

Fragmented viewing of movies in contemporary society

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Abstract. With the popularity and rapid development of the Internet, online video has played a very important role in promoting film and television communication. On the basis of online video, the rise of the short video industry has also brought about a huge change in people's movie habits. The fragmented aesthetics of movies are increasingly prominent under the influence of digital technology. The effects stemming from market forces are particularly profound. Marketization requires film production to take into account the types of audiences and to take care of the audience's spiritual fragments, and to be dominated by the aesthetic tastes of younger audiences, film co-production and distribution cross-border market operations, the integration of market awareness and national awareness, and the generalization of films. As well as the market-driven technology and the impact of technology on film narratives, these are all concrete manifestations of the market's impact on the fragmented aesthetics of films. The fragmented aesthetics of films not only liberates the creativity of the public, injects vitality into the market, but also weakens the artistry of films.

Keywords: Short videos, movies, fragmented viewing, movie commentary.

1. Introduction

When people swipe through short video platforms such as Weibo, TikTok, Xiaohongshu, Kuaishou, etc., they can learn about the key story clips released by the official accounts of these popular TV series, TV series bloggers or entertainment video bloggers. About the popular TV series, and even master some current hot topics and interesting plots.

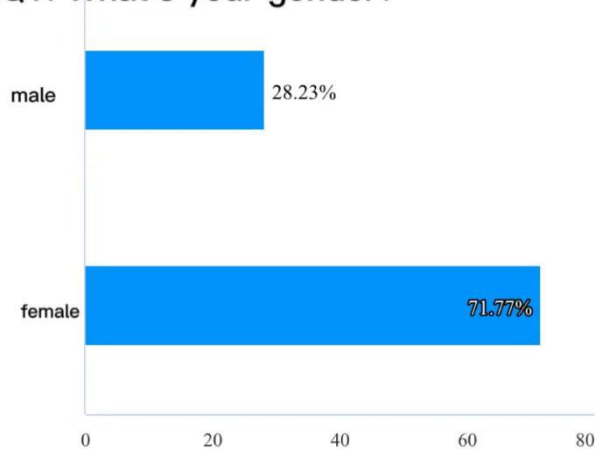
People have to admit that nowadays, it is very rare for a TV series to be watched without fast-forwarding from beginning to end. Fragmented short videos such as Weibo and Douyin are gradually becoming popular. When the way audiences chase dramas becomes more and more casual, we can't help but ask whether the current dramas are not good or the audiences are impatient.

2. Methodology

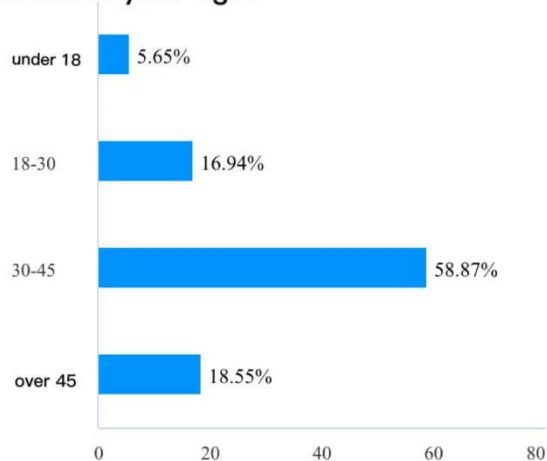
This paper uses the research method of questionnaire survey, which is especially suitable for investigating the user's purpose of using the product, usage habits, attitudes and opinions, demographics and other information. Questionnaire method is a method of collecting information and data from research subjects in written form with strictly designed questions or forms. This article chooses to use a questionnaire because the article is relatively microscopic and social investigation. Using a questionnaire is more convenient to understand people's attitudes towards fragmented movie watching, which can make the article more authentic. When implementing the questionnaire survey method, firstly clarify the central concept of the survey: people's attitude towards film fragmentation, then construct the questionnaire framework, organize the outline, design the questions, and then publish it to people. The sample size of this questionnaire is 124 people, 35 males and 89 females.

