

Research on the Global Development of Film Industry and New Media Industry in the All Media Era

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Abstract. In recent years, new media and the film industry have developed rapidly and are gradually becoming globalized. However, the globalization of new media and film will have a huge impact on the film industry and the economy in different ways. Through the analysis of literature and global economic trends, this paper concludes that film globalization and the development of new media will have more positive impacts than negative impacts on the global economy and the film industry. The globalization of film and the birth of new media will make a huge contribution to the development of the global economy in terms of consumption, investment, import and export, and unemployment. Although there are still many disadvantages in the film and new media industries, if they are actively rectified and more strict and reasonable regulations are appropriately added, these two industries will bring more contributions to the world. The development of the film and new media industry has more advantages than disadvantages for the development of all aspects of the world.

Keywords: Film industry, global economy, new media industry.

1. Introduction

In recent years, the film and media industry has developed rapidly. While making continuous progress, the film and media industry is also getting closer to globalization. From the beginning, movies were only shown domestically, but now excellent movies are available for people from all over the world to watch in movie theaters. The growing film and media industry has brought more and more entertainment options for people. Also, the development of the film and media industry is not only about the progress of movies but also the growing strength of the new media industry today. In people's lives, people spend more and more time on short video apps, which also makes the new media industry grow stronger day by day. Therefore, how does the development of new media help the economy? It can be seen that the short video platform not only provides a platform for people to entertain but also allows people to shop, chat, and provide people with more optional careers (such as anchors) on the app. Therefore, it can be said that the film and media industry not only bring joy to people's lives but also makes great contributions to the global economy. So, how did the film and television media industry progress step by step, and what impact did it have on the global economy during this period? Also, what problems will exist in these progress and developments? The answers to these questions will have great research significance for the future global economic progress and the progress of the film and media industry. Therefore, this article will conduct a comprehensive analysis of the development and progress of the film and television industry and the problems that still exist.

2. Literature Review

2.1. The History of Movie

The film industry began in 1891 when Thomas Edison, together with William Dickson, invented the Kinetoscope, but this kind of projector can only allow one or two people to watch movies at a time [1]. Therefore, in 1895, the French brothers Auguste and Louis Lumière invented the Cinématographe (a light movie projector) and achieved great success. As time went on, at the end of the 19th century, Méliès, a former magician, invented the “trick film,” which made great progress and changes in the film industry. People began to be dissatisfied with watching real scenes filmed

stories and began to use special effects to make the movie more vivid and interesting. With the development of the film industry, more and more people have seen the development prospects of this industry, and more and more film companies have been born. The Hollywood of global civilization thus began to grow and prosper. However, in the 1930s, due to the failure of people's research on color movies, the movie industry gradually declined. It was not until the end of the 1940s that color film largely replaced black and white film. After that, the film industry was also affected by events such as World War II, but in the end, it was making steady progress. Governments around the world have seen the benefits that this emerging industry has brought to the world, so the film industry has become more and more formal, and more laws and regulations have been introduced to maintain order in the industry. Nowadays, the film industry is also developing steadily and gradually going global.

2.2. Film Globalization

Mingant and Tirtaine examine the issues that arise as the film industry becomes more international [2]. The author indicated that the internationalization of movies has made the boundaries of movies more and more blurred, making it difficult for people to define the true nationality and culture of movies. However, while these problems exist, the global economy has also developed greatly because of the globalization of movies. Soonph-Phansofa analyzes the film industry and economic changes in the United States and concludes that film globalization has brought a lot of help to both the economy and the film industry [3]. After the globalization of American films, the profits of the film industry have greatly improved, which has allowed more films to have more budgets, which is why the globalization of films will bring progress to the film industry and the economy. Kim and Parc analyze the changes in the global film industry and conclude that globalization is of great help to the development of the film industry in many ways [4]. For example, in terms of funds, globalization has brought more opportunities and investment to many countries with underdeveloped film industries due to insufficient funds, and to some extent, this has also stimulated economic development. It can be seen in these three studies that the authors agree that although there are some cultural problems in film globalization, globalization has made great contributions to the development of the economy and film industry.

2.3. Economic Impact

In the research of "Economic Impacts of Pyewacket", the author analyzed the economic impact of the Canadian horror film *Pyewacket* and concluded that the development of the film has made a considerable contribution to the economy [5]. The production of a movie develops the economy by providing more jobs for more people, encouraging people to buy movie tickets exporting movies to bring income, and so on. By analyzing Turkey's film industry and economic situation, Ahmet Incekara, Sefer Sener, and Hobikoglu conclude that the development of the film industry promotes the development of the cultural economy and helps the education industry - the emergence of film-related majors - helps the economic development [6]. It can be seen that the authors all believe that the globalization of film has great benefits for the development of the world economy. This article has the same conclusion as these two documents, but this article will then analyze in depth how film globalization affects the economy, making economic changes clearer.

