Scene, Aesthetics and Industry Chain: Postmodern Cultural Thinking of Films in 5G Era

Heqiang Zhou[1]*, Lei Que[2]

[1]Department of Communication and Media, Guangzhou Huashang College, Guangzhou 511300, Guangdong Province, China

[2]Department School of Fine Arts and Design, Guangzhou University, Guangzhou 510000, Guangdong Province, China

*Corresponding author: Heqiang Zhou, weich151353@163.com

Abstract: With the in-depth influence of 5G technology on film art, the postmodern culture contained in it is also becoming more and more obvious. Understanding the context of the 5G era and clarifying the origin of film postmodernism culture will help us deeply analyze the cause of the rise of postmodernism film culture, especially the important influence of the expansion of film application scenes, the innovation of the whole industry chain and the evolution of film aesthetics on the rise of postmodernism film culture. In addition, we should also think deeply about the film culture under the post-modernism of 5G era, and explore the way to stick to the benign development of film creation and film industry. To enhance our cognition and appreciation of post-modern film culture, to give play to the positive factors of post-modern film culture, and to promote the healthy and prosperous development of Chinese film production, creation and industry.

Keywords: Scene; Aesthetics; Industry chain; 5G Era; Postmodern cultural

1. Introduction

Since the emergence of film art, people's vision and imagination for the future are usually presented through the art form of film. Whether in the movie "The Matrix," or in "Ready Player One," they live in a virtual world, human in addition to eating, drinking, pulling, defecating, sleep this kind of physiological needs, go to school, work, love, wedding...... With the development of 5G technology, similar scenes in many sci-fi movies will become a reality or are in the process of becoming a reality. In the 5G era, when everything is connected, nothing is an island. VR devices, for example, will have free access to the interior and exterior Spaces. At the same time, in the "post-epidemic" era of intervention and coercion, the post-modern cultural context in the 5G information age will also be presented to us in a more innovative way. "Social and cultural values have changed, and the crisis makes us think about life, the country and society in a new way [1]."

2. Context of 5G era and film postmodernism culture
2.1. Era of 5G communication technology

5G is the abbreviation of "5th Generation," which refers to the 5th Generation mobile network communication technology. With the continuous development of mobile communication technology, 5G networks can meet the needs of different members of the wireless network system, provide customers with higher-level network services, solve the problems of information communication between people, people and things, and things and improve the efficiency of data transmission. Compared with 4G networks, 5G

has the advantages of high reliability, low delay and low power consumption. It is a comprehensive solution integrating traditional wireless access technology and new wireless technology. Large capacity of 5G network can effectively promote the development of wide area of things, life cycle in the extension of the Internet of things node at the same time, can reduce the communication cost and application scope of the Internet of things, improve the intelligent level of communication, strengthen the communication industry and the relationship between the film and other industries, to promote the reform and upgrade of the film industry intelligent Promote the layout optimization, promotion and path innovation of the film industry, thus also bring new meaning to the post-modernism culture of the film.

2.2. The post-modernist culture of movies

Postmodern culture, also known as postmodern culture or postmodernism, "is a trend of thought in art, philosophy and other cultural fields that took place in the 1960s and became popular in the west in the 1970s and 1980s [2]. Although there is no consensus on the causes and conditions of postmodern culture in the academic circle, the research on postmodern culture, postmodern films and their theories has been accompanied up to now. There is no doubt that postmodernism culture and the transformation of modern and contemporary information and communication technology, especially the development of the Internet, artificial intelligence and other technologies are inseparable, and these technologies into the film art and film industry, into the mass culture and consumer culture.

With the advent of 5G, scenes that were previously only seen in movies are likely to become reality, and people will be able to play a variety of exploratory movie games on the streets with the help of virtual devices such as VR. These scenes and visual images that come from the film and reflect into the real world will feed back into the film itself and become an important part of the film. The 5G era is an era that fully integrates augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and smart wearable (IW) technologies. The breaking of technological barriers will completely reshape the spectacle of film art, the concept of time and space, and the way of watching, and create a realistic virtual environment in the multi-dimensional information space, which can make film users feel immersive and show the interaction and ability of perfect integration with the environment. VR films in the 5G era will definitely have a real icebreaker and a large number of followers. VR films will become another epoch-making mass consumption product after 3D films, and audiences in 5G films will be placed in the choice of double scenes of self-viewing and gathering plots. At the same time, with the application and innovation of various advanced technologies in the field of movies in the 5G era, postmodern culture is also rising again in movies.

