, implanted advertising and other ways.

In addition to traditional marketing methods, new marketing modes such as cross-border cooperation, crowdfunding, and big data precision marketing can also be tried. For example, microfilms can cooperate with enterprises in the fields of music, games, and e-commerce to realize resource sharing and mutual benefits. Through the crowdfunding platform, more investors and fans can be attracted to pay attention to it, increasing the popularity and influence of the work. Using big data technology, the behavior and preferences of users can be analyzed to achieve precision marketing and improve the audience accuracy of works [13].

#### **4.4. Adapt to Regulatory Policies to Realize Sustainable Development**

First of all, microfilm producers should strengthen self-discipline and improve the quality of their works. In content creation, they should focus on the transmission of positive energy and avoid the dissemination of vulgarity, violence, pornography and other illegal and illicit content. At the same time, they should pay attention to hot social issues, and create works with depth and temperature in forms that are popular among the people. In the production process, we should strictly abide by relevant national laws and regulations, respect intellectual property rights, and protect the rights and interests of the original creators. Secondly, microfilm practitioners should take the initiative to understand and adapt to regulatory policies. With the continuous development of Internet technology, regulatory policies are also being improved and updated. Microfilm practitioners should pay attention to policy developments in a timely manner to ensure that their works meet the policy requirements. In terms of publicity and promotion, they should comply with the Advertising Law and other relevant laws and regulations, and eliminate false publicity and undesirable advertisements. In addition, microfilm producers and practitioners need to innovate the operation mode to realize sustainable development. In terms of financing channels, cooperation with Internet enterprises and financial institutions can be explored to broaden the source of funds. In terms of profit model, it is necessary to diversify, in addition to advertising revenue, you can also try membership, pay-per-view and other ways. At the same time, it is necessary to focus on the fan economy, through online and offline activities, to enhance fan stickiness and improve the influence of the work [14].

## **5. CONCLUSION**

With the rapid development of Internet technology, new media has become an indispensable part of people's daily life. In such a context, microfilm, as an emerging form of film and television art, has been loved by the majority of the audience with its unique charm and dissemination methods. The development of microfilm not only enriches the content of new media, but also provides new possibilities for the innovation of the film industry.

In the new media environment, the creation and dissemination of microfilm has obvious characteristics. Firstly, the production cycle of microfilm is short and the cost is low, which makes more creators have the opportunity to realize their film and television dreams. Secondly, microfilms

have a variety of communication channels and can be disseminated through social media, video websites and other ways, which greatly increases the exposure rate and the number of viewers of microfilms. In addition, the themes and forms of microfilms are more diversified, including funny and humorous skits as well as deep and serious stories, which meets the aesthetic needs of different audiences. However, the development of microfilm in the new media environment also faces some problems and challenges. Firstly, due to the low production threshold, a large number of low-quality works exist in the market, which affects the overall image of microfilms. Secondly, the awareness of copyright protection of microfilms is weak, and piracy and infringement occur from time to time. Once again, the marketing mode of microfilms is relatively single, and most of the works rely on platform promotion, lacking an effective profit model. Finally, changes in regulatory policies have also had a certain impact on the development of microfilms. Facing these problems and challenges, the microfilm industry needs to take a series of countermeasures to realize sustainable development. First of all, improve the quality of content and create brand effect. Creators should focus on scriptwriting and directing skills, and strive to make works with depth, temperature and influence. Second, strengthen copyright protection and standardize the market order. Self-discipline within the industry should be strengthened, while the government should also increase the crackdown on copyright infringement. Once again, innovate marketing models and broaden communication channels. Creators and platforms can try a variety of marketing methods, such as implanted ads and crowdfunding, in order to increase the popularity and revenue of their works. Finally, adapt to regulatory policies to realize sustainable development. The microfilm industry should pay close attention to the policy dynamics, adjust the business strategy in time to ensure compliance.

In conclusion, microfilm under the background of new media has great potential for development, but also faces many challenges. Only through innovation and reform, constantly improving the quality of content and market competitiveness, the microfilm industry can achieve greater success in the future development.

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