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Research on Micro Film Literature Creation in the Digital Era under the Background of New Generation Artificial Intelligence: Case Study Based on Aurora Night University Micro Film Festival

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Abstract: With the rapid development of the new generation of artificial intelligence, the creative methods of film and television literature are also undergoing an unprecedented paradigm revolution, with the creative subject shifting from "human" to "human-machine integration". This study suggests that with the continuous deepening of intelligence and the popularity of short videos as a medium, microfilms with brands as the core are becoming a new trend in film and television literature. This type is gradually becoming a new category that connects brands with potential consumers. This article aims to study the application prospects of AIGC technology in assisting film and television creation and analyze the value of intelligent technology in microfilm in conjunction with the Aurora Night · University Micro Film Festival.

Keywords: New Generation Artificial Intelligence; Microfilm; a Literary Creation; University Micro Film Festival.

1. Introduction

In July 2017, China issued a notice on the development plan for the new generation of artificial intelligence, emphasizing the need to seize major strategic opportunities in the development of artificial intelligence, build a first-mover advantage in the development of artificial intelligence in China, and accelerate the construction of an innovative country and a world science and technology powerhouse. In recent years, the application of AIGC marks the official entry of a new generation of artificial intelligence from the 1.0 era into the 2.0 era, with the latest technologies such as generative artificial intelligence rapidly integrating into various fields. In the field of film and television literature creation, this technological trend has brought unprecedented opportunities and triggered profound thinking. Compared to longer video dramas, microfilm has a shorter production cycle and lower cost. By creating high-quality IP and a boutique route, the microfilm can enhance its cultural connotation and attractiveness, and achieve cross-cultural communication through emotional resonance and cultural identity, becoming an emotional bond connecting different cultures. Microfilm marketing combined with localization and globalization can accurately grasp the needs of different markets. At present, microfilms are increasingly popular among global audiences due to their innovative ideas, excellent production, and moderate duration, demonstrating broad prospects for going global. In the future, through overseas marketing and promotion, more global audiences will learn about China's excellent microfilm works, enhancing the influence of Chinese brands and culture in the international market.

The creation of film and television content has always been a field that urgently requires creativity and artistry, traditionally relying on the creator's talent, experience, and rich imagination. At the same time, with the rapid development of technology, the rapid rise of artificial intelligence (AI) technology is bringing unprecedented changes to the production of film and television content. This study attempts to analyze in depth the strategies of AIGC for intelligent communication, focusing on the application of artificial intelligence technology in brand microfilm creation, and exploring its impact on the early, middle, and late stages of attribute creation. At the same time, starting from the entire chain of attribute production, shooting, and distribution, specific application cases in these fields are explored in depth, as well as the potential impacts and limitations behind them. At the same time, this paper will also pay attention to the ethical and humanistic challenges that artificial intelligence may pose in microfilm creation, providing a new perspective for practitioners engaged in microfilm literary creation. This study focuses on AIGC technology driving the artistic creation of brand microfilms, aiming to understand how artificial intelligence technology changes the face of brand microfilm creation and how to find a balance between pattern innovation and adherence to tradition.

2. Literature Review

Microfilm is a short theatrical form that typically features a compact plot, limited characters, and simplified scenery. It can quickly convey the core of the story, and adapt to the fast-paced modern lifestyle and users' fragmented consumption habits. The characteristics of the microfilm include a compact plot, vivid characters, and concise dialogue, which can bring the audience a complete story experience in a short period of time. As a product of the development of new media technology, microfilm brings users a brand-new information-receiving experience, and also provides an entry point for more and more brand companies to go global for marketing. This study conducted a detailed qualitative analysis of the attributes, audience response, and playback data of micro films, and combined quantitative data collection such as user interaction and brand exposure to evaluate the actual effectiveness of artistic strategies. Its development model largely continued Hollywood, which enabled South Korea to

achieve swiftly important results in popular music and film production (Oh & Park, 2013). For instance, the "Korean Wave" culture was also once regarded as the most important national soft power of South Korea (Oh & Lee, 2014).

Microfilm is different from traditional audiovisual works in that it maximizes emotional return and conceptual communication with minimal time investment, and greatly tests the creator's ability to clearly express the story within a limited time in terms of camera language, spatial relationships, editing techniques, and other aspects. Compared to traditional advertisements and promotional videos, microfilms have more storytelling and appeal. On various overseas short video platforms, a large number of microfilm attribute producers are emerging, who cleverly package brand advertisements as microfilms for marketing overseas. With the changing demand for information among people, microfilm marketing has entered a new stage of specialized and refined development from the past large-scale and extensive growth. China's public diplomacy approach, which has shifted from advertising Chinese as the country's major source of soft power, promoted China's models of domestic and global governance (D'Hooghe, 2021). Audiences are increasingly accustomed to viewing the dissemination of microfilm art in film and television with the perspective and mentality of art appreciation and consumption. Therefore, brand owners should not only stay in the past promotion methods and dimensions but also bring users shocking artistic sublimation through unconventional audio-visual art, thereby achieving the maximum effect of brand marketing.