3. Results

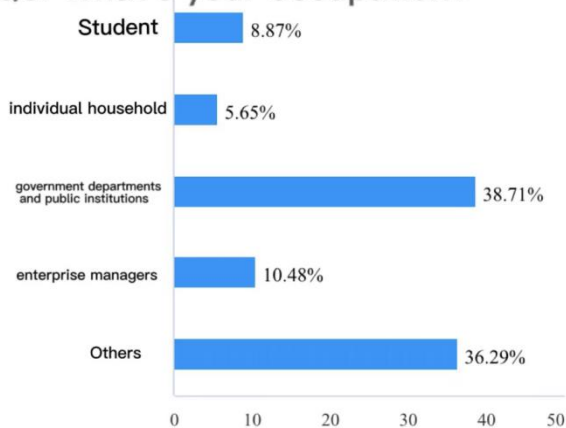
Q1: What's your gender?



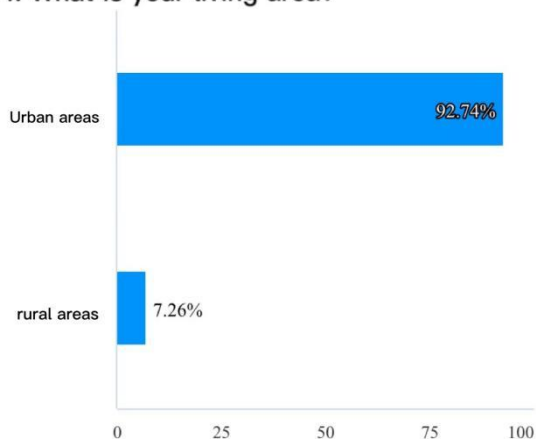
Q2: What is your age?



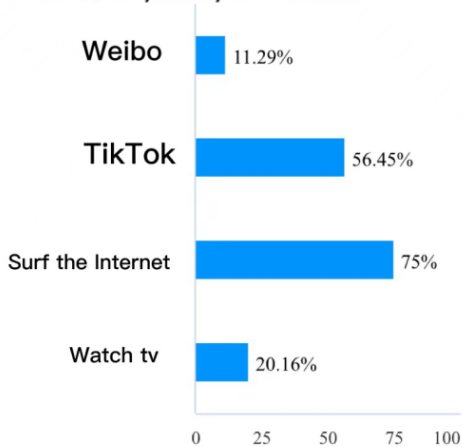
Q3: What's your occupation?



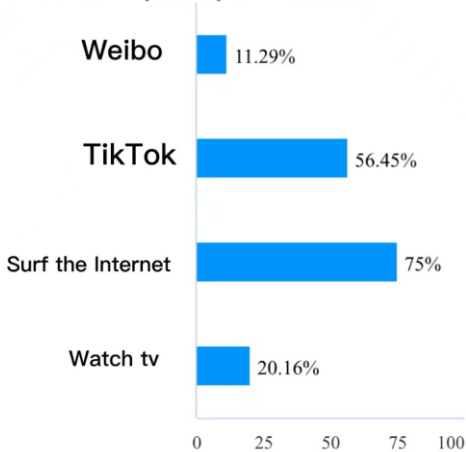
Q4: What is your living area?



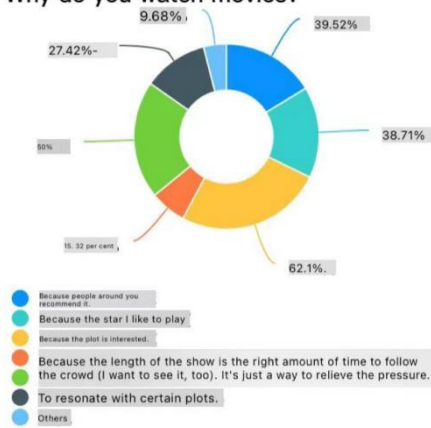
Q5: Which TV series do you rely on more now?



