Research on the Development Path of Urban Documentary Driven by New Media Technology

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Abstract: With the arrival of the new media era, the development of urban documentaries has attracted public attention with its unique form. This article outlines the impact of the new media environment on the creation and dissemination of micro documentaries, as well as the characteristics of their creation and dissemination. A city documentary is a true record of the changes in people and things that we discover. It uses real life as the creative material, real people and events as the expressive objects, and through the processing and presentation of artistic creation methods, ultimately triggers people's thinking in the form of television or movies. There is still a lot of room for effort in the operation of television documentaries in China. With the rapid development of emerging streaming platforms, the number of paid subscription users continues to increase, providing a possibility for TV documentaries to achieve stable returns. This article attempts to explain the environmental characteristics faced by documentaries in the new media environment from three aspects: production, dissemination, and industrial chain construction, as well as the changes that should be made to seek greater development. It is hoped to provide constructive suggestions for the development of documentaries.

Keywords: New Media; Urban Documentaries; Development Paths.

1. Introduction

Since the 21st century, especially in the last ten years, the most remarkable thing in the media field is the development of media integration, which has profoundly changed the form of media communication to some extent and had a far-reaching impact on all levels of the media field. Urban documentary is a real record of the changes of people and things we find. It takes real life as the creative material, real people as the performance object, and through the processing and presentation of artistic creation means, it finally causes people to think in the form of TV or movies [1]. With the development of social change, the documentary industry in China has experienced four stages: political promotion, cultural promotion, marketization and industrialization. The emergence of media integration has brought new opportunities for the development of urban documentaries in China. Media integration has not only changed the ways and means of information dissemination, but also provided a broader space for the spread of TV documentaries. At the same time, it has had a far-reaching impact on the creation mode of TV documentaries. Whether it can adapt to the changes in the media environment has become the key to the success of urban TV documentary creation to some extent [2-3]. Because the city documentary has not appeared for a long time, the academic circles do not have a clear definition of the city documentary, but they have reached a consensus on its characteristic form. Urban documentaries generally have the characteristics of long duration, low production threshold, diverse communication channels and rich personality. The duration of urban documentaries is mostly about 10 minutes, and the main body of urban documentary creation is also more yuan. In the past, the public could only watch documentaries produced by traditional media. In the new media environment, the production threshold of urban documentaries is lowered, and any life segment can be filmed as urban documentaries and preserved for dissemination [4]. Just as drama spreads in the form of TV series after being merged with TV media, documentary and new media collide, penetrate and merge with each other under the tide of vigorous development of the Internet, which pushes the development of documentary into a new era and makes traditional documentary seek a new way of communication, that is, the birth of new media documentary [5].

2. The Impact of New Media Environment on the Development of Urban Documentaries

2.1. Transformation of Creative Style

In the past, documentaries focused more on the records of great historical figures and national heroes, and the public would have a sense of distance when watching them. In the media-integrated environment, information spreads quickly and widely. A valuable media information or high-quality audio-visual works can spread to all levels of society in a very short time, and the audience can receive information content through various media of media-integrated, and at the same time, they can actively choose any information they are interested in, which is an unprecedented breakthrough in the field of communication [6]. In the context of new media, information is exploding, all kinds of information are flooding the network, and the fast-paced lifestyle has become the mainstream of the times, which has broken people's time. People are more accustomed to fragmented mobile browsing anytime and anywhere in daily life. However, the traditional documentary has a long time, which does not meet the requirements of fragmented browsing, which greatly affects its dissemination. The spread of short video documentaries on the new media platform will have more advantages, and at the same time, it can grasp the preferences and habits of the audience in the fastest and most convenient way, which is conducive to improving people's habit of watching recorded images and helping to connect with commercial products.
Therefore, documentary creation should fully consider the habits of modern people, and break the long documentary content into coherent short contents, each with its own small theme, and all the short contents can reflect the overall communication theme and idea of the whole documentary work. It can be seen that the new media provides a broad display platform for urban documentaries, and the public can release urban documentaries that record themselves or the little people around them through various channels such as social platforms, video websites and mobile clients. Urban documentaries show the public a more grounded creative direction, and at the same time, they are more easy to understand and full of personality in the expression of image language [7].

2.2. Marketization Operation

In the new media environment, urban documentaries have joined the operation of the market. In order to expand the investment return of urban documentaries and attract public viewing, urban documentary producers will start from the preferences of the public, take the needs of the public as the creative core, and produce urban documentaries that meet the needs of the public[8]. The enormous potential of new media documentaries has attracted major media platforms to increase investment in the field of documentaries. At present, Tencent Video, Youku, Mango TV, iQiyi, and Bilibili have all started to layout their own documentaries on video platforms in China. Compared to other types of audiovisual works, Tencent and Bilibili invest more in self-made documentaries. The number of self-made documentaries produced by Tencent is much higher than that of other video platforms. Compared to other types of audiovisual works, television documentaries have significant constraints in terms of creative content and dissemination channels [9]. The main channels for the dissemination of television documentaries in China are traditional mainstream television media, with a single channel of dissemination and a small audience, resulting in a large number of television documentaries not being presented to the audience. Creators and investors of urban documentaries value market feedback on urban documentaries and adjust their content in a timely manner, forming a virtuous cycle in the urban documentary market.

