The Enlightenment of the Transformation of Disney Animation to Chinese Traditional Animation from the Perspective of Media

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Abstract: Under the sweeping of the global novel coronavirus epidemic, Disney, the largest traditional media group in the United States, has fundamentally changed the business operation mode of nearly 100 years and reorganized its business in order to resist the storm. Among them, the change of the way of animation expression enriches the content of animation expression, which not only enhances the brand value and prolongs the product life cycle. In the face of the instability of the future epidemic situation, this paper analyzes the current situation of Chinese traditional animation communication, explores Disney's innovation from digital media technology to promote the development of animation innovation thinking, enhances Disney's advantages in the media market competition, and obtains the enlightenment of Disney's animation transformation to Chinese traditional animation communication. How to shift from traditional media companies to technology media companies and deepen brand image in competition is of great significance to the reform and innovation of the animation industry.

Keywords: Disney animation; Chinese animation; Thinking transformation; Propagation enlightenment

In 2020, cinemas around the world were closed for a long time due to the novel coronavirus pandemic. People were keeping social distance while also causing some film production to be suspended. As the largest traditional media company in the United States, Disney is under a huge impact. At the same time,'Disney +', the biggest bright spot in the development of Disney's company, has been developing rapidly. 'Disney +' is Disney's streaming channel launched in November 2019. Until 2020, thanks to the growth of the streaming business, Disney's revenue exceeded expectations. 'Disney +' became Disney Group's most successful digital product. Disney animation has formed a wide range of influence in the world with animated films, spreading the culture and values of American society. In this process, it has developed the business expansion of Disneyland and achieved a win-win situation between economic value and cultural value.

Since the new century, Chinese traditional animation has been influenced and impacted by the times and internationality in the face of informatization, entertainment and globalization. The 'westernization of cultural value' of Chinese traditional animation is serious. The cultural connotation pursued in Chinese traditional culture has a fierce collision with the western popular culture and pragmatism floating on the surface. When the cultural value of animation deviates from the actual value of animation culture in the market, the connotation of the work deviates from the socialist core values, which leads to the contradiction between cultural identity

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https://doi.org/10.37420/j.cer.2022.048

and value identity, forcing Chinese traditional animation into the dilemma of creation bottleneck and market development.

So far, where should the national art and core value spirit pursued by Chinese traditional culture go? In order to effectively promote the inheritance and dissemination of Chinese traditional animation art under the new environment and new media, it is necessary to analyze the cultural status quo and explore the reasons for the downturn of Chinese traditional animation market and the change of values. From Disney animation in the epidemic under the sweeping can still come into being in a little experience, so as to explore suitably for Chinese traditional animation heritage, dissemination of new paths.

Analysis of the current situation of Chinese animation culture communication

What the majority of young people love is undoubtedly animation with unique artistic charm of sound and painting. Since entering the new century, it has become a new path for countries around the world to spread their own culture. From the middle of the 20th century, Chinese animation integrated national elements and national culture into animation creation, and the 'Chinese animation school' began to become unique. Chinese animation promoted the dissemination and cultural education of national art internally and formed a long-standing national influence externally. Until the emergence of digital media, it provides a new path for Chinese traditional animation. From the beginning of this period, the market-oriented commercial operation has made Chinese animation enterprises in order to pursue economic interests, cater to the audience's pan-entertainment aesthetic taste, and the animation market has been cold and the word of mouth is low. The situation has caused the imbalance of cultural values in Chinese animation.

Market downturns, small audience

The objects of animation communication in China's animation industry are mainly young groups. The age distribution of animation users shows younger characteristics. '95s' and '00s' have become the main groups of animation users. According to the research of Ai Media, the number of secondary users in China exceeded 370 million in 2020, and it is expected to exceed 403 million in 2021. The scale of secondary users in China is increasing year by year. Behind the increasing number of animation users year by year, it is the continuous loss of nearly 40 % of animation enterprises, which directly reflects the fact that the current Chinese animation does not grasp the inner needs of the audience and exposes a crucial problem in the operation and production process of animation enterprises: that is, the positioning of the communication object of animation enterprises is not clear, resulting in a small audience of animation results. At present, the audience of Chinese animation is still mainly young children. Many animation films try to create animation films of all ages with some entertaining elements. For example, the domestic animation 'Cribug', 'Cribug' exquisite art picture sense, the use of the lens is also very in place, but due to the content and the audience positioning is not accurate enough, resulting in poor animation communication results. The inaccurate positioning of the audience by animation creators has led to the downturn of the domestic animation industry to a certain extent, which is a specific market response to the failure of the communication object.