2.4. New Media

Muzammil analyzes the current situation of the new media industry and concludes that while the development of the new media industry brings convenience to people's lives, there are also many disadvantages, such as making teenagers excessively addicted to the Internet and ignoring their studies [7]. By analyzing the new media industry and the importance of interactivity, Rafaeli concludes that the new media industry has made a huge contribution to enhancing the interaction between people [8]. From the point of view of the authors of these researches, it can be seen that the development of new media has advantages and disadvantages. This study will deeply analyze the specific problems and contributions of new media. According to the existing literature, specific

improvement suggestions are given on a deeper level to solve the problems still existing in the new media and play a role in promoting strengths and avoiding weaknesses.

3. Analysis and Discussion

3.1. Cultural Diversity

In the era of progressive film globalization, more and more films profit through import and export, but globalization also provides more and more film companies with the opportunity to shoot in other countries or even film in the background of other countries' cultures. To some extent, it can also be said that inappropriate filming can cause cultural clashes as well as cultural invasions. In the article "Global Film and Television Industries Today: An Analysis of Industrial and Cultural Relations", the author mentioned that the globalization of the film industry may have a negative publicity effect on the cultures of various countries and the national borders of films will become very blurred. Many films are advertised to be shot in countries with developed film industries such as the United States to attract more audiences for profit, but the producers of these films may not understand American culture and people's way of life. This may cause many audiences who are watching movies disappointed later. This kind of propaganda can also be said to mislead the audience to obtain benefits, which is very detrimental to the development of the film industry.

Also, will film globalization lead to higher profits and better publicity for all films? The answer is no. While exporting movies, more overseas publicity expenses will be incurred, but more audiences for movies are still overseas natives. If the film is exported to a country with a small population native, the box office may not reach the expected value. Although the promotion of domestic films overseas is a kind of cultural export and promotion, in some relatively backward countries, there may not be so many people willing to accept different cultures, and they may even think that this is a kind of cultural invasion. This may lead to a negative impact on the country.

3.2. Economic Impact

Unlike the impact of globalization on the film industry, the globalization of film is far more beneficial to the economy than harmful. The globalization of film will bring about many changes in the mode of film shooting and publicity. The following analysis will be carried out according to different aspects of economic growth.

3.2.1. Employment

The globalization of film has created more jobs around the world, helping to reduce unemployment and boost people's incomes. Making a film requires actors, producers, extras, crew, and more. After the screening, positions such as conductors, projectionists, and propagandists will be created. However, when the film is shot overseas, there is a great possibility of increasing local group performances, local venue maintenance personnel, and personnel needs due to issues such as accommodation and food. When promoting films overseas, positions for promotion staff will also be provided overseas. When the film is exported overseas to seek higher profits, it also brings more job demand to the country where the film is imported, which reduces the local unemployment rate and increases the average income. When people's average income increases, purchasing power, investment rate, etc. will also increase, and the economy will be greatly promoted.

3.2.2. Import and export

The globalization of film also promotes the import and export of films. When the film is exported overseas, the film company will obtain higher profits through the overseas box office and the purchasing power of overseas peripherals. Figure 1 below shows the box office revenues of domestic films and overseas films in Turkey. The box office revenues of overseas films have steadily increased. When corporate profits increase, it also boosts the economies of both exporting and importing

countries. It has greatly improved people's living standards and provided more choices for people's lives and entertainment.

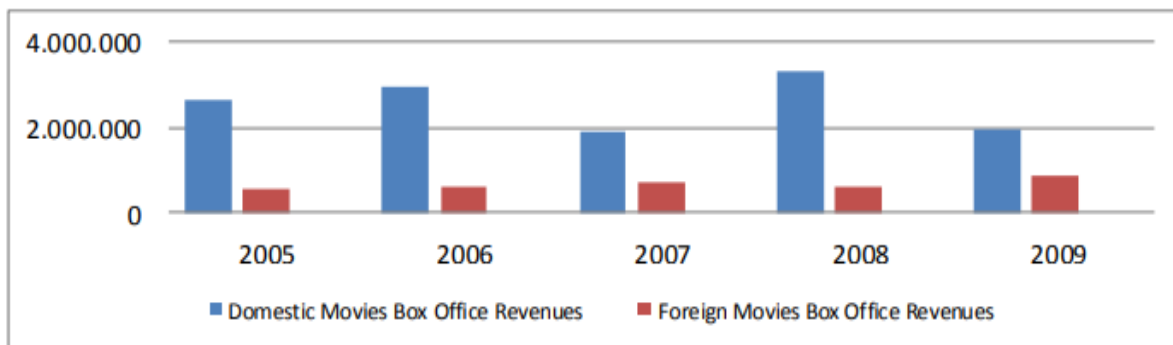


Figure 1. The movie box office revenue in Turkey (Data from Box OfficeTurkey) [6]

3.2.3. Investment

As mentioned above, the export of films will provide higher profits for the film companies, however, these extra profits will also bring more funds for the film companies to invest in the creation of films which will also contribute to economics.

3.2.4. Consumption

As for consumption, the overseas export of movies will greatly increase the amount of people's consumption, such as buying movie tickets and snacks when watching movies. Moreover, exporting films overseas will also bring more consumption to film companies, such as venue rental and theater rental. These consumptions generated by the globalization of movies have also greatly helped economic development.

