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Analysis of film audio design in the post-modern context of "Light Chaser"

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Abstract:
The postmodernism cultural trend of thought has a profound impact on the global animation industry. In this context, Chinese cartoons and animated films have been constantly changing to adapt to the market aesthetic needs. This research focuses on the audio design in Light Chaser films, especially the use of music audio effects and dialogues. By analyzing early and later works of Light Chaser, this paper probes into the changes of audio design concepts and techniques. Results show that musical sound effects play a critical role in creating atmosphere and promoting plot development, while dialogues can effectively shape characters and convey emotions. By comparing the previous and later works, this paper reveals the innovation and adjustment of Light Chaser in adapting to the postmodern aesthetic trend, and provides theoretical and practical reference for the audio design of animated films.

Keywords:
post-modernism, Light Chaser Animation, film audio design, film sound design

1 Introduction

In today's globalized cultural context, the surge of postmodernism has infused new blood into the creation of animated films. This thought trend emphasizes pluralism, relativity and uncertainty, which has a profound influence on the artistic style, narrative technique and cultural connotation of animated films. Especially in China, Light Chaser, a representative animation film company, shows its unique creative style and profound cultural thinking in the post-modern context. However, although research on animated films in the post-modern context has been increasing at home and abroad, the special discussion on audio design of Light Chaser Animation is still insufficient.

In China, the works of Light Chaser Animation dare to deconstruct old texts and challenge traditional narratives, bringing cultural thinking and creative inspiration to domestic animated films. As Gao Jie pointed out in the Interpretation of Light Chaser Animation in the Post-Modern Context, the Light Chaser films have obvious features of postmodernism, and their film texts have brought profound enlightenment to domestic animated films. At the same time, Light Chaser shows a unique innovation in audio design, which vigorously integrates classical music and modern music, and creates deconstruction, collage, parody and other aspects of character dialogue and background music, so as to make a breakthrough in retaining traditional elements and conforming to the current aesthetic trend.

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Despite its remarkable achievements in audio design, Light Chaser still lacks systematic theoretical discussion and practical summary of audio design in the post-modern context. Therefore, this project aims to fill this research gap. Through in-depth analysis of the audio design of Light Chaser in the post-modern context, its unique position and value in the creation of animated films is clear. At the same time, the style of its works and the creation method of audio design in the post-modern context are explored.

This research not only has important theoretical significance, it also enriches the cultural connotation and emotion contained in the animated film to enhance the appeal and expression of the animation film art, and deepen the localization and stylization of the animation film created by the company in the post-modern context. Meanwhile, it has practical significance. Through in-depth discussions on audio design, character images and personalities in animated films can be better shaped, and how to deconstruct and reconstruct traditional Chinese stories and inherit Chinese culture in the post-modern context can be explored. In addition, this study can help promote the development of the entire animation film industry, improve the level of film production and viewing experience, and help Light Chaser Animation to deeply open the animation film market and attract more Chinese and foreign audiences.

On the basis of the earlier stage, the domestic and foreign research on film audio design has achieved certain results, providing rich theoretical support and practical experience. In particular, domestic scholars' discussion on the combination of film audio design with postmodernism and audio-visual culture theory, as well as foreign scholars' research on film audio design in the aspects of cultural symbol exchange and audience emotional experience, has enriched the findings of this field.

In summary, this project will fill the gap in relevant research through in-depth analysis of film audio design of Light Chaser in the post-modern context, and provide beneficial support and inspiration for the creation of animated films and industrial development. At the same time, this project will also be committed to exploring the work style and audio design creation method of Light Chaser in the post-modern context, in order to provide more theoretical guidance and practical reference for its future creation.

2 Postmodern context and Theoretical basis of audio design for animated films

2.1 Overview of postmodern theory

Postmodernism, a broad trend of thought in the fields of culture, philosophy and art, originated in the middle of the 20th century a reflection , has been a transcendence of modernism. It emphasizes pluralism, relativity and uncertainty, rejects single narrative and absolute truth, and advocates the deconstruction and reconstruction of existing texts, traditions and authorities. In the field of art, postmodernism encourages innovation, advocates cross-border art practice, and challenges and transforms traditional art forms and contents, thereby creating more diverse and deeply reflective works of art.