Content holes, seeking to maximize benefits

In China's mainstream values-oriented, animation should play a pioneering, advanced and positive force, internally to play a role in educating and enlightening the healthy growth of the majority of young people, to guide the correct values of social responsibility, external publicity to achieve the national image, the dissemination of national culture, the social responsibility of the transmitter. Since the late 1980s, many scholars in our country have emphasized that animation works has had a great impact on the values of young people. However, from the beginning of the new century, there is a widespread phenomenon of empty content in the Chinese animation market. In order to maximize the benefits, animation companies have appeared in the process of making animation. The signs of vague sense of responsibility have played down the characteristics of animation's demonstration and guidance function to young people's consciousness and thoughts. As recently by the majority of young children favorite cartoon 'bear haunted', the theme is to promote the 'protection of forests, protect the environment, protect nature', so the play felling trees, the destruction of the environment's skinhead strong man can be described as miserable to the extreme, comparable to the white-haired woman, he as a 'ugly' side makes his misfortune in the audience's eyes have become 'taken for granted' and 'big fast heart', but the skinhead strong itself is a good but had to engage in illegal acts of the role of the characters, in the skinhead strong body to see through the aesthetics of violence to vent their anger. The resulting spiritual pleasure, through this subtle values-oriented impact on children's physical and mental development process? At the same time, will some plots of puppy love and violence in the play have a reverse effect on misleading children? From a cognitive point of view, this is not conducive to children's mental health growth. Therefore, the new century domestic animation in the dissemination of animation content and values need to do in-depth study and excavation.

Westernized values, lack of national flavor

Since the 20th century, animation works with insufficient affinity have shown rigid dogmatic animation content. While paying attention to the expression of art elements, Chinese animation ignores the commercial value of animation and the audience's viewing experience. At present, most of the Chinese animation is still influenced by traditional culture and national elements, but it is also influenced by foreign culture. Under the combination of various influencing elements, Chinese animation presents diversified characteristics. After entering the twenty-first century, due to the rapid development of digital media, public acceptance of foreign culture continued to increase, coupled with the rapid development of media, Chinese traditional animation industry rapidly warming, but with the United States and Japan animation development and influence there is a certain gap, for example, the United States animation companies in the use of Chinese stories and materials to create a "Mulan" "Kung Fu Panda" and so on, in the world formed a wide range of influence, to promote the American cultural values. At the same time, Chinese animation companies are blindly imitating a certain culture that is popular around the world, and creating animation with a production mentality that is eager for quick success and instant benefit and lacks national responsibility, resulting in domestic animation losing the national charm of Chinese animation. The missing national emotions in the works make the audience lack a culture that resonates.For example, the domestic hot animation 'NeZha:Birth of the Demon Child' although the animation has achieved good box office results, but this animation is full of American personal heroism, dissemination of content and values were labeled with the United States and Japan, the values of Westerniza-

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tion led to the lack of national flavor works, high box office reputation is not high, which led to the domestic animation in the market tepid state.

The way out for Disney Animation amid the pandemic

Technology

Disney's exquisite two-dimensional animation technology and skills make Disney animation works an immortal classic. The vivid cartoon characters, vivid and subtle expressions, and beautiful movements are the display of the illusory stories created by Disney animation for the audience in the era of digital media, which satisfies the audience's expectation and love for beautiful things in the virtual world.

With the application of interactive technology, the audience can choose the characters in the animation film and television according to their own preferences, and stand on the perspective of other characters to appreciate the meaning of different angles in the film and television works, so as to achieve a deeper level of feeling and experience. The Disney animated film uses the current CGI technology to remake the film 'Lion King', 'Aladdin' and other films adapted by real people. In the process of remaking the film, it makes full use of virtual shooting, motion capture, VR/AR and other technical empowerment, which provides differentiated attractive resources for the adaptation, and brings different emotional and psychological experiences to the audience. This interactive technology also enables the audience not only to break through the constraints of time, space and other factors on the development of the story, but also to break through the shackles of thinking, broaden the narrative dimension of the story works, and the audience appreciates the works at the same time. With the help of the mouse, keyboard and other tools can choose any different clips play, complete the transformation of subjective impression in film and television works, this is the traditional one-way thinking mode incomparable advantage.