3.3. New Media Development

The birth of new media has had a considerable impact on the film industry and the global economy. New media has brought more and more convenient ways of entertainment to people's lives. Through new media, people can chat with family and friends online, communicate with people from all over the world, and obtain world information for the first time. More and more people can also participate in the creation of their short videos and publish them on platforms such as TikTok, which brings more opportunities for people to show themselves. However, the birth of new media has also brought many disadvantages, such as the competition in the media industry has become more intense, misinformation and bad information are easier to spread on a large scale on the Internet, and so on. On the one hand, these disadvantages will intensify competition, and on the other hand, they may cause adverse effects on the physical and mental health of young people. But despite all the disadvantages of the new media industry, why is it still developing steadily? Because the new media industry has a considerable impact on the development of the national economy and the film industry.

3.3.1. Film industry

The birth of new media has brought a lot of help to movie promotion. Nowadays, movies can be advertised on major short videos and official accounts to achieve the purpose of promotion. However, nowadays these new media platforms have penetrated people's lives, and almost everyone's life and entertainment are inseparable from these platforms, so the effect of publicity has also been greatly improved. For example, in the Chinese movie "No More Bets", which has exploded recently, the film's publicity team released many promotional videos and classic movie clips on the short video platform, and launched anti-fraud promotions on major public accounts, and these promotions have also received positive feedback. return. The movie has been released, and in just a few days, the box office of "No More Bets" has risen to the 19th highest box office in the history of Chinese movies [9]. It has to be said that the publicity method of new media has brought a lot of influence and help to the film industry.

3.3.2. Economic outcome

The new media industry seems to be just a way of people's lives and entertainment, but behind this industry, people have made a lot of contributions to the economy while entertaining. Like the analysis of economic impact, in terms of consumption, unemployment rate, investment, and import and export, new media, like the globalization of movies, have made a huge contribution to the world economy. In terms of the unemployment rate, the new media industry has provided people with many new jobs, such as anchor, support, operation, and new media company staff positions, which have effectively reduced the unemployment rate in countries around the world. In terms of consumption, people can easily and conveniently shop on new media platforms, and even buy higher-quality goods at lower prices, which also means that a country's purchasing power has been greatly improved. In terms of investment and import and export, the new media platform's investment in overseas commodity imports and exports and overseas factories has also promoted the economy at the same time [10].

It can be seen that the development of the new media industry is not without reason. Its birth is gradually replacing the old media. More and more people choose to read electronic articles instead of physical books and watch movies online instead of buying CDs. Online resources are convenient, fast, and cheap, which is the main reason why traditional media will be replaced.

4. Suggestion

4.1. International Film Regulation

To change the cultural conflicts and national ambiguities in the film industry, international film organizations can contact governments of various countries to introduce stricter film regulations and cultural copyrights. For film regulations, restrictions on publicity can be added, and film companies of various countries need to obtain the approval and consent of other countries before they can use their country for publicity. Also, the culture of various countries can be endowed with copyright. If a film company wants to use it as a theme, it needs to negotiate or purchase it. Such regulations can limit the misleading and malicious propaganda of movies to a certain extent and can also avoid cultural conflicts.

4.2. Global Economy

Although the globalization of film has brought a lot of improvement to the global economy, more efforts and changes can be made to maintain the continuous progress of the economy. For example, more data analysis can be done on this country before exporting movies to ensure that exporting to this country will indeed bring more benefits rather than losses. In addition, overseas publicity can also be increased so that more foreigners can see the excellence of domestic films. By adding an English-dubbed version, more foreigners can have a better movie-watching experience instead of giving up watching movies because of language barriers. This is done very well in China. Most foreign films exported to China will have Chinese dubbed versions. However, there are very few foreign languages dubbed versions of Chinese films exported overseas. This is also a major deficiency of Chinese film companies in overseas promotion so that overseas Chinese film is more watched by overseas Chinese than local foreigners.

4.3. Law and Regulation on New Media

After all, the new media industry has developed in recent years, so laws and regulations are not perfect enough, resulting in much wrong and even illegal information being spread wantonly on new media platforms. Therefore, it is very important to improve the new media industry regulations and rectify short videos and official account platforms. This can help reduce negative messages and give parents more confidence that their children are watching and relaxing on these platforms.

5. Conclusion

In conclusion, the globalization of film and the birth of the new media industry have a profound impact on the film industry and the global economy. Although film globalization will cause negative impacts such as cultural conflicts in the film industry, it also better promotes domestic films overseas, allowing more people to see the development and growth of domestic films. Moreover, the contribution of film globalization and the new media industry to economic progress is worthy of attention and analysis. They all contribute to the economy to varying degrees through employment, consumption, investment, and import and export. Nowadays, people's entertainment methods are gradually internationalized and diversified due to the development of movies and new media. However, internationalization will also bring many international problems, so stricter laws and regulations are very necessary. While improving the interaction between people and improving people's living standards, it is also necessary to ensure that cultural conflicts and economic conflicts are avoided. Conflict issues. However, in general, the development of the film and media industry is still very impressive.

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