Postmodernist works of art often employ techniques such as non-linear narration, collage and parody to emphasize the intertextuality of works and audience participation. This trend of thought has exerted a profound influence on the production of animated films, and promoted the innovation of animated films in narra-

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tive mode, visual style and cultural connotation.

2.2 Basic concepts of audio design for animated films

Audio design of animated film is an important part in the creation of animated films. It covers the conception, creation and processing of all sounds in the film. Audio designers should pay attention to character dialogues, music, sound effects and environment sound and other components. Audio design plays multiple roles in animated films. It can not only enhance the expressive power of the picture and create a specific emotional atmosphere, but also guide the audience attention and promote the development of the story.

Functionally, audio design can add more information for the animated film and enrich the audience's viewing experience. Through the clever use of sound, animated films create a more vivid and three-dimensional virtual world, making the audience more immersed in the fantasy space created by the film.

2.3 Particularity of audio design of animated films in the post-modern context

In the post-modern context, audio design of animated films shows some unique characteristics. First of all, the change of narrative mode makes the position of audio design in animated films more prominent. The application of post-modern narrative techniques such as non-linear narration and multiple narration require audio design to echo with the picture more flexibly so as to build a complex and changeable narrative structure.

Secondly, the deconstruction and reconstruction of cultural symbols is also an important feature of the audio design of animated films in the post-modern context. Postmodernism underlines the deconstruction of existing cultural symbols and creates new meanings through collage, parody and other means. In the audio design of animated films, this is manifested in the adaptation and re-creation of traditional music and sound effects, as well as the fusion and collision of different cultural elements.

2.4 Change of audience's acceptance psychology and its influence

With the wide spread of postmodernism, the audience's acceptance psychology has also undergone significant changes. Audience is no longer satisfied with a single, linear narrative, but are more inclined to pluralistic and open works of art. They are eager to participate in and interpret the movie-watching process. Moreover, the audience also put forward higher requirements for the audio design of animated films.

This kind of change of audience's acceptance psychology directly affects the creative process of animation film audio design. In order to meet the diversified needs of the audience, audio designers of animated films need to innovate constantly and try new sound expression techniques and narrative techniques. At the same time, they also need to pay more attention to the audience's emotional experience, guide the audience's emotional fluctuations through audio design, and enhance the appeal of films.

To sum up, the postmodern context has brought new challenges and opportunities to the audio design of animated films. In this context, the audio design of animated films needs continuous innovation and development to adapt to the increasingly diversified aesthetic needs and cultural background of the audience. By deeply studying the postmodernism theory and the change of audience's acceptance psychology, we can provide a more solid theoretical foundation and practical guidance for the creation of animation film audio

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design.

3 Creation of animated films in the post-modern context

3.1 Background and social development trend of Light Chaser Animation film company

As a well-known animation production company, Light Chaser Animation is headquartered in Beijing. Founded in 2013, Light Chaser Animation is one of the earliest companies in China to focus on the development and production of original animation content. The company's team has gathered a group of outstanding animation production talents from home and abroad, and is committed to promoting the development of China's animation industry through high-quality animation works. In the past few years, Light Chaser Animation has successively launched a series of popular animated films and TV dramas, such as White Snake (Figure 3.1.1), The Longest Day in Chang'an (Figure 3.1.2), NewGods:YangJian (Figure 3.1.3), etc. These works not only achieved great success in China, but also gained wide recognition and praise in the international market.