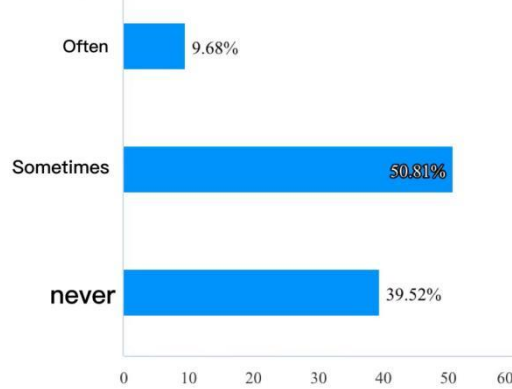
Q5: Which TV series do you rely on more now?



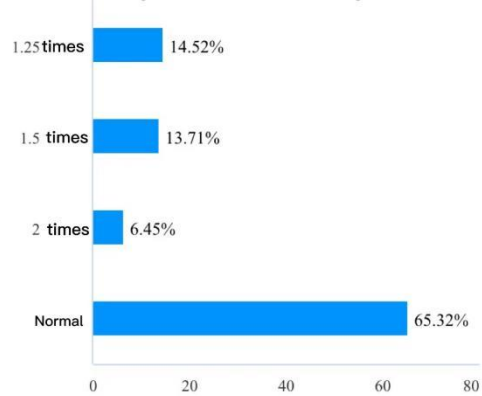
Q6: Why do you watch movies?



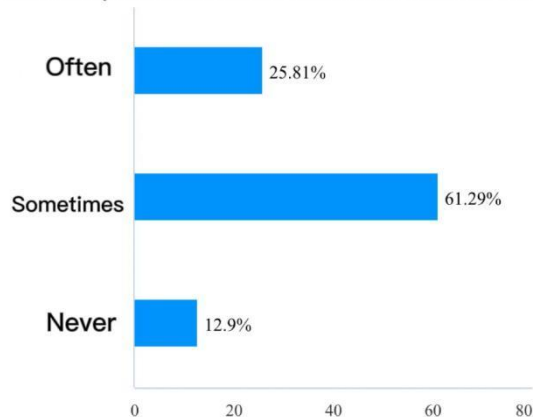
Q7: Would you watch a movie because it's an interesting bullet screen?



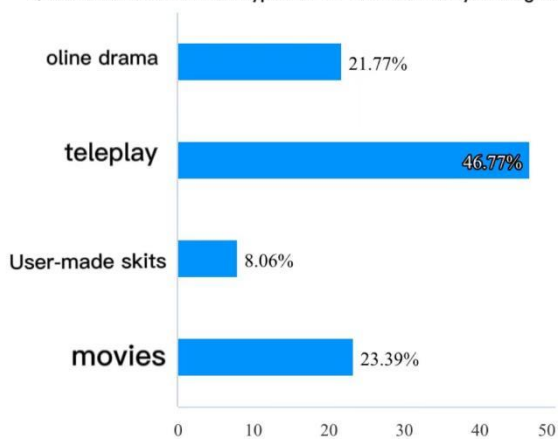
Q8: How many times as fast as you do?



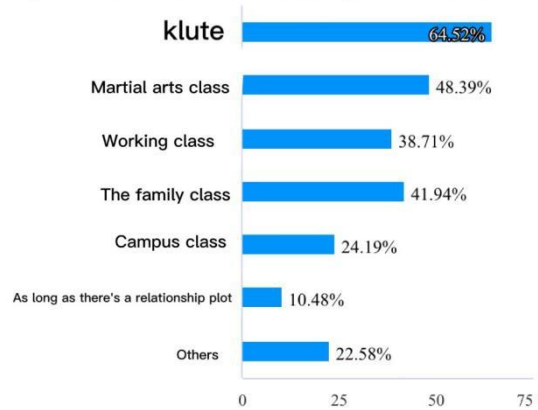
Q9: Would you watch an entire movie because of a short video?