The demand for artistic attributes in the microfilm market is also one of the current research hotspots. TikTok's data shows its strong influence among young users, providing a basis for analyzing the needs and preferences of young audiences for the artistic brand microfilm in this study. These young user groups have strong consumption willingness and ability and generally have high cultural and aesthetic levels. They attach great importance to product quality and focus on the aesthetic construction of artistic communication, manifested as visual acceptance and creativity. This paper depicts how the case of Germany contributes to the understanding of China's public diplomacy on Twitter, by showing its country-specific communication strategies (Tseng, 2023).

The new microfilm production model will rapidly establish a multimedia communication system under the influence of AIGC, and its development has gone through four stages: rule-driven experiments, the rise of machine learning, the revolution of deep learning, and breakthroughs in generative intelligence. It has developed at three levels: producers, production methods, and attribute consumption. In the increasingly competitive film and entertainment market, production companies face several major challenges: firstly, the lack of creative ability, often making it difficult to innovate. Secondly, the high production cost and lengthy production cycle have affected the return on investment of the project. In addition, the increasingly segmented audience also makes it difficult for film and television companies to meet the requirements of personalized attribute recommendations. In recent years, the breakthrough progress of artificial intelligence in fields such as computer vision, natural language processing, and machine learning has injected new momentum into the intelligent transformation of film and television content production. For instance， CGTN-Español has been affected much by the 'media going-out' policy, while it is obvious that this policy showed a China-focused and culturally adapted offering, which contributes to the achievement of the policy goal (Ye & Albornoz, 2018). For example, AI technology can help creators discover new creative ideas and thematic directions by analyzing a large number of film and television works; In terms of visual effects production, AI algorithms can automatically generate realistic special effects scenes, reducing the complexity and time cost of manual operations; In terms of personalized recommendations, AI algorithms can intelligently recommend movies and TV shows that meet the preferences of users based on their viewing history and interests. Artificial intelligence can use big data and algorithms to optimize attribute creation, visual effects generation, personalized recommendations, and other technologies, solving many pain points in traditional creative models.

3. Methodology

3.1. Comparative Analysis Perspective

With the acceleration of globalization, cultural exchanges between different countries and regions are becoming increasingly frequent, which has raised higher demands from overseas audiences for the quality and artistry of attributes. The brand microfilm, as an important form of communication, needs to pay attention to exploring cultural connotations and innovating artistic expressions in the process of going global, in order to better adapt to the needs of users in different cultural backgrounds. Yu Rui (2021) pointed out in his research that in order to expand the understanding and recognition of China's cultural history and value system by other countries, and eliminate misunderstandings and biases, we need to strengthen the leading role of art in cross-cultural communication process of Chinese culture, package and innovate Chinese culture artistically, and use "artistic" communication strategies to form a three-dimensional structure of global recognition of Chinese culture. Wang Yong et al. (2021) believe that art, as one of the new means of brand communication, plays an important role in shaping brand image.

From this, it can be seen that the research on the microfilm attributes of overseas brands and the demand for artistic microfilm in overseas markets have become important topics in the current field of brand communication. By delving into the characteristics of microfilm attributes and the needs of overseas audiences, more scientific and effective guidance can be provided for the brand's microfilm's overseas journey, promoting the artistic and international process of brand communication. This study aims to explore the role of art communication strategies in the overseas dissemination of brand micro films, filling the gap in existing research. The purpose is to provide theoretical insights and practical guidance to help brands establish a positive image in the international market through artistic attribute creation, and achieve maximum value. At the same time, with the support of AI technology, attribute marketing has shifted from a crude and traffic-oriented model to focusing on microfilm art and creativity. Through artistic communication strategies, the quality and viewing of attributes can be improved, thereby achieving brand marketing goals.

3.2. The Approach of Data Analysis

Artificial intelligence can use user data analysis, such as Google Analytics, to understand the spread of attributes, and

use social media analysis to track users. By utilizing user viewing history, preferences, and behavior data, personalized recommendations can be made, making it easier for users to find works that match their interests. It can also push similar attributes based on analyzing the elements and trends of the work, helping users discover more related works. For example, after the launch of the Micro Film Festival, an analysis of the application of artificial intelligence technology needs to be conducted. Taking the 4th Aurora Night · University Micro Film Festival as an example, students from 262 universities collected nearly 400 works, and for the first time received submissions from students from Sungkyunkwan University in South Korea, Tsukuba University in Japan, and College London in the UK. Students from well-known universities in China, such as the Communication University of China, Fudan University, The Chinese University of Hong Kong, Zhejiang University, and Beijing Film Academy, also eagerly submitted applications.