Figure 3.1.1



Figure 3.1.2

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Figure 3.1.3

Therefore, Chinese animation has won more international attention. In addition to its brilliant achievements in the field of animated films, Light Chaser Animation has also launched diversified business expansion in other fields, covering animation derivative development, theme park cooperation, digital content creation and many other aspects, laying a solid foundation for the company's long-term development. Light Chaser Animation is known for its excellent works and professional team, and has made positive contributions to the development of China's animation industry, becoming one of the leaders in the Chinese animation industry.

3.2 Postmodernist features of the films under Light Chaser Animation

The films under Light Chaser have many postmodernist characteristics, such as parody, deconstruction and reconstruction, collage and so on. Postmodernism is a subversive challenge to traditional concepts and structures. It emphasizes the suspicion of authority, linear narrative and fixed meaning, and the films of Light Chagall also reflect this spirit. In the animated film New Shen Bang: The Rebirth of Nezha, Nezha has a dialogue between Nezha and Sun Wukong in which the latter informs him of his true identity while being pressed by him step by step. The soundtrack uses the Overture to Xiaodao Hui, an episode from Stephen Chow's Kung Fu Kung Fu, to show parody in a postmodern context.

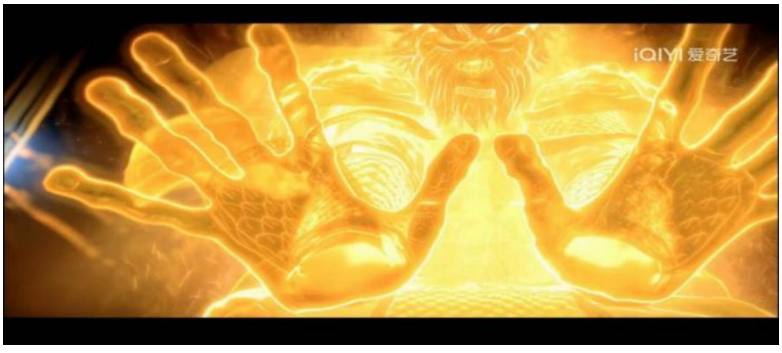


Figure 3.2.1 Film The New Gods List: Nezha Reborn 1 hour 17 minutes "Xiaodao Hui Overture"

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Figure 3.2.2 rap interlude from the film Little Door Gods

In 00:16:20 of the film Little Door God , God of Wealth came to the stage, telling everyone the secret of his transformation success to the accompaniment of dancing music similar to rap, which is a satire of money desire. In the narrative structure of Light Chaser Animation films, the characteristics of postmodernism are evident. These films depart from the traditional linear narrative mode and instead employ a non-linear, fragmented narrative approach to storytelling. This departure represents a significant breakthrough from the constraints of traditional time and space, allowing the audience to freely navigate between multiple narrative lines.

The works of Light Chaser Animation usually show the characteristics of postmodernism at the ideological and cultural level. They may explore many issues such as identity, the dilemmas of modern society, and the impact of technological development, which are often complex and changeable, difficult to summarize, and present challenges and rethinking of traditional ideas. The films of Light Chaser Animation also show the characteristics of postmodernism in form and style. They may adopt a large number of cross-media elements, integrate different art forms and styles, and create colorful audio-visual effects. At the same time, they may break the expression form of traditional animation and explore new creative techniques and perspectives.

The films of light chaser animation show the characteristics of postmodernism in narrative, ideological culture and form style, which makes them unique and influential in China’s animation industry.

4 The audio design of Light Chaser Animation in the post-modern context

4.1 The application of music sound effects in Light Chaser films

In Light Chaser Animation films, music and sound effects promote the development of the plot, and the film are more closely linked. In the post-modern context, film plots emphasize on more diversification, fragmentation and confounding. It is in this trend of thought that film music and sound effects have gained more attention. The film music chosen by Light Chaser Animation plays a role in promoting the emotional atmosphere of the characters. In the film White Snake (Figure 4.1.1), the amnesiac White Snake is thinking about his own life and future on the cruise boat. Xu Xian expresses his love for White Snake through his singing, and also expresses his indifference to his life. In this part of the story, the film creates the emptiness of the scene through Xu Xian's song, and gradually draws the audience into the emotional atmosphere of the story through the music, guiding the audience's emotional resonance for the character of White Snake and their thinking

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about the film.



