Application of Post-editing Skills in Film and Television Creation under the Background of New Media

Lv Deng1,*

1Polus International College, Chengdou, Sichuan, China, 610103

*Corresponding author e-mail: denglv@163.com

Abstract. Since the success of film and television works depends to a large extent on the quality of editing, it is crucial to make full use of correct editing techniques to create excellent film and television works. This article starts from three aspects of editing style, editing rhythm and editing techniques, deeply analyzes and explores the application of editing in film and television.

Keywords: New Media, Film and Television Production, Film and Television Communication, Editing, Application

1. The importance of new media skills in movies&TV production and dissemination

New media can not only enhance the aesthetics of the film and television industry, but also make film and television works richer and more exciting with the help of advanced technology. In the meanwhile, the wide application of new media is also conducive to the promotion of the film and television industry. New media skills provides technical support for film and television production. The application of new media movies&TV and television production is becoming more and more extensive. New media technology can comprehensively process and integrate film and television information such as text, sound, graphics, images, and videos, thereby effectively improving the visibility and artistry of film and television works. The data compression and data synchronization in multimedia technology can increase the expressiveness and rendering power of film and television works, thereby meeting the higher requirements of audiences for film and television works. New media technology has enhanced the aesthetics and artistry of film and television. The extensive use of multimedia technology in the film and television industry has greatly enhanced the aesthetics and artistry of film and television works, thus fundamentally promoting the development of the film and television industry. Multimedia technology can realize the reprocessing of material, giving people a more real feeling, especially the use of multimedia in documentaries, which greatly enhances the documentary sense of documentary. Nowadays, the 3D technology that is more used in movies makes people feel immersive, and the movie-watching experience ushered in a new chapter. New media promoted the spread of film and television. New media has also played an active role in the promotion
of film and television works. One is that the convenient communication methods of new media make film and television promotion more effective. New media such as mobile phones, computers, Weibo, WeChat, etc, allow audiences to participate in interaction in a timely manner and create momentum for the promotion of film and television works. The second is that new media methods have enhanced audience participation. When all video records become shooting tools, the audience is no longer unfamiliar with the production of film and television works, which ultimately promotes the development and prosperity of the movies&TV industry. Based on the images shot through the sub-lens and the recorded sounds, while fully and comprehensively grasping the director’s creative image and multiple requirements, the montage image is reshaped, and the rhythm of the whole film is added, deleted, adjusted and modified. And the picture, to achieve the purpose of harmoniously unifying the form and content of the script, thereby creating a film with a coordinated rhythm and a unified style, that is, editing. The early form of editing is editing. After going through the two stages of manual and machine operation, it has entered the period of computer operation. At present, due to the continuous use of advanced technology, the development of the art of editing has gradually matured, and has promoted the development of film and television art to a higher level.

2. The function of new media technology in movies&TV production and dissemination

New media is a medium based on technology, and its advantages are strong interaction and integration. With the help of these new technologies, the innovation of film and television production technology can be effectively promoted, while it also facilitates the spread of film and television and promotes the integration of culture and technology. (see figure 1)

![Proportion](image-url)

**Figure 1.** Pie chart of content and typesetting

2.1. Features of new media technology.

New media skill has strong interaction and integration. One is interactivity. The new media processes the relevant elements of movies&TV works, and better presents the content for the audience through audio, video and pictures, thus realizing the interaction and connection between the audience and the film and television works[1]. The second is fusion. Through the use of computer technology and network technology for animation processing, sound processing and image dynamic processing, under the combined effect of these technologies, movices&TV art can be more expressive.
2.2. Application of new media technology in film and television production and dissemination.

The application of new media technology in film and television production and dissemination mainly includes the following aspects. One is in data compression and image processing applications. Through the application of HCI and interactive interface design, the effects of data and image processing are achieved, so that the processed film and television works can be more visual and aesthetic. It not only meets the audience's viewing needs, but also opens the market for film and television works. The second is in sound processing. Through the use of audio information processing technology, sound insertion and dubbing technology, the sound of film and television art is made clearer and better, and the artistic appeal of movies&TV works is enhanced.

