

Research on the Narrative Strategies and Effects of International Communication of New Mainstream Films

-- Data Analysis based on YouTube Platform

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ABSTRACT

The new mainstream film is a new form of the current film, which plays an important role in the international narrative communication. According to the YouTube film transmission data in the platform, a comprehensive analysis of the current new mainstream film in the international narrative strategy, including increasing the film transmission themes, improve the film design imagination, add continuity characters and change spread thinking, according to the relevant movie data, confirm the film international narrative communication effect, for the spread of sustainable proposals.

KEYWORDS

International Communication Narrative; Continuity Theme; New Mainstream Film.

1. INTRODUCTION

In order to promote the new mainstream film in international communication, to fully explore the current film in the YouTube transmission data and transmission state, reasonable analysis of different types of film influence in the international communication, and provide the new mainstream film design more reference advice, guarantee the new mainstream film in the international narrative effective design, make the new mainstream film design more sustainable.

2. INTERNATIONAL COMMUNICATION NARRATIVE STRATEGY UNDER THE NEW MAINSTREAM FILM

In the past 2-3 years, the number of new mainstream films in the international communication is relatively large. According to the data statistics of YouTube platform, various types of film themes have appeared in the video broadcasting platforms. For example, films such as "The Wandering Earth 2", "God Part 1", "The Last Night on Earth" and "A Little Red Flower" have all appeared on YouTube video platforms and achieved high box office. Therefore, practitioners should analyze the narrative strategy of international communication of new mainstream films in detail.

(1) Increase the theme of film communication

In order to ensure the application effect of the new mainstream films in the international communication narrative, the film communication theme should be appropriately added in the film design and production. China's traditional films mostly adopt a single type of film theme in international communication. Although this strategy achieves better results in the short term, it is

difficult to maintain the popularity of films at a high level. The audience of film communication is small, which brings negative impact to the international communication narrative and reduces the effectiveness of film communication. With the emergence of new mainstream films, the types of film communication should gradually increase, or various contents should be added to a certain film to attract more audiences and expand the influence of communication. The audience of science fiction films and cartoons has a certain simplicity. If you want to watch the above films, you should have a certain knowledge of science fiction or understand a variety of childlike fun in the animation pictures. In order to expand the communication influence of science fiction films or cartoons, the introduction related to the basic knowledge of science fiction can be appropriately added in science fiction films, so that more people can accept and like related films, enhance the influence of film communication, and lay a good foundation for the international communication narrative of films. In addition, through the YouTube video platform film transmission quantity and type can be seen in the spread of the current film type is gradually expanding, audience demand also big changes have taken place, to supplement the film design, and guide the mainstream values to the relevant film, using values spread to improve the film spread influence, efficient expansion film transmission effect, with the help of more new themes to improve the transmission state. The increase of film communication themes is a new trend of film communication narrative. It is necessary to regulate the influence and audience of different types of films reasonably, and produce more standardized mainstream films, so as to effectively expand the influence of related films.

(2) Improve the imagination of film design

It can be seen from the number of films broadcast on the YouTube video platform that the audience of science fiction films in China is increasing rapidly. It is necessary to effectively enhance the influence of films in the film design and production, and lay a good foundation for the subsequent international communication narrative. Due to the boring content of traditional science fiction films, in addition to professional science fiction fans, their audience range is small, which virtually reduces the influence of this kind of films, and it is difficult to spread in the international narrative^[1]. With the continuous progress of science and technology in our country, related to the new science and technology film, such as "wandering the earth", "the earth 2" arises at the historic moment, the traditional Chinese values and science and technology, not only increase the number of viewers, also effectively expand the influence of the film, and to increase imagination in the film design and production, introduce more science fiction film into international communication, not only increase the international narrative influence, also can let more audience to watch the Chinese values of science fiction story, promote science fiction film in the influence of spread in film design. From the perspective of the current international communication narrative, with imagination film audience increased significantly, relevant personnel in the new mainstream film international communication narrative operation, to standardize the Chinese story, the current advanced technology into the film design and production, and promote the popularity of related films, to change the film narrative transmission state, let more foreigners to watch Chinese films with imagination.