Figure 4.1.1

In The NewGods:YangJian , when the Aloe crowd is resisting the attack of the Jade Ding Zhen and the four Heavenly Kings (Figure 4.1.2), Yang Jian faces his heart, overcomes his long-held fear and regains his power. In the process of thinking, the film introduces the audience to the inner world of Yang Jian through bursts of wooden fish sound, without any other sound effects, as if time stands still. As Yang Jian thinks together, the sound effects all make the plot become more compact. Through the selection of specific sound effects, New-Gods:YangJian better expresses the emotional state of the character and strengthens the tension of the plot. The diverse musical elements and sound effects create more multidimensional emotional content for the film, showing the entanglements and collisions between different emotions, which is in line with the pursuit of postmodernism. Film music and sound effects in the post-modern context are no longer limited to background music and environmental sounds, but become important tools to express emotions, cultural diversity and narrative exploration, and play a crucial role in the artistic expression and meaning transmission of the film as a whole.



Figure 4.1.2

4.2 The use of dialogue in Light Chaser Animation movies

The use of dialogue between characters in light chasing animated films is very wonderful. The dialogue of the characters plays an important role in shaping the character, promoting the development of the plot and conveying the main idea of the film. The following is an explanation from these aspects.

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Dialogue plays a key role in characterizing a character. Each character has a unique language style and word habits in the movie, and the usual dialogue style and habits help the audience better understand their personality characteristics. At 31 minutes and 32 seconds of the NewGods: Nezha Reborn (Figure 4.2.1,Figure 4.2.2), the man in the red dress turns to Nezha and says, "Nezha, you are so healthy... Forget ", this line of dialogue out, shaping the red coat actually suggests that the red coat is the image of Sun Wukong, monkey voice has extremely distinct characteristics, naughty character is ready to come out, similar crosstalk language characteristics are also very funny and humorous, but also Nezha's true identity. The monkey's usual tone of voice, although in the film did not point out the true identity, but through the tone of dialogue, has been able to let the viewer think about the true identity. The character of the monkey is vividly depicted.



Figure 4.2.1



Figure 4.2.2

The shaping of dialogue and its role in plot development are crucial aspects of filmmaking. In White Snake2: Green Snake , the dialogue between characters, such as Xiaoqing and the boatman, serves to advance the story positively while conveying emotional attitudes and personality traits. Through these interactions, the characters' images are vividly portrayed, highlighting their characteristics and conflicts. The use of different dialogue styles, ranging from humorous to serious, adds depth to each character, making them more dynamic and engaging. This nuanced dialogue helps the audience understand the plot's logic, enhancing the coherence and engagement of the story.

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Figure 4.2.3

Dialogue serves as a vital tool for conveying themes and emotions in films. Through character interactions, movies can evoke a range of emotions, such as love, friendship, courage, and persistence. For instance, in the dialogue between Tang and the Golden Pig, the film conveys the theme "Now is the future!" This dialogue not only communicates the film's intended message but also contains subliminal meanings and metaphors that prompt deeper reflection from the audience. The vibrant use of dialogue in Light Chaser animated films not only showcases characters' personalities and advances the plot but also conveys rich emotions and themes, enhancing the overall charm and depth of the film.

4.3 Similarities and differences of audio design in the early and later stages of Light Chaser Animation

In the post-modern context, the audio design of Light Chaser Animation may undergo some changes, typical of the post-time-space texts, to adapt to the aesthetic and emotional needs of contemporary audiences.

4.3.1 Audio effects and music fusion

In the post-modern context, audio design pays more attention to the integration of sound effects and music. Light chaser animation may adopt a more avant-garde and diverse musical style, incorporating the use of electronic synthesizers and more subtly combining sound effects with music to create a unique auditory experience.