Culture

Through the universality of the artistic value of the works selected by the theme, Disney animated films have spawned huge economic benefits while carrying out broad and effective dissemination. They have not only explored the 'Disney animated film creation mode' and become a successful case of world film creation, but also won the audience's recognition of Disney. The cultural communication of Disney animated films has realized the double promotion of 'cultural influence' and 'economic benefit'.

As an art form, animation can be systematically investigated from the form and style. Because the history of American native culture is short, it has become the primary goal of Disney Company to look global. In the face of the diversification of audience demand under the background of 'globalization', Disney's choice of creative themes and creative sources has unique insights. From the perspective of the selection of stories, most of them choose classic fairy tales and legends outside the United States and summarize the world's stories as their own resource pool to create a local cultural brand belonging to the United States for commercial interests. Disney places the image of 'racial diversity' in different cultural backgrounds and explores new paths in 'beauty mode'. In addition, Disney has combed the national integration method in the cultural concept, and

the film and television works created around the common concept can always arouse some resonance among the audience in the cross-cultural communication. The success of Disney is that while exporting the 'common' culture, it is interspersed with American values. While the audience appreciates, it is inadvertently influenced by American culture.

Disney's focus on the world, focusing on the combination of distinctive national culture and its own culture is a successful innovation. It injects American values into a stable creative system, establishes an animated film type with Disney characteristics, and shapes the world brand.

Market

Disney is the traditional media in the United States that has been hit hardest by the COVID-19 pandemic. During the pandemic, several of Disney's blockbusters were forced to postpone releases due to the closure of theaters. In addition, Disney also closed many offline stores, hotels, holiday parks, etc. The result is a direct result of Disney's shrinking source of cash income. Faced with an uncertain future, Disney has restructured its business around 'Disney +' and competed fiercely with Netflix in the global streaming market. This restructuring of the streaming-centric business has put Disney through the test of the pandemic, with earnings far exceeding expectations.

Relying on the rapid development of 'Disney +', Disney's stock price has continued to rise, and investors in the market have noticed the strong growth of streaming media products. The continuous growth of 'Disney +' benefits from the popularity of films such as 'Mulan', 'Mandalorian' and 'Wanda Fantasy' on the streaming media platform. These films and television programs have achieved high ratings and stimulated more users to order 'Disney +'.In order to retain these users, Disney has invested a lot of money in the original field of works, which not only maintains the momentum of its streaming media platform development, but also retains existing users more effectively. In addition, 'Disney +' is actively exploring to broadcast Hollywood blockbusters on its platform,the first film to bear the brunt is 'Mulan', which can be watched in advance on the streaming platform for an additional $30 on top of the regular subscription fee. This subscription fee is lower than the price of rival Netflix, making 'Disney +' one of the most affordable services in the global streaming market.

At present, thanks to the launch of the streaming media platform, Disney Company is smoothly going through the storm of the new coronavirus epidemic. The experience model of coping with this storm will fundamentally change the operation mode of this enterprise with a history of nearly one hundred years. From the perspective of development strategy, Disney is gradually transforming into a technology company, rather than a traditional media company, and this strategic change will eventually increase the industrial value of Disney Company.

Main bodies

Some scholars have pointed out that the most glorious moment of women in human history has long stopped at the end of matriarchal society. The ideal has different interpretations in different times. Women and nature

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fight side by side, which is a major goal of ecofeminist theory. In the early Disney princess series of movies, the relationship between men and women seems to exist only between 'save-to be saved'. Like Sleeping Beauty, Snow White, Cinderella, they all seem to need a prince to save their lives and help them get out of trouble. This is the spread of 'women must have male support in order to have a happy life'. There is no doubt that to some extent, it shows the demeaning and contempt for women, which has spawned unequal gender relations between men and women. With the development of the times, this despised 'crime' ushered in reflection and opposition. In the cartoon "Mulan" released by Disney later, the Mulan in the play is brave and combative, intelligent and sensitive. Unlike the traditional "rescued" princess image, the Mulan is burdened with the father's lack of self-confidence in his daughter's daughter. The country's traditional impression that women should be at home against the mirror, women should not appear on the battlefield. In the face of misunderstanding and expulsion, Mulan shows his wisdom to