3. The main reasons for the rise of film postmodernism culture in 5G era
3.1. Application scenario expansion

First, ultra HD video. "Ultra HD video (4K/8K) will be the first entry point for the future. According to industry estimates, China's UHD video industry will reach a scale of more than 4 trillion yuan by 2022, gaining a leading position in the world [3]." Based on the features of 5G with high bandwidth, low latency and large connection, scenes combining 4K/8K ultra HD video and 5G technology are emerging continuously, further improving the smoothness, delicacy and fidelity of image images. Audiences can see clearer picture details on movie screens and ultra HD video content. Even the hair, pores and facial expressions of the characters in the movie can be seen in a glance, which greatly improves the user's viewing experience.

Second, the cinema line. With the development of 5G network technology and the improvement of film business, the combination of traditional cinema transmission mode and new technology and new media mode in the 5G era will greatly expand the development quality and market space of traditional film in the post-epidemic era. China Mobile MIGU has introduced innovative "new games" such as cloud cinema

tickets, cloud box and cloud interview, through which "cloud audience" can enter the "cinema on cloud" that will never end [4].

Again, VR/AR movies. According to statistics, "In recent years, the number of 3D films released and the box office ratio in the North American film market have gradually declined, and the 3D market has stagnated and this trend will continue. The main reason for this phenomenon is that the 3D technology breakthrough is not big enough to meet the needs of the audience [5]." VR/AR film is regarded as one of the "killer" application scenarios of the film industry in the 5G era. As a large number of data and computation-intensive tasks are transferred to the Cloud, VR/AR devices can completely bid farewell to the transmission mode of wired connection. In the future, "Cloud VR+" will become a typical example of the integration innovation of "VR+" and 5G. It can solve the pain points such as insufficient rendering ability and 3D imaging ability, weak interactive experience and poor terminal mobility in VR/AR film production, promote the production and innovation of high-quality CONTENT resources of VR films, and meet the ultimate immersive experience of the audience.

Finally, it's cross-screen viewing. In the 5G era of Internet of Things (IoT), every connected product can become an intelligent media. "The window mode and window period rules are changing" for movie viewing in the 5G era, and "parallel Windows will emerge as a non-mainstream movie distribution mode [6]." Cinema or movie with the ability of 5G with large bandwidth, large connection and low delay, multimedia terminal will certainly bring multi-screen display and cross-screen display, and will also provide space for the survival and development of diversified forms of movies, and the window mode of watching movies will be richer. Harmony OS 2.0 was officially released on June 2, 2020. As 5 g content networking era oriented distributed fully scene operating system, it can be implemented in mobile phones, PC, tablet, wisdom, screen, watches, bracelets, such as intelligent motor-screen display the interconnectivity, multiple screen synergy, depth fusion, and free to switch, flexible adaptation the whole scene and rich terminal form, which greatly expand the future of film industry and ecological construction, The multi-screen viewing and interactive experience of movies in the 5G era has been improved.

3.2. Whole industry chain innovation

Under the background of 5G, every link of the whole film industry chain may usher in innovation, from the content production of the most important basic part of the front end, to the publicity, distribution and screening of the communication process, and then to the creation and production of various IP opening and derivatives at the back end.

First, content production. Internet enterprises are becoming increasingly dominant and influential in the market and industrial chain, the absolute core position of directors and screenwriters may be diluted, film users will become the main body of creative production, and online film will gradually become a new way of film production and become independent. Secondly, it is propaganda and marketing. In the 5G era, traditional copy transmission and hard disk express and mail back will be eliminated, and a more secure, economic and efficient distribution transmission system will transform the distribution mode. Video marketing and cloud delivery will become the mainstream of film promotion. "In the future, there will be more and more film and television places in more forms in our life, which will release film and television content in an all-round, multi-angle and low-cost way [7]." Third, investment financing. In the context of 5G, investment and financing based on big data and intelligent algorithms will play a role in the front-end of the value chain of the film industry. For the large digital of investment and financing in the consumer market is recommended for all kinds of algorithm, the efficiency of asset location tracking coverage will be significantly increased, to some extent can effectively control the cost and power consumption, let the film industry to obtain a healthy ecological survival and development space, avoid to cause a lot of waste of resources and market turmoil. Finally, there is derivative development. In the context of 5G, there will

be more IP development and derivative production at the back end of the film industry chain.

