

IP Reconstruction in Film and Television

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Abstract: Recently, as the film and television industry increasingly relies on intellectual property (IP) as its core source of creativity and production, reinterpreting IP resources has become a significant trend and innovative path. This trend is particularly evident when transforming multicultural materials such as literature, animation, and classic films into new audiovisual works. The re-creation of IP is not limited to simply reproducing the original content, but more importantly, it lies in how to redefine these classics in the context of modern society and achieve integration and development between different IPs through novel perspectives and diverse forms. This article aims to explore the process of IP construction and deconstruction in the field of film and television, analyze various IP reconstruction methods currently used in film and television production, and the cultural values and social communication significance reflected behind them.

Keywords: Film and Television; IP Construction; IP Deconstruction; Refactoring.

1. Introduction

With the rapid progress of the global entertainment industry, intellectual property (IP) has become an indispensable and important component in the field of film and television production. Whether derived from classic literary works or modern anime, or transformed from original film and television projects to cross platform media content, the widespread dissemination and development of IP value have opened up unprecedented development space and challenges for the film and television industry. In this process, how to "construct" and "deconstruct" IP has become one of the core topics in film and television creation and cultural dissemination. By reinterpreting classic stories, developing multi-channel display forms for emerging themes, and enhancing audience interactive experiences, film and television works continuously explore innovative paths, endowing traditional culture with new contemporary significance in the process.

2. IP Construction in Film and Television

2.1. Literature - Film and Television

Literary works, as one of the important resources for film and television adaptation, have long been included in the creative category of audio-visual art. Many well-known classic texts, such as novels, poems, and dramas, have become cultural phenomena with profound social impact after being presented on screens. In the process of converting text into images, in order to adapt to the uniqueness of visual media, it is usually necessary to make some adjustments to the original work. The delicate psychological descriptions and inner monologues in the original work are often difficult to directly convert into visual expressions. Therefore, movies or TV dramas use various techniques such as composition, background music, actor performances, and camera usage to convey the emotions and ideas contained in the original text. This transformation process is not just about simply reproducing the story plot, but more importantly, how to use audio-visual elements to explore and showcase the core themes and emotional experiences hidden between the lines,

in order to stimulate the interest and resonance of a wider audience. Based on literary materials, film and television production is a very common and effective method, and its success largely depends on whether it can faithfully preserve the spiritual essence of the original work, and combine it with advanced technology and narrative strategies to innovate and interpret it.

2.2. Anime - Film and Television

As an important source of intellectual property, the transformation of animated works into the film and television industry contains enormous cultural and commercial value. This type of work, with strong visual impact and innovation, constructs colorful worldviews and character settings through cartoon art, special effects technology, and unique storytelling techniques. With the advancement of globalization, more and more animations are being adapted into live action movies, animated feature films, or TV series, thus reaching a wider audience. The most crucial aspect in transforming animation into film and television works is how to remain faithful to the original work while fully utilizing contemporary film and television technology for creative interpretation. The imaginative worldviews and character images in animation often have strong visual effects, but to reproduce them in live action films, advanced computer-generated image technology and makeup techniques are needed.

2.3. Film and Television - Film and Television

The construction of IP between film and television works refers to the conversion and continuation of different film and television contents through various means. This type of construction is not limited to the production of sequels or prequels, but also includes forms such as reboots, remakes, and reproductions. In this process, creators usually innovate and reconstruct the original materials to better meet the needs and preferences of contemporary audiences, thereby endowing them with new vitality. The development of film and television IP can be expanded through various forms. For example, classic movies can develop more complex plot clues and character relationship networks by shooting sequels, prequels, or spin off series, thereby enriching the original story content. In addition, "reboot" is also a common construction strategy, which involves retelling a story from a

new perspective, often using modern techniques to interpret it, so that the IP can better meet the aesthetic expectations of the current audience. Through this method, IPs that may have become outdated can be rejuvenated and attract a new generation of viewers.

3. The Reconstruction of IP by Film and Television

3.1. Classic Reconstruction of Today's Context

The reinterpretation of classic intellectual property works in the contemporary context refers to artists placing traditional masterpieces in the current cultural context when adapting them, injecting new interpretations and forms of expression into the original work. This method not only reflects innovative interpretation of the original story and characters, but also demonstrates the interaction between traditional values and modern thinking.

In the contemporary context, reinterpreting classic IPs can be approached from multiple perspectives, mainly involving modernizing the storyline, reshaping character personalities, and innovating creative techniques. Taking the classical literary masterpiece "Journey to the West" as an example, it has undergone multiple film and television adaptations, and "Journey to the West" is one of the successful attempts. The film creatively recreates characters such as Sun Wukong and Tang Monk from the original work, giving them a new appearance that is in line with modern emotions and values. In this movie, the character of Sun Wukong goes beyond the traditional positioning of simply 'subduing demons and monsters', showcasing richer humanistic traits such as a complex emotional world, yearning for a free life, and determination to resist the constraints of fate. This approach of deep character exploration not only preserves the essence of the original work, but also makes the story more in line with the spiritual needs of the current audience. In addition, as an example of integrating modern workplace culture into traditional palace narratives, the plot development and personal image portrayal presented in "Yanxi Palace" are full of distinct characteristics of the times, even though its setting is still within the Qing Dynasty palace. Especially female characters, when faced with power struggles, exhibit greater autonomy, wit, and the ability to handle complex interpersonal relationships, forming a strong contrast with the common image of weak and vulnerable women in previous TV dramas. Through this artistic approach, not only can the audience appreciate the intensity and subtlety of power games in the historical context, but they can also find resonance points in the current workplace environment. This drama builds a communication bridge between the past and present by innovatively interpreting the daily life of ancient royal families, thereby enhancing the vitality of cultural heritage. In summary, such methods of recreating classics based on the current social environment have important cultural value. It helps to adapt ancient stories to the requirements of the new era and prompts people to examine the value of traditional culture and its representative works from a new perspective. In this way, those long-standing intellectual property rights can continue to be active in today's society, becoming an important link between the past and the future.