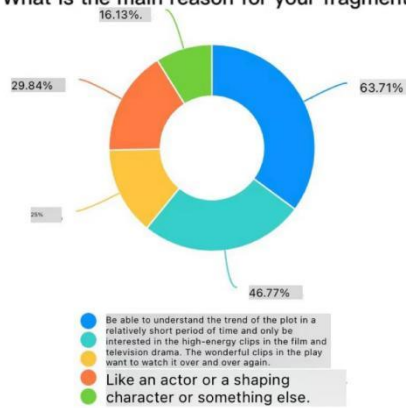
Q10: What are the main types of TV dramas that you fragment?



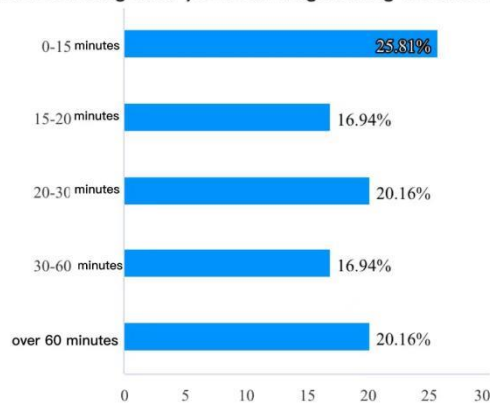
Q11: What kind of movies do you like to watch?



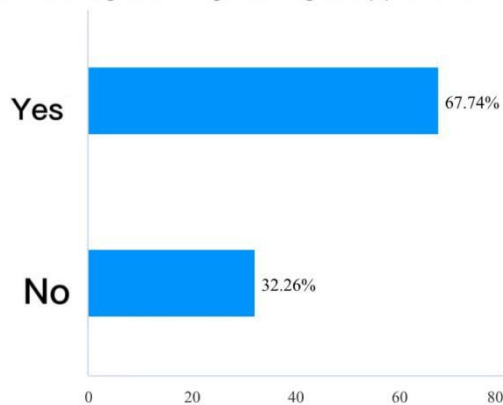
Q12: What is the main reason for your fragmentation?



Q13: How long have you been fragmenting the show?



Q14: Can fragmented binge-watching satisfy your needs?

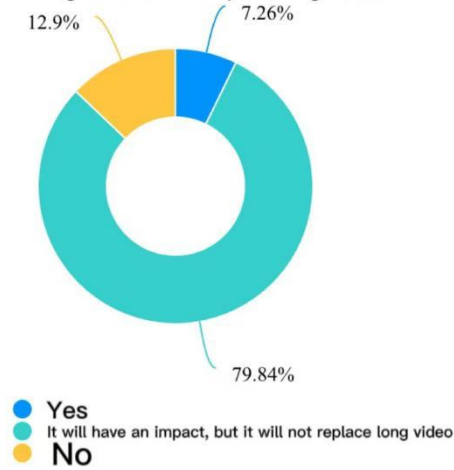


Q15: What is your percentage of fragmentation?

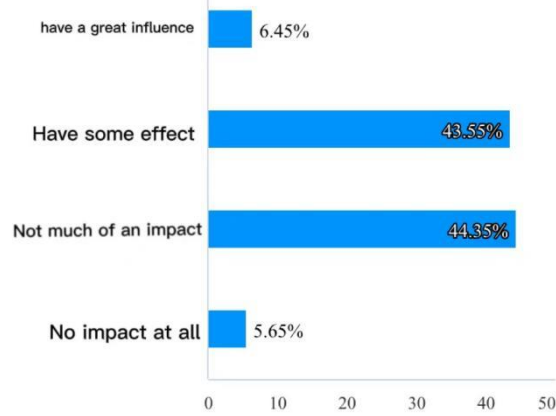
Total: 5335 Average: 43.02

- 0-20(20)
- 21-40(35)
- 41-60(37)
- 61-80(19)
- 81-100(8)

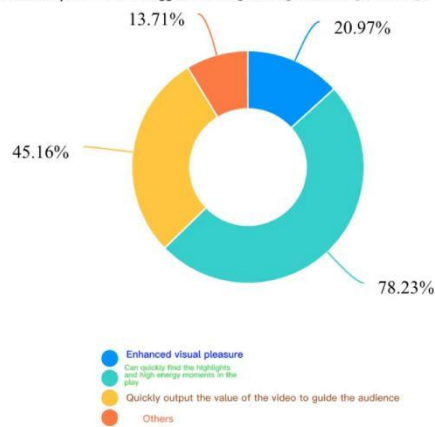
Q16: Do you think fragmentation will replace long videos?