![Figure 2. Film and television production](image)

3. Flexible use of performance editing

In The post-editing of film and television works has different forms. Specific performance editing techniques include parallel editing, contrast editing, and metaphor editing.

3.1 Side-by-side editing

Side-by-side editing means that the technicians effectively combine shots that have no logical causality but have a certain similarity, so as to show the director's expressive intentions as a whole. Paying attention to performance and lyricism, ignoring the development of things is the main feature of parallel editing. When the scene, duration, and connection method of several groups of lenses are the same. And when the content of the performance is similar, the parallel editing operation can be performed. For example, in the Disney music animation "Snow White", when Snow White accidentally broke into the forest, the music sounded. Among the animals leaning out around, the deer, bunny and squirrel had the same lens height, thus forming a group of juxtapositions. Early Disney animations often used side-by-side editing to achieve lyrical performance. Because side-by-side editing can easily create a strong sense of form for the audience from the picture, it is widely used in editing operations of various films.
3.2 Comparative editing

The Contrasting editing refers to the combination of lenses that have a strong contrast between form and content or are completely opposite, so that the content, visual form, tone and other aspects of the film can be emphasized and contrasted. By causing the opposite effect, the creation of the director. Fully express thoughts and styles. In contrast editing, different shots have similar or identical subjects, but the time jumps greatly, and the difference between the left and right sides of the same shot, or the disparity in the form and content of the different shots, produces a prominent contrast effect. This form of contrast editing creates conflicts between content and visual form, giving viewers new meaning and ideas. For example, in the short film "Father and Daughter", the editor compares the tone and color of the screen. By constantly changing color and black and white, while enriching the color of the screen and increasing the tension of time and space transition, it shows the audience a kind of lingering feelings.

3.3 Metaphorical editing

Metaphor editing refers to the psychological impact of the connection between the two shots, the full expansion of associations and imagination, and the implicit but vivid expression of the film creator's thoughts and feelings. Ansenstein called this editing technique a metaphorical montage. For example, in Pudovkin's outstanding work "Mother", the editors cross-edited the two sets of shots of the thawing of the ice and the team of workers on the strike, vividly comparing the momentum of the strike team to the imposing thawing Glacier. This technique of metaphor editing is similar to the writing technique of metaphor in literature, and has been very effective and widely used in artistic short films. The two shots for metaphor editing must have obvious differences in content, but at the same time have a subtle connection, which brings the audience's visual and psychological impact and feelings by forming a strong contrast.

4. Conclusion

In summary, editing is the second creation and improvement of film and television works, and its quality determines the artistic level and cultural level of the film. Therefore, when editing the film, the editor should meet the aesthetic needs of the audience as the core of the work, and fully understand the audience's ideas and the content and emotions they want to express. In the editing work, there are no certain norms and guidelines. If you want to improve the secondary creative level of the film, only through continuous experimentation and creation, and fully grasping the audience's psychology, can you make films with their own characteristics.

References

[1] Xiong Bo. Research on the Development of China's Television Industry in the New Media Era[D]. Wuhan: Wuhan University, 2013.

[2] Yuan Lexin. Humble Opinions on the Clip Art in the Production of TV Programs[J]. Technology Communication, 2018 (17).

[3] Pang Shougui. Clip art in the post-production of TV programs[J]. Sci-Tech Communication, 2018 (17).
[4] Tiecheng. Editing skills in the later stage of TV programs[J]. Journal of Jilin Radio and Television University, 2012, 5(08):247-248.

[5] Tian Dan. Clip art in film and television creation [J]. Reporter's Cradle, 2011, 11(10): 321-323.

[6] Yu Yi. On the application of editing techniques in film and television [J]. Popular Literature, 2011, 17 (03): 58-61.