3.2. The Blending of IP - IP World

In recent years, a significant trend in the creative process of film and television works, especially in science fiction and

superhero themes, is to combine or integrate different intellectual property (IP). This approach aims to construct a grand narrative space by integrating multiple independent story elements, thereby transcending the limitations of a single IP, achieving interaction and interweaving across works and even plot lines, and ultimately forming a more diverse and structurally complex "IP universe".

A notable example of IP convergence is the Marvel Universe, which centers around the Avengers series and cleverly weaves together numerous superhero characters and their storylines to construct a grand fictional world. Marvel's achievement lies in its ability to combine various comic book IPs through careful planning and cross work design, allowing originally independent characters and plots to coexist and develop in a shared universe. Through independent films such as Iron Man, Thor, and Captain America, Marvel has established their own background settings and narrative stages for these characters; When they gather together, they create a novel experience that is more intricate and layered than a single story. This integration not only enriches the audience's audio-visual enjoyment, but also brings considerable economic benefits to the company. By utilizing diverse plot clues and character settings, the integration of the IP world not only allows viewers to enjoy more diverse entertainment content in a vast and boundless virtual space, but also challenges the limitations of traditional film and television narrative methods. In the Avengers series, the audience witnesses the growth process of specific characters and the challenges they face, and through their interactions, they see the interaction and collaboration between different IPs, which creates a resonance effect that transcends media forms and cultural boundaries. This type of IP fusion strategy reflects the high attention paid to cross media and cross platform resource integration in the contemporary film and television production field. It not only deepens the emotional connection between the audience and the original IP, but also opens up a broader development path for the cultural industry. Under the trend of globalization, this type of IP integration and expansion promotes cooperation and communication in the industry, and enables people from different cultural and linguistic backgrounds to achieve cross-border communication and interaction through a common IP platform.

3.3. Re Interpretation of IP - Netizens' Interpretation of Characters in Movies and TV Dramas

With the widespread use of social media and Internet platforms, the interpretation of the meaning of film and television works is no longer limited to the original author. Audiences and online users actively participate in the process of IP content analysis through various channels, including but not limited to discussions on social media, professional film review writing, online forum communication, and re creation based on existing materials, forming a bottom-up interpretation trend.

During this process, the audience's understanding of the characters in film and television often goes beyond the boundaries of the original work, adding new perspectives and meanings to these characters. Take Game of Thrones as an example. After the play was broadcast, many fans widely discussed and reconstructed the role image of the play through the Internet platform and social media. Although the final plot did not fully meet everyone's expectations, online,

people conducted extensive character analysis and carried out secondary creative activities around the fate of the characters. This interpretation not only provides characters with a richer emotional dimension, but also further expands the cultural value and social influence of IP through online forms such as "fan works" and "role-playing". The re-interpretation of IP with audience participation breaks the fixed pattern between creators and audiences in the past, promoting the formation and development of cultural diversity. With the help of the audience's secondary creation, classic film and television works have gained more open and interactive forms of expression. Creators can obtain feedback information from it, understand the interests and preferences of different groups, adjust their creative style accordingly, and produce works that better meet market demand. In addition, the audience's different views on the characters also break the traditional framework of single interpretation, demonstrating the diversity of ideological communication. For example, some characters may be seen as heroes by some people, but in the minds of others they may be villains or tragic existences. It is through such multi-dimensional understanding that the public can have a deeper understanding of the complexity of the characters, thus generating more resonance points and thinking space when watching the film. This type of IP re-creation is not limited to reshaping character images, but also includes reinterpreting the main storyline, thematic ideas, and other aspects. With the active participation of the audience in content interpretation, the cultural connotations carried by film and television works can be continuously excavated and updated, thereby promoting the widespread dissemination and profound influence of IP in the entire social and cultural field.

4. Conclusion

In film and television works, the reconstruction of intellectual property (IP) is not simply a destruction or challenge to the original work, but represents an innovative reinterpretation. Through the reconstruction of classic stories, the integration of different IPs, and the development of cross-media narrative universes, coupled with audience participation in re-creation, these film and television works can continue to rejuvenate and explore a wider range of cultural and commercial fields. This kind of reconstruction not only gives traditional works new vitality and value, but also enhances the deep interactive experience between the audience and the content. With the advancement of technology and the evolution of social and cultural needs, the practice of IP reconstruction in the future film and television industry will demonstrate more diverse innovative trends, with unlimited development potential in the film market.

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