3.3. Evolution of film aesthetics

Film aesthetics under the background of 5G will usher in new changes, especially VR/AR films under 5G technology, which will subvert the traditional film aesthetic concept and reshape the new film audio-visual language.

First, the hyperspace-time structure. The basic physical property of a traditional film is that it is displayed on a certain screen size, and the media space it depends on is the two-dimensional plane on the screen in front of the audience. Even 3D movies, 4D movies and 5D movies, although 3D glasses, smart seats or other sound and light, object projection will enhance the scene of authenticity, but the audience's attention is always in front of the Two-Dimensional (2D) screen; And under 5G such as technology, VR movies will break the limitation of 2D screen, Scenography of its linear zoom will replace the traditional films, the audience's point of view can be in an open free moving in three-dimensional space, free to choose in the travel stories and switching the focus and scene, the script will not be suspended because of a certain audience to leave, when the time stop, The entire imaginary world of space is still in operation.

Second, there is the long-shot narrative. Different from the long-shot narration in traditional movies, the special feature of VR movies with 5G technology lies in that the concept of time in traditional movies has been completely replaced, and the time in the virtual world and the real world in movies are consistent and synchronized. Filmmakers can no longer use montage to connect different images to form rich and profound symbolic meanings according to the intention of the play; Nor can the time relationship be disrupted, using flashback, skip and other techniques to reset or compress space and time. In the virtual and single long-shot world of VR movies, time is controllable, and the audience can decide to pause, rewind, fast-forward the entire virtual world, or freely weigh the events occurring in different Spaces at the same time. Single long-shot narration is the main narrative strategy, if not the only one, for VR films under 5G background.

Third, the interactive experience. Traditional film art is a kind of static visual presentation art similar to painting, photography and other image art. The user keeps a certain distance from the aesthetic object of the film, and does not directly intervene in the expression of the aesthetic object of the film, but obtains aesthetic experience through static observation. For 5D movies and VR/AR movies under the background of 5G technology, our bodies will also be fully involved in movie watching and gamification "playing" through various forms such as intelligent head display and intelligent seat. In this mode of experience, users will become participants and creators of movies, instead of passive recipients. They can interact with each other like playing a video game. They can influence the development of the plot and decide the fate of key characters by participating in the plot selection. After the interaction with the film, everyone can have a film of his own style, so as to truly obtain the interactive aesthetic experience.

4. Postmodern cultural thinking of movies in 5G Era

In addition to the main reasons of scene, aesthetics and industrial chain transformation, technological desire, data hegemony and trade protectionism rise in the double dimension of 5G and "post-epidemic," which makes the postmodernism in the film industry more obvious. In such a context of "likeness," which is widely copied and simulated, we should think more calmly and deeply about the post-modern film culture in the 5G era, stay true to our original aspiration, and stick to the right path of film art and film industry development.

4.1. To be a provider of high-quality content ideas

With the integration of 5G and film development, the production and creation, shooting and production

methods of film content creativity will split, and digital cloud production and cloud production platform will gradually replace the traditional film production and shooting mode. Traditional film/video resources are constantly deconstructed and hidden, and massive film production will lead to a further surplus crisis of film works. A large number of vulgar, mediocre and superficial film works may be flooded in every corner of the Internet and cultural industry. The film industry should adhere to the principle of "content is king" and produce more high-quality content and excellent works. Only in this way can it better gather users, create greater and stronger adhesion between film products and users/audiences, and maintain the lasting vitality of film art.

