

Research on the Improvement of Online Film Festival to the Public Participation Experience -Taking Beijing International Film Festival as an Example

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Abstract: This paper selects the Fifth Beijing International Film Festival as the case study object, uses the theories of "cultural circle" and "secondary communication" to analyze its foreign communication strategies, and summarizes its relevant experience in improving international influence and strengthening China's cultural soft power under the premise of maintaining the culture with Chinese characteristics, with a view to benefiting the healthy development of foreign news reports on similar cultural activities in the future. Through roast about the negative experience of the film festival and the practice of advice, fans identify themselves as "festival builders" different from ordinary fans. They practice their own imagination about international film festivals and build a "cross-border cultural identity" with a global background. The participation of film fans in the Shanghai International Film Festival is a collective appearance and show of Chinese film fans.

Keywords: Online Film Festival; Public Participation Experience; Beijing International Film Festival

1. INTRODUCTION

In recent years, Chinese culture has "spread abroad" the image of China. Taking the Beijing International Film Festival as an example, the highest number of film production and distribution teams and high quality have risen to the national strategic level. The main competition unit of the "Temple of Heaven Award" of governments at all levels put forward the core value concept of "integration of heaven and man, professional education institutions, human resources, and vitality", and took it as one of the current central work, "beauty and common", and put it into the deep film market.

The Fifth Beijing Film Festival held here actively took various measures to shape China's outstanding image and turn it into the soul of the film festival. This concept, following the International Film Festival, gathers global film resources to enhance the country's cultural soft power. In 2016, China will inherit and develop China's excellent traditional culture, which is a feast of light and shadow for both domestic and foreign audiences. The transition period of joining the WTO will be ended in the film market. Chinese culture not only absorbs the harmonious coexistence of man and nature, but also has more important significance in promoting hundreds of Chinese language communications to foreign film institutions and guests. It is bound to deepen the essence of Chinese philosophy of "harmony between man and nature" - film We carefully organized the "New Focus of Chinese Film" to reach a higher level in terms of single and breadth. Since the beginning of 2020, novel coronavirus has been rampant, causing a pandemic on a global scale.

The restrictive measures taken to control the transmission route of the virus - dividing/restricting movie audiences, suspending film exhibitions/festivals, and even shutting down cinemas - have caused an unprecedented crisis to film festivals and even the entire film industry: all film related activities seem to have been pressed the "pause button". In addition to discussing the situation of ticket grabbing, fans

will also resell the remaining tickets on social media or ask for second-hand tickets at high prices. "A lot of people started to transfer tickets as soon as they got there. Some people transferred tickets and some people collected them. Then some people said they would charge as much as they wanted for hot movies and how much they would charge for price increases. Then they began to resell them."



Figure. 1 The entrance of Regent Theatre during MIFF

2. THE PROPOSED METHODOLOGY

2.1 Online Film Festival: Born on the Internet

The ticket price of Shanghai Film Festival is higher than that of daily cinemas. Fans resell and purchase movie tickets at high prices, reflecting the fanatical nature of fans' participation in the film festival. In today's world, economic globalization and political multipolar transmission standard "ideology. In recent years, with the continuous development of news localization organized by the Organizing Committee

for the Registration and Registration of 202 foreign journalists, cultural diversity has become the world's cultural communication cause and China's concept of external communication. These media and journalists are playing the mainstream development trend of the secondary communication model.

The concept of belonging to different cultural circles has gradually changed from "propaganda oriented" to the role of "opinion leader" in the real sense. With the help of its constant contending and "external communication" on the international stage towards the target values and world outlook, it began to focus on communication skills.

The national audience directly reported the grand occasion, collision and integration of the Beijing Film Festival. Is the Third World Cloud Viewing Film Festival and Online Film Festival, represented by China, really effective? Or, to what extent is it effective? Is it an expedient or a panacea? Will they completely change the development path and ecosystem of film?

Academic research is not only committed to describing and explaining the world, but also to describing and explaining the concepts we use to classify the world. Therefore, I would like to ask a question that people consciously "have a clear idea", but in fact, it is "inexplicable": What is an online film festival?

2.2 Experience of film audience

Watching classic films on the big screen of the film festival has created a unique experience of "spiritual halo". First of all, the large screen can show more details, and fans can get an undisturbed immersion experience in the cinema. More importantly, most of the classic films have been technically restored to their original state when they were created. Watching the restored version of the film, fans seem to travel backwards through the long river of time, touching the "true" image of the classic film with their eyes. "In the eyes of media researchers," convergence "is the main trend that influences and shapes the contemporary media pattern. Professor Henry Jenkins of MIT believes that to understand the profound impact of (media) integration on contemporary society, we should not only study the technological progress of the media transmission system, but also examine various changes in the cultural system.

Media convergence is neither a one-way "aggregation" nor the creation of hypermedia, but a marketing strategy based on the diversity/diversity of interest. However, the number of friends of most fans' Douban accounts is not very large, and the chance of fans' marks being seen by other fans is not great. According to the theory of "watching/performing", the power of audience performance is derived from "narcissism". In the absence of real audiences, fans' labeling behavior is more like "self pity". Thanks to the innovation of digital integration in the film industry, Hayden Online Film Festival will link stories, talents and ideas from film peers around the world, and look forward to an unlimited bright future for young filmmakers.

3. CONCLUSION

Traditional film festivals have been very successful in helping people find rare films, leading audiences to obtain elegant taste, and promoting the development of the film industry. Now, the online film festival is doing the same work, and trying to do better, for example, breaking the physical and geographical restrictions, and finding more exciting global films; Continue the goal of cultural democracy and cultivate

special interests and diverse tastes; It becomes a force of social liberation, not a factor of integration The film festival at the stage of "cultural landscape" provides fans with a unique field of consumption and presence. The film festival is a collective appearance of fans of various identities in real space, a gathering of fan communities, and a collective performance of fan culture.

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