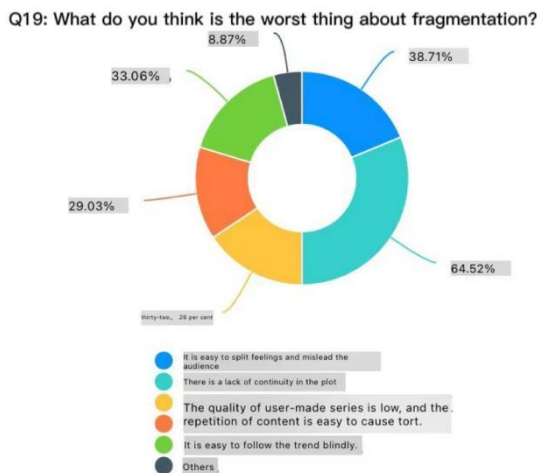


Q17: Does fragmentation affect your definition of the story or character?



Q18: What do you think is the biggest advantage of fragmented binge-watching?





Q20: Who is your favorite movie blogger?

No idea 100%

Figure 1. The results of 20 questions

4. Discussion

4.1. Reasons for fragmented movies

In recent years, film and television commentary has opened up a new field of content creation on entertainment social platforms. From the data point of view, many bloggers of film commentary can basically get 500,000 followers. It can be seen that this type of content video is becoming a popular A new channel for user groups to absorb film and television works. I have analyzed the following reasons why film and television commentators can make money in a market flooded with content, and more and more people are joining this team.

4.1.1 Platform Weights and Matrix Planning

In the era of content marketing, the entertainment websites that we come into contact with every day are different forms of content display platforms. As a content platform, their main customer acquisition channel is to join these content creators with a large number of fans, so that in a When new content areas that are accepted by the public and gain a lot of attention in a short period of time appear, the platform will also appropriately tilt the traffic.

As an experienced content creator, they will not miss the opportunity to show on any platform, which leads them to match and distribute the content according to the platform tonality to obtain traffic and increase exposure. Therefore, we can see the creations of film and television commentary authors on multiple platforms. The increase in user page views can stimulate the expansion of the creative team and promote the development of the film and television commentary field.

4.1.2 The quantity and quality of film and television variety shows are not proportional

In recent years, the production subjects of film and television dramas have been continuously diversified, ranging from traditional producers to Internet giants and self-made, resulting in the flood of film and television dramas, but the quality is uneven, and the public's attention is limited and cannot digest everything. And due to the development of the mobile Internet, the public will make very careful comparisons before deciding to use fragmented time to watch a TV series or a 2-hour movie.

Then the word-of-mouth and rating of the work become important criteria for judging, and the appearance of film and television commentary allows the public to make good use of fragmented time

to subjectively judge the quality of the film and television drama. Of course, this also tests the film and television commentary creators. Interpretation and interpretation capabilities, as long as the creators can control it well, I believe that the public will rely more on the existence of film and television interpretation.