Artificial intelligence has the ability to predict trends, push new work trailers, and adjust push strategies based on time, context, and user feedback. It can even push related works based on seasons and themes, cross-media push, such as presenting the same information in different attribute forms such as text, images, videos, audio, etc., or publishing the same information on different media platforms, encouraging users to discuss and participate in interactive sharing on different media platforms, and providing users with rich and diverse entertainment experiences.

Through speech recognition and machine translation technology, artificial intelligence can achieve real-time language conversion, perform speech synthesis, create audio works, translate works, and achieve multilingual communication. Improve the localization and international dissemination capabilities of works. This helps to expand the influence of the work and reach a wider audience.

4. Case Study: Aurora Night ·University Micro Film Festival

Aurora Night · College Student Micro Film Festival "is a cultural event that collects microfilm works from college students across the country. It has been successfully held for six sessions since 2019. The first event was hosted by Hefei Yishe Media Co., Ltd. and successfully concluded on January 11, 2019, at the Hefei Television Radio and Television Media Center in Chaohu Economic Development Zone, Anhui Province. Subsequently, the scale and influence of the event expanded year by year, and the second to fifth editions were jointly promoted by different organizers, with Hefei Yishe Media Co., Ltd. continuing to serve as the organizer. Previous events have attracted active participation from over 400 universities worldwide, collecting more than 500 entries, including outstanding works from renowned universities such as Peking University, Tsinghua University, Communication University of China, Fudan University, Central Academy of Drama, University of California, Beijing Film Academy, and Cambridge University. On November 10, 2023, the 6th Aurora Night · University Micro Film Carnival Awards Ceremony was successfully held in Hefei, China, marking the continued development and growth of this cultural event.

Taking the 6th Aurora Night · College Student Micro Film Carnival in 2023 as an example, the microfilm festival was originally scheduled to be held on November 3rd. However, two weeks before the award ceremony, the event faced the challenge of venue replacement due to the inability of the original Chaohu Half Soup venue in Hefei to meet the needs of many foreign student teams. Fortunately, thanks to the efficient support of relevant departments in Hefei, the approval process which usually takes two weeks can be quickly completed within three working days, demonstrating the "speed of Hefei". However, due to the need for technical debugging and venue construction for the new venue, the event was ultimately postponed by one week to November 10th at the Phoenix Theater in Baohe District, Hefei City. This event attracted active students from 417 university from 11 different countries and regions around the world, including teams from over 30 985 universities such as Tsinghua University and Peking University, as well as students from internationally renowned universities such as Cambridge University and Singapore Institute of Technology. More than a hundred university student teams from all over the country gathered at the event site to participate in this grand award ceremony together.

By 2023, after five years of precipitation and accumulation, the Aurora Night · University Micro Film Festival has ushered in a shining boom. This year, Yishe people were busy and fulfilled, finally launching the "Aurora Night into Campus" activity. The organizers carried excellent award-winning teams from previous years to major universities across the country for exhibition tours. Everywhere they went, they won strong welcome and unanimous praise from teachers and students of universities. Finally, their footsteps extended to the Beijing Film Academy, which is known as the temple of film art, to appreciate the unique charm of short film creation with teachers and students. Microfilm, as an emerging art form, is increasingly favored and sought after by young audiences for its unique narrative style, refined expression techniques, and profound thematic connotations. Through this campus tour event, the organizers deeply felt the enormous potential and infinite possibilities contained in microfilms.

In the future, as the application of Sora's big model in film and television production gradually matures, the "Aurora Night · College Student Micro Film Festival" may further fully consider the application value and prospects of this technology in microfilm. Artificial intelligence itself lacks experience and insight into life, making it difficult to engage in deep-level artistic creation. Artificially collected and generated attributes are prone to fake news, resulting in privacy breaches and data biases. The participation of artificial intelligence in creation may lead to standardization and industrialization of works, weakening the artistic quality of works. Therefore, the attributes generated by artificial intelligence are still difficult to achieve deep innovation and artistic expression and do not have the ideological and emotional experience of human authors. This is also the original intention of the Aurora Night College Micro Film Festival, which insists on creating a fair, just, and pure stage for young people with artistic dreams, and providing a platform for contemporary young people to communicate and learn from each other.