4.3.2 Application of stereo technology

Postmodern audio design may pay more attention to the application of stereo technology, and create a more immersive sense of time and space and movie-watching experience through the processing of virtual surround sound and all-round sound field.

4.3.3 Experimentation of sound art

In the post-modern context, audio design may pay more attention to experiment and innovation, and Light Chaser Animation may try to introduce more non-traditional sound elements and processing techniques to break through traditional sound expression and create more personalized and unique sound art.

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4.3.4 Multimedia Interactive Experience

With the development of technology, Light Chaser Animation may explore the integration of audio design with multimedia forms such as virtual reality and augmented reality to create a more diverse movie-watching experience, so that the audience can participate in the creative process of sound expression. In a post-modern context, the audio design of light-following animation may focus more on innovation, diversity and personalization to meet the changing needs of contemporary audiences for sound art. This change may be reflected in the integration of sound effects and music, the application of stereo technology, the experimental and multimedia interactive experience of sound art.

Light Chaser Animation has some notable features in audio design, which include but are not limited to the following:

(1)Emotional expression: The audio design of Light Chaser Animation pays attention to emotional expression, whether it is the character's lines or the environmental sound effect, it emphasizes the truth and richness of emotions. Through well-designed sound elements, Light Chaser Animation can better convey the inner world of the characters and the development of the plot, making it easier for the audience to have an emotional resonance with the work.

(2)Environment creation: Light Chaser Animation is good at using audio design to create the atmosphere of the scene and environmental changes. Through careful audio design and sound mixing, Light Chaser Animation can present a lifelike virtual world to the audience, making the audience feel as if they are in the environment of the characters.

(3)Music accompaniment: Light Chaser Animation is good at using music to enhance the expression of the plot. Music plays an important role in Light Chaser Animation, which can not only highlight the development of the plot and the atmosphere of the climax, but also bring the audience a richer viewing experience.

(4)Creative experiment: Light Chaser Animation shows a certain spirit of creative experiment in audio design, and constantly tries new ways of sound expression and technical means. This innovative spirit makes the audio design of Light Chaser Animation unique in the industry, which can bring a fresh and fresh hearing experience to the audience.

The audio design of light chaser animation is characterized by emotional expression, environment construction, music coordination and creative experiments, which make its works excellent in sound and provide the audience with a rich and diverse viewing experience

5 Results

In general, the exploration of audio design of Light Chaser Animation in the postmodern context brings us a series of profound audio design thinking and creative inspiration. In this diversified era, audio design can no longer be limited to the traditional framework and techniques, but to pursue diversity and inclusiveness, and actively integrate various cultural elements and narrative techniques. Just like the colors on a palette, each culture and each way of telling can add unique colors to audio design, making it more colorful and engaging.

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At the same time, audio design cannot ignore the power of technology. With the rapid development of science and technology, new audio design techniques and methods emerge one after another. Audio designers need to keep up with the pace of The Times, and constantly explore and apply new technologies to improve the expression of sound art. For example, the application of new technologies, such as virtual reality and augmented reality, can make the audience feel more immersive in hearing, as if they are there, and feel every minute detail of the animation world.

Of course, the ultimate goal of audio design is to make the audience empathize and feel the emotion and atmosphere conveyed by the animation. Therefore, in the creative process, audio designers need to always pay attention to the needs and preferences of the audience, optimize the audio design scheme, skillfully use sound elements, and create a specific emotional atmosphere and scene effects. In this way, the audience can enjoy the hearing, resonate with the characters, and have a deeper understanding and feeling of the story and emotion conveyed by the animation.

To sum up, the exploration of audio design in Light Chaser Animation in the post-modern context has brought us valuable audio design thinking and creative inspiration. On the road of future audio design, we need to uphold the concept of diversity and inclusiveness, keep up with the pace of technology, pay attention to the needs and preferences of the audience, and constantly explore and innovate. It is believed that with such efforts, the art of audio design will surely usher in a more prosperous and developing future, bringing more shocking and moving auditory feast to the audience.

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