(3) Add a continuous character theme

In terms of watching the narrative communication of the new mainstream films on the YouTube video platform, many films continue the previously popular biographical films, adding the continuing character theme. For example, the current new mainstream film more popular movie for the "stray earth 2", "leaf asked 4" and "2", the movies are "wandering the earth 1", "leaf asked series" and "1", both characters and the overall tone of the story, and the relevant values and story content of the appropriate supplement, brought more audience for overseas markets. Because "the wandering earth 1", "leaf asked series" and "sweep 1" film more classic, film design, continues the previous creative ideas, can enhance the convenience of film design transmission, relevant personnel in the international communication narrative, to fully about our basic values, and the related phenomenon of humanistic care, enhance the film thinking effect^[2]. At present, in the development and creation of the new mainstream films, the ideas of the viewers should be properly inspired, and the goal can be

quickly achieved with the previous classic IP, so as to lay a good effect for the reasonable transformation of the international communication narrative. At present, when the new mainstream films conduct international communication, they should fully understand the development trend of international communication, clarify the influence of different values in international communication, so as to improve the communication status and ensure the overall quality of international communication narrative.

(4) Change the communication thinking

In the process of international communication narrative of new mainstream films, relevant personnel should properly change their communication thinking, increase the type of film communication, and ensure the effect of film communication according to the state of film communication and the number of movie-goers. When carrying out the international communication narrative, the types of film communication should be appropriately increased, and the films with high educational value and better ideas should be disseminated internationally, and this measure should be used to expand the influence of film communication. To better change spread thinking, film design and production personnel to carry out reasonable thinking change activities, namely in the relevant thinking mode change activities, to timely promote the current international communication narrative situation, clear the new mainstream film influence in the current film communication, using the appropriate method to standardize the state of film communication, and in a spread in a certain film or a kind of film analysis, design appropriate solutions for the relevant film communication. For example, the first god in YouTube video platform play volume is higher, the film combines history, technology, science fiction and ethical multiple content, not only fully show the traditional culture, also use new technology to attract attention, let more people experience on the basis of Chinese science and technology, learn more traditional culture content. New mainstream film design producer to comprehensive change the thinking mode, a variety of content into the relevant film, to the characters in the film story for continuous publicity, guide more audience accept the film propaganda ideas, good foundation for film international influence, improve the effectiveness of the film international communication. The change of thinking mode will last for a period of time. The film design and production personnel should comprehensively analyze the film communication data in the YouTube video platform, tell Chinese stories well, and continuously improve the influence of Chinese films.

3. THE INFLUENCE EFFECT OF THE INTERNATIONAL COMMUNICATION NARRATIVE IN THE NEW MAINSTREAM FILMS

(1) The communication audience is wider

At present, the number of types of new mainstream films in the international communication is gradually increasing, and the age group of the communication audience is also becoming more extensive. As can be seen from the data in the YouTube platform, nearly 2-3 years China's new mainstream film narrative spread is diversified characteristics, namely the different types of movies appear in the international communication narrative, after a comprehensive understanding of the basic situation, can be detailed analysis of romance, war, science fiction and animated age, the film almost covered all the people watching the movie, namely the elderly, children and middle-aged people can watch their satisfactory film and television works, virtually improve the number of viewers, had a great influence on the international communication narrative^[3]. The audiences of different types of films are different. In the design and production of new mainstream films in China, the audience scope is appropriately expanded in the same films. For example, the audience of cartoons not only includes many children, but also adults and the elderly can also find appropriate points in cartoons to increase the number of viewers and influence. In the future, the development process of the new mainstream films will have strong diversified characteristics. They can enjoy more elements in the same film, and more elements can be used to expand the influence of film communication and improve the communication effect.

(2) The field of communication is gradually expanding

At present, the new mainstream films have gradually expanded the field of communication in the international narrative communication, and different types of film production will bring people more shock and effectively enhance the influence of film communication. Specifically, individual hero films, martial arts films and period films are important forms in the previous international communication narrative. This kind of form has a single feature, and it is difficult to achieve the ideal state in its communication scope and self-operated necklace. In the new mainstream film spread, the film type has changed greatly, in addition to the traditional martial arts, personal hero, science fiction, animation and romance also into the international vision, greatly expanded the film spread, to the people around the world show more film type and plot, for the sustained spread to lay a good foundation.

4. CONCLUSION

To sum up, the new mainstream film has a wider communication audience and a gradually expanded communication field in the international communication narrative, and its influence occupies an important position in the international communication. In the process of designing and producing new mainstream films, it is necessary to take the initiative to set more themes, change the current thinking of film communication, and use the detailed analysis of YouTube data to clarify the audience number of each type of films, and ensure the communication effect of new mainstream films.

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