5. Findings & Discussion

5.1. Findings

Firstly, provides new ideas for the creation of film and television literature in the era of artificial intelligence. The

rapid development of the new generation of artificial intelligence has an undeniable impact on microfilm literary creation in the new era. This impact is not limited to the popularization and application of text mining and tool platforms but also includes the enrichment of creative subjects. With the intervention of generative artificial intelligence, machines have already gained a certain degree of autonomy. Brand microfilm and other forms of film and television literature play a pivotal role in the field of literary creation due to their innovative visual arts, broad audience scope, and rich cultural attributes. This project objectively reviews the current situation of film and television literature creation in the era of artificial intelligence, evaluates the risks and challenges of the integration of artificial intelligence and film and television literature creation, explores and extracts important application methods of artificial intelligence technology in film and television literature creation, provides new ideas for the integration of literature and art with new generation artificial intelligence technology, and provides positive references for the future development of artificial intelligence in the field of film and television literature creation.

Secondly, attribute generation and productivity improvement. Traditional brand microfilm creation often requires a lot of manpower, material resources, and time, while artificial intelligence technology can automatically generate attributes, providing powerful assistance to creators, greatly improving creative efficiency and reducing costs. Through artificial intelligence technology, evaluations of scripts, character designs, scene settings, and other attributes can be quickly generated, providing a reference for creators in multiple stages such as creation and modification, and unleashing more creative possibilities.

Again, creative optimization and personalized recommendations for users. Artificial intelligence technology can explore user preferences and trends through big data analysis and algorithm models, providing creative inspiration and optimization directions for brand microfilm creation. By analyzing massive amounts of data, creators can keenly capture potential audience needs and market trends, thereby improving the targeting and attractiveness of their creations. Artificial intelligence can assist in achieving personalized recommendations and customized services, enhancing user experience and stickiness. In the creation of brand microfilms, the plot direction and character settings can be adjusted according to users' interests and feedback, making the audience more engaged and involved.

Finally, optimizing the entire chain and implementing intelligent distribution. Artificial intelligence technology can achieve intelligent management of the entire chain of brand microfilm creation, including attribute generation, shooting, editing, distribution, and other links. Through intelligent analysis and management, the new generation of artificial intelligence can help improve creative efficiency, reduce costs, achieve precise distribution and promotion of attributes, maximize the influence of brand microfilms, and improve communication effectiveness in a targeted manner.

5.2. Research and Discussion

Firstly, in terms of brand marketing - expanding international markets and enhancing brand influence. Through the application of artificial intelligence technology, brand microfilm creation can more accurately target audiences, enhance the attractiveness and dissemination effect of attributes, and thus improve the competitiveness and influence of the brand in the market. At the same time, artificial intelligence technology can help brand microfilm creation achieve intelligent differentiation, achieve more effective cross-cultural communication and global marketing, create a globally influential brand image through emotional resonance and cultural identity, and expand international markets.

Secondly, in terms of the economic sector - improving production efficiency and promoting the digital transformation and upgrading of the film and television cultural industry. Artificial intelligence technology can achieve intelligent management and optimization of the entire chain of brand microfilm creation, improve production efficiency, and reduce costs, injecting new vitality and momentum into industrial development. At the same time, the application of artificial intelligence technology helps to supervise and control the quality of film and television works, effectively promoting the digital transformation of the cultural industry. The combination of traditional culture and modern technology not only accelerates the production of high-quality cultural products but also effectively expands the audience through digitalization. The analysis of audience preferences promotes personalized recommendations, which can enhance the development prospects of the film and television industry.

Thirdly, in terms of social and cultural aspects - promoting cultural innovation and enhancing the development quality of film and television literature creation. The integration of artificial intelligence and film and television literature can help promote the inheritance and innovation of culture. The intervention of AI brings new ideas to creators, reduces the burden of simple and repetitive labor, presents more diverse forms of creative attributes, injects new vitality into the innovative development of film and television literature, provides new creative and expression methods for brand microfilm creation, promotes cultural innovation and artistic practice, and injects new vitality and momentum into the development of the film and television cultural industry in the intelligent era.

6. Conclusion

Through literature review, the current production process of AI brand microfilms may involve the application of various artificial intelligence technologies, such as natural language processing, computer vision, etc. This technological innovation helps to promote the development of film and television production technology, improve production efficiency and cost-effectiveness, and facilitate the digital and intelligent transformation of the film and television industry. This study suggests that the production of AI brand microfilms may use machine learning and other technologies to analyze a large amount of audience data and discover attribute elements and creative points that are more in line with audience preferences. This helps film and television creators discover new themes and story clues, expand the creative space of film and television attributes, and enrich the diversity of film and television works. Combining with the Aurora Night · College Student Micro Film Festival, this article believes that the production of microfilms may involve cooperation from multiple parties such as brand owners, film and television production companies, and technology companies. This cross-border cooperation helps promote resource integration and creative exchange between different

industries, promote the integration and development of the film and television industry with other industries, and explore new cooperation and business models.

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