Image Record Life in the "Internet+" Era: Communication and Production of Micro Videos

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ABSTRACT

Our present life has been surrounded by "Internet+", the traditional production pattern is challenged by communication of all kinds of micro videos in the Internet. This article discusses the three different kinds of micro videos: derivative micro video, UGC original micro, and Online interactive micro video, and indicates that they have been recording and reproducing of real life in their own way. Finally, the authors also emphasize the importance of the professional video designer's, whose work can promote the further development of micro video in the Internet.

Introduction

In the micro and "Internet+" era, the micro videos have grown up in the Internet for a long time. "Everyone is the director of life", just as the slogan of Potato Net, the ordinary people have begun to use images recording their micro experiences of this era. Images are walking down from the high altar, this change comes from the two reasons: on the one hand, civilian images throughout our lives have brewed a considerable scale of Populist Movement, which are gradually changing the overall pattern of image creation; on the other hand, video technology has broken the monopoly of professionals, and the computer has gradually replaced many of the original professional equipment, which promote the image creation gradually shift to PC platforms, and gives the possibility of public participation.

The prospect of being image

"The modern life is on the screen...... in the vortex of this image, watching is far better than believing. This is not a part of daily life, it is daily life itself." [1]

"Internet+" era is the further development of information age in human society, which means computer, Internet, mobile communications and other modern means of
science and technology profoundly affect all aspects of people's lives in a more effective way. In the field of mass communication, the digital format fully replacing the traditional analog modulation as communication technology, perfectly demonstrates the Negroponte's prophecy "digital will determine our existence". Today in the development of digital media, visual culture has become a cultural context of further image pursuit to more understanding of the world. In the context of visual culture, being image seems to be a new theme of the times.

An important significance of the micro video is, video communication breaks through the barriers of traditional text, and make our word filled with the ubiquitous image. The mentality of cultural consumption has gradually formed an "image worship" custom. We can already feel that we are changing the way of watching TV. Single mode of transmission of television has been unable to meet the needs of each individual, people may be watching TV, while searching behind-the-scenes stories in the computer on their leg, and extract the wonderful video clips with convenient "tool kit" quickly to share to micro-blog or the virtual community. Also you can still use the phone to share, experience and communicate with close friends. In the micro and "Internet+" era, "anyone" at "any place" and at "any time" can get "anything you want". [2]

Cross-media communication of the micro video

1. The definition of micro video

Micro video is one category of "digital video", referring to the very short video. There are some different versions about the length of the micro video. Yongqiang Gu, the CEO of Youku, said more representatively. He explained the micro video as "no shorter than 30 seconds, no longer than 20 minutes long, wide content and diversified forms, covering small films, documentaries, DV video, video clips, advertising pieces, etc.; it's a general designation of short videos which can be record and broadcast by PC, mobile phone, camera, DV, DC, MP4 and other video terminals". [3] Micro video get the advantages of short quick and precise for its "micro", but it also has vivid and readable character, plus the characteristics of convenient and quick production as digital video. In addition, micro video should be suitable for browsing and presenting at all terminals, especially mobile media. Only this production uploaded and shared at anytime and anywhere, can ensure the universality of mass participation and effective communication between the cross-media.

2. Derivative micro videos based on the traditional film and television

Derivative micro video, refers to adapting, remaking or spoofing the existing film and television works. The spoofing type always has a very high click volume. A murder caused by a steamed bread is the originator of such micro video. These works tend to hit the film and television as the female parent, put current social and political events for raw materials, select some typical fragments from the original video parodying, collaging or degrading, producing a new meaning and entertaining mico video with edited pictures and voices. Kuso movies are popular, partly because it caters to the psychological demands of the mass entertainment carnival. This appeal in the network world is perfectly exerted, which can ease the people's social pressure in the social transition period. On the other hand, it is consistent with the postmodern culture purport of anti-classic, anti-authority and anti-center, it means the sarcasm of elite and the banter of classic, which are hitting the discourse power of the elite. This is the grassroots' carnival in the network world, and it has its inevitable realistic significance in the new era. Of course, some video works can only be counted as prank for the lack of the meaningful content.
3. UGC original videos based on the users sharing

UGC is the abbreviation of "User Generated Content". In some organizations, it is also called UCC, that is "User created Content". It emphasizes the creation and sharing of users. It is a new way of using the Internet emphasizing uploading which was born with the concept of Web2.0. Video sharing website is the main application form of UGC. These successful cases are YouTube, Youku, Potatoes, Sohu, etc. These websites are centered on video uploading and sharing, in order to establish the stickiness between users with common interests and form a good friend relationship.