4.2. Be a trainer of high-end film talents

Postmodernism emphasizes human subjectivity, which is beneficial to the cultivation of innovative talents to some extent. In the 5G era, we should strengthen the cultivation of compound and application-oriented talents for film, especially strive to cultivate a large number of high-end technical engineering talents urgently needed by China's film industry, improve the head effect, so that more VR film production talents and VR film directors have the opportunity to stand in the forefront of China's film industry. Colleges and universities should be taken as a platform to attach importance to the cultivation of film creative talents. "From the perspective of discipline construction", we should strongly realize that "the construction of talent education system adapted to the new development pattern will be an important part of the development of film and television industry [8]." Forming a comprehensive talent training system from undergraduate, master to doctor.

4.3. Be a disseminator of advanced cultural concepts

In the 5G era, the diversified application of various high-tech scenes and the mobile, intelligent and interactive information reception make the production and dissemination of movies more complicated and complicated, which also provides soil for all kinds of vulgar and vulgar inferior movies. Postmodernism also has negative factors in the construction of China's film culture industry. We should resolutely resist and criticize the wrong attitude and way of life advocated by it. For example, although VR feature films are still immature and have not won a place in cinema films, VR short films are rising in the live video market. In particular, a large part of these VR live videos are suspected of vulgar and pornographic scenes and content, which requires our special vigilance. "From the perspective of production, the key to effectively realize cultural value lies in improving the quality of film creation and enriching the cultural connotation of films as much as possible [9]." Therefore, we should stick to our confidence in film culture and spread China's advanced culture by telling Good Chinese stories.

4.4. Be the guardian of data and information security

Compared with 4G, the film industry in the 5G era will no longer need the help of large data centers, but rely on blockchain technology to provide point-to-point data transmission, which can effectively ensure the reliable stability of the system and provide better film services. This kind of blockchain technology makes "the traditional unified and orderly technical structure is dissolved, which technically realizes the deconstruction goal of postmodernism" and "realizes the postmodernism cancelling system center idea [10]." This makes French postmodernist Gil Deleuze's attack on decentralization and totality come true. However, 5G technology cannot make the network and data information security once and for all. In the context of 5G, the security of information and data will become a key topic of concern. We should be committed to solving and ensuring the security of users both now and in the future.

5. Summary

With the integration of 5G technology, film art and film industry, postmodernism has once again manifested itself in film culture. To explore the origin and main reasons of postmodern film culture in the 5G era will help us deeply understand the important role and influence of 5G technology in enabling film art and film industry. At the same time, we must have a clear understanding of the impact of 5G and other advanced technologies on film art and the film industry. We must stick to the right path of film development and promote the sustained and stable development of film art and the film industry.

Funding

Disclosure statement

The author declares no conflict of interest.

References

[1] Yin H, Sun K, 2021, Gansu Social Sciences, (02): 65-72.

[2] Lan F, 2017, Re-reading of Post-modern Film Theory. Journal of Southeast University (Philosophy and Social Sciences), (02):130-148.

[3] Liu H, 2020, Opportunities, challenges and countermeasures of film industry development under the background of 5G technology. Film Arts. (05): 155-160.

[4] Financial and Economic Observation, 2020, 5G Enabling film, China Mobile MIGU explores the path of film reform in 5G era. Sohu. (2020-10-16).https://www.sohu.com/a/425143995_589567.

[5] Li Y, 2018, Are 3D films becoming less popular? Article take you understand the current situation of the development of global film market. (2018-12-28). https://t.qianzhan.com/caijing/detail/181227-722694ca.html.

[6] Yin H, Xu X, 2020, Reconstruction of the "Window mode" of film distribution and the "priority status" of cinemas. Contemporary Film, (09): 4-12.

[7] Han X, Liu R, 2020, Research on the development and reform of film and television industry under 5G Background [J]. Journal of China Radio and Television, (1): 29-32.

[8] Zhao Y, Fan J, 2021, New infrastructure, New Formats and New Development of Chinese Film industry: A Summary of the Symposium on Film and Television Industry development in the Post-epidemic Era. Contemporary Film, (01): 173-176.

[9] Peng Y, 2020, Contemporary Film, (07): 91-95.

[10] Huang X, 2018, Big data Revolution and Postmodernism. Journal of Shandong University of Science and Technology (Social Science Edition), (02): 1-8.