2.3. Generalization of Communication

The TV documentaries that the audience can access are only a few works with the advantages of TV media channel resources, and they can only be carefully calculated and carefully selected within the limited TV broadcast time, which affects the creative enthusiasm of TV documentaries to a certain extent and has a great impact on the development of TV documentaries. In addition, in the current era environment, it is an indisputable fact that the audience of TV media has lost and its influence has been frustrated, and the living situation of TV documentaries is even more worrying. When people watch a video work, it will be easier to choose a light and convenient viewing form, and this trend has become inevitable. The spread of short video documentaries on the new media platform will have more advantages, and at the same time, it can grasp the preferences and habits of the audience in the fastest and most convenient way, which is conducive to improving people's habit of watching recorded images and helping to connect with commercial products. In the Internet age, new media gives documentaries more opportunities, and urban documentaries attract a large audience and urban documentary creators with their short and pithy content, rich and diverse themes and rich communication channels. In a survey on video viewing of network users, it is shown that urban documentaries are the content that users most expect to see, accounting for as high as 37%. From this, it can be seen that urban documentaries have a significant user base in the video field.

3. The Development Path of TV Documentaries in the New Media Environment

3.1. Emphasize Innovative Concepts and Dedication

Under the background of Internet, when making documentaries, we should make them have the characteristics of full interaction and participation. Because the evolution of innovative ideas is directly related to electronic technology and new media, we should take "interconnection and interaction" as the core content of making documentaries, that is, mutual encouragement, conceptual innovation and common sharing. Documentary, as a kind of culture or art form, can be properly developed on the premise of protecting its original cultural and artistic value, and the proceeds from development can be reinvested in documentary creation. The environment of new media also provides favorable conditions for this profit model. Commercial cooperation documentaries are funded by advertisers and produced together with video websites. This new type of commercial cooperation documentary is a breakthrough for the documentary channel of video website to realize profit quickly. For example, iQiyi Documentary Channel jointly launched a self-made documentary "Another Me in the World" with Tang Daren and Aika Drinking Water, as shown in Figure 1.

![Figure 1. Documentary "Another Me in the World"](image)

"Another Me in the World" tells the story of growing up, presenting the collective portrait and youth dialogue of the post-1990s generation in the 21st century. Second, advertising title and e-commerce link implantation. The title of documentary can effectively attract the audience's attention, enhance the brand image, and make the product famous.

3.2. Expand the Application Scope of TV Documentary

Under the background of big data, the continuous innovation of information technology makes urban documentary emerge as the times require, which is relatively small for documentary creation and only shows guiding significance. For example, in the Survey of Documentary Work Image in China, people who have exceeded six floors have great interest in human history documentaries, and most
of them are men. The higher the group's calendar, the higher their awareness will be. However, due to the fact that the total number of sample surveys is only 1,000, and the geographical distribution is in the three regions of North, Guangzhou and Guangzhou, it is inevitable to arouse people's doubts. Therefore, it is very important to enhance the competitiveness of the urban documentary industry. In order to meet the needs of modern people's fast reading, we should appropriately increase the information content of titles and add fast reading questions and abstract questions. The idea of "fast reading" was put forward by Howard Finberg, an American newspaper designer, who also called it "fact/influence topic", which simply marked the main facts of the whole news report and its influence on people's life, so that readers could understand the content and significance of the news report in the shortest time.

3.3. Function Expansion

In view of the documentary in the context of new media in China, the interaction of media functions still stays on the surface. However, due to the relatively developed economic level and science and technology abroad, there have been many modes of documentary functional interaction, namely dialogue mode and text mode, experience mode and participation mode. Under the background of media convergence, the documentary jointly produced by traditional TV media and video websites has broken the previous documentary market pattern. For example, the historical documentary "Hexi Corridor" jointly launched by CCTV and Phoenix Video, as shown in Figure 2, has also received a good market evaluation.

**Figure 2. Documentary “Hexi Corridor”**

“Hexi Corridor”, a road to civilization, is a magnificent epic. When Zhang Qian, a friendly envoy of the Han Empire with pioneering and adventurous spirit, hollowed out the Western Regions, this narrow and long passage stretching west of the Yellow River began to become the journey of Jin Ge Tiema, the ancient road of business travel, and the international passage where Chinese and Western cultures blended and collided. However, there has never been a documentary with the theme of "Hexi Corridor" before. With the continuous improvement of online self-made documentary shooting and production technology, some excellent self-made documentaries launched by video websites began to be broadcast synchronously with traditional TV stations, and even some documentaries were imported into traditional TV stations in reverse. Each mode focuses on the form of expression, but there is no clear change in the core elements, that is, to promote the improvement of the audience's experience. In short, under the current background, the development of science and technology makes the documentary creation and exploration channels have unlimited characteristics.

4. Conclusion

In summary, with the development of mobile internet and social media, there is an increasing demand for diverse documentary content and formats. The new media brings more opportunities for the development of urban documentaries, and the key lies in how documentaries adapt and utilize them, which is also a requirement for documentary producers. In the era of new media, urban documentaries have gained more carriers and channels, which have had a certain positive impact on the creation and dissemination of urban documentaries. This also requires creators of urban documentaries to seize opportunities in the wave of new media, while also actively avoiding the negative effects of the market economy in the era of new media, and striving to create urban documentaries with both commercial and cultural values. Documentary production and distribution institutions need to transform according to market demand and online environment, and deeply explore humanistic value in narrative. From the production and dissemination of documentaries to the construction of the industry chain, every link should be given attention in order to achieve significant development of documentaries in the context of the new media era. Therefore, when innovating the creation of documentaries, efforts should be made to strengthen innovative concepts and urban documentaries, while reasonably integrating information technology. Only by innovating from outdated concepts can innovative ideas be integrated throughout the entire creative process, thereby creating excellent documentary works and truly exerting their important value in the cultural industry.

References