In view of the serious homogenization of the content, original works become the core competitiveness of the video sharing website. The "original", is completely created by the user, neither the adaptations of existing film and television works, nor the interactive works produced by the Internet users. A good original works may be produced simply, only with DV, SLR, or even mobile phone, but once contains a profound artistic spirit, can cause the audience's appreciation or emotional resonance. In general, a original video works popularly concerned in the Internet, often has a deliberate imitation of the traditional film techniques: such as following certain shooting principles, with a montage of clips thinking, reasonable composition of the pictures, natural and fluent transitions, jumping or cutting, a rich atmosphere of the film tone, expressive music and sound. In addition, the original works often contains the meaningful theme, complete story and structure, which are not separated from a good original screenplay and sub script writing.

4. Online interactive micro video based on users' experience

Online interactive micro video, there are two different forms, one is biased in the film and television play, another is a bias towards the game.

For the former, it is more referred to as the online interactive drama, which mainly develop the story with the help of interaction of users, the essence is still an extension of the traditional drama. For example, the crew decide how the story will unfold and the fate of the character according to the online voting, or the crew will shoot different versions of story in advance, only one of which is selected to be the official plot. The micro video is used as a publishing platform and feedback platform, the audience doesn't really participate in the production actually.[4]

For the latter, it's more like a kind of new video game based on the virtual experience, this is also an online interactive video that users can play. When users watch the interactive play, they need to click on the options button within the video player to select the trend of the plot. Users "play" the interactive play, just like playing a game as a leading role, who will encounter the different branches of the story; select a different branch, will enter a different narrative passage and a different ending. If you judge a mistake, it will eventually lead to Over Game; Only every choice is correct, you can watch a happy ending. This video getting all of its meaning lies in the user's participation in the whole process with a strong personal experience. In essence, it's more like a video of live action roleplaying game. It is generally regarded as a function branch of micro video technology.

Creative production of video designer

Micro video promises everyone has the right to release videos, but not everyone can put the art of living on a screen. In fact, the audience cannot find truly excellent works in the information ocean. In this context, a new group has been pushed into the stage of history, they are called video designer.
Video designers have a certain artistic accomplishment and a complete technical talent, they make the overall packaging of various types of videos based on their own aesthetic feelings and computer software technology. They can serve for the television program packaging, design the dynamic brand for enterprises, make titles, credits and promotion videos for films, as well as the various effects for games.

In addition, the design and production of micro video should embody the characteristics of its communication carrier. New media is the most common micro video carrier, and the mobile phone is just the "mobile cinema", which can satisfy the people's viewing experience at anytime and anywhere. Note that the mobile video's small screen can't bear with big scene or views, and visual fatigue is easily caused. Victoria Weston, the CEO of Zoie movie companies in the United States, who held the first global mobile film festival, argues that the best way to show through mobile video is "actor tell the story to the audience looking at the camera", "The film must be simple. Even if it's just a two minute color animation of a fish swimming, that's perfect. ", she said, "I don't think it's a good idea to shoot a thrilling scene in such a small screen ". [5]

It can be seen that the design and production of micro video should be fully adapted to the characteristics of new media such as mobile phones. This also should be fully considered by a video designer.

**Conclusion**

The origin of the active image is film and television, which is like a mysterious veil to the general public for a long time. The development of the network and the rise of micro video make the image down from the high altar, video producers, sellers and consumers have fused together. As the concept of "super video" proposed by Jean Baudrillard, we face the reality which is a kind of super reality or hyper-reality's world, [4] and for another, image media technology breaks the monopoly of the professionals, and brings the bidirectional or multidirectional meaning exchange function, which result the rapid expansion of micro video from width to depth, that's a perfect example.

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**References**