4.1.3 Intuitive and convenient

In the beginning, most of the video explanations were suspenseful and brain-burning interpretations. After watching a film and television series, the public often couldn't grasp the details, or they were too brain-burning to understand in a short period of time. The video commentary shows the plot and details in the video through screen editing and language interpretation, which is both intuitive and convenient. However, suspenseful brain-burning dramas are limited, and the creative styles of various creators are quite different, which subdivides the field of film and television commentary into commentary videos of spit-type thunder dramas, suspenseful brain-burning commentary videos, and horror atmosphere elimination commentary videos. and many more. In addition to the commentary videos of Tucao, the commentary of horror movies also occupies a large market. Its appearance has well resolved the contradiction between the public's curiosity about horror movies and the impact of the senses. As we all know, the atmosphere of horror movies is mostly created by BGM and sudden scenes, and the creators only need to avoid these two points in the editing process, narrate the plot in a "scientific" way, and key pictures can be coded. , which can effectively eliminate the atmosphere of terror.

4.1.4 Audiences overlap on a large scale

Generation Z users who were born after 1995 are the "leaders" of the Internet today. These young people have been affected by the constant changes of Internet information since childhood and have strong information reception ability, which makes them easy to gather because of a sudden new thing. Together, and soon will be attracted by another new thing and disbanded. So "fast food" has become a good way to cater to them, which is why film and television commentaries can gain audiences.

4.2. The benefits of fragmented movie viewing

4.2.1 Save time and effort

Movie commentary is now more and more popular and sought after, because it caters to the fast food culture in the current fast era, and there are reasons why new media encourages development. Modern people are always busy with work and life. At the same time, they are full of fast food culture. It is not easy to sit still for a long time and stay focused to watch a movie. Movies are usually one or two hours long, and a few minutes of short and concise movie commentary can construct the outline and highlights of the movie by editing key and jumping plots. According to the questionnaire, most people are satisfied with watching movies in fragments, as long as they are not used for research, fragmented movies are a better choice for them.

4.2.2 Audience can watch more movies

When people are busy, they always want to rest, to make a bunch of plans, to think about what to do and see. When I was really free, I didn't know what movie to watch. The movie commentary can quickly find a good movie, and the movie bloggers who follow it will also recommend some unpopular movies with good quality or even unheard of.

4.2.3 Expand the amount of movie viewing and quickly gain insights, which can be forced

People can only watch a complete movie in an hour or two, but they can watch a dozen or more short movie commentaries, which will give people the illusion that they have seen many movies. It is quite useful for expanding the amount of movie viewing (based on the pursuit of only quantity, not quality).

The movie commentary not only introduces the plot of a movie, but also adds the personal experience and opinions of the commentator. Not only do you think you've seen a movie in a short

period of time, but you can also have new and unique insights without thinking, effortlessly, and without effort.

4.3. Disadvantages of Fragmented Movies

Fragmented movie viewing has been loved by more and more audiences, but it is undeniable that it still has limitations and dilemmas.

4.3.1 Serious homogeneity of video content

On the whole, the content of most of these accounts is similar and has no personal characteristics. Before so many movies with the same plot, many users are reluctant to take the time to watch them again.

4.3.2 The art of ruining the movie

The needs of the audience have given birth to fragmented chasing dramas, which have further impacted the production of TV dramas themselves. When Weibo, Douyin and other short video dramas have become a trend from an auxiliary means, or even become the main viewing method, the TV drama market has become more and more impetuous. Industry analysts pointed out that in order to attract attention and follow topics, some TV drama creators deliberately write plots that cater to the audience's interest and facilitate fragmented dissemination. However, the connection between these plots is weak, the psychological activities of characters are ignored, and the plots lack logic. Chaotic rut. Originally, film and television works are the art of storytelling, and the partial plot is infinitely enlarged. As a result, the complete story is distorted, the details are blurred, the literary quality is disintegrated, and the artistry is exhausted.

4.3.3 Copyright disputes

The copyright disputes of short videos of movie commentary are mainly concentrated on the copyright owner. The video producer publishes the movie content on the Internet after secondary creation, which may have a negative impact on the promotion of the movie. The exclusive rights of film copyright owners can be used arbitrarily, and economic benefits can be generated. However, it is actually inappropriate to blindly emphasize the exclusive rights of film copyright owners and copyright owners, while prohibiting the creation of short film commentary videos and the use of any film content and clips.

"Although the short film commentary video is a secondary creation based on the film work, it is more to explain the plot of the original film, and satire and comment are not its main purpose." Therefore, in most cases, the film commentary is used. Short videos are classified as deductive works, and it is considered that they do not meet the elements of parody. If the narrator of a short movie commentary video wants to comment on a movie, he should obtain the consent of the filmmaker. The short video of movie commentary is an evaluation of the movie based on the movie plot. The original movie plot is the basis, and the commentary part is also indispensable. The original movie plot and commentary can be said to be equally important, so the producer of a short movie commentary video should obtain the consent of the original movie producer before commenting on a movie. From the perspective of protecting and encouraging filmmakers, short film commentary videos should be included in the category of deductive works.

The most important point is whether the short video of the film commentary has caused damage to the original copyright owner and the rights and interests of the original copyright owner. Whether it is a recommendation type, an analysis type, or an adaptation type, it depends on whether it has an adverse impact on the original film copyright owner and copyright owner in the cyberspace and even the society after the short video is created. For example, the criticism and satire of the adapted short videos within a reasonable range can promote the healthy development of the film culture industry, but if it is malicious smearing, it will inevitably have an impact on the marketing and box office of the original film, as well as the film copyright owner. influences. In addition, films that are newly released or currently in theaters are naturally more likely to be adversely affected than older films.

Therefore, the protection of new films and the limitation of the scope of fair use are far greater than those of old films. One-day movie commentary short videos have caused damage to the original movie, such as a decline in box office reputation and insults to the original content, and legal responsibility for the adverse impact should be investigated. Most people agree that fragmented viewing of movies has an impact on movies, but not a replacement for movies.

5. Conclusion

As a kind of "accelerated film", the popularity of short film commentary videos in the accelerated era has its rationale. The acceleration of technology has accelerated the production speed of film images, and ordinary audiences can produce a considerable number of short film commentaries in a short period of time. Video, and spread rapidly through the mobile network, the acceleration of social change makes audiences more favor this fast-food-style knowledge dissemination method. At the same time, it fully adapts to the time structure of contemporary society, using fragmented time to provide the audience with instant satisfaction. Through the perspective of acceleration theory, we can also discover the hidden problems behind the short film commentary. It destroys the self-efficacy of the audience by hindering the two-way interaction between the audience and the image, and at the same time deepens the experience of time alienation. Short film commentary videos are protected works under the Copyright Law, provided they meet the requirements of the originality of the work. The short-sighted video of the film commentary is based on the original film and meets the requirements of the secondary creation. After comparing the deductive works with the parodic works, it is found that the film works are more in line with the inherent requirements of the deductive works. On the basis of our country's laws, combined with the "three-step test", after analyzing the short video of film commentary, it is concluded that the short video of film commentary is not a reasonable use of the film. The protection of film copyright requires the participation of multiple social subjects, rather than relying solely on the strength of one party. In addition to the above-mentioned good effects, the disadvantages of the impact of online film and television fragmentation on people are also obvious. It took a long time for a movie to be filmed, so there must be places and details that need to be carefully pondered. Facing a favorite work, only by immersing yourself in it, savoring it episode by episode, and letting your heart rise and fall with the progress of the plot, can you appreciate the charm of art and accept the nourishment of culture and art. I am always accustomed to chasing dramas in a fragmented way. Although the mystery in the drama is solved, what I lose is a kind of patience, and a sensitive heart of external observation and introspection that should be expected. It is also a tragedy of contemporary society to understand the general plot of the plot for convenience and not to spend time watching a movie carefully. The psychological distance between people in modern society is getting farther and farther, because people are immersed in their own screens, and there is less and less face-to-face communication with people. Inevitably, the fragmentation of online film and television also occupies our leisure time, making us less and less connected with the people around us, and we are all immersed in our own screens. In this regard, it is advisable to set aside a certain amount of time to talk with the people around you and to accompany your family, so that you will not live in a virtual space, but live a life with a sense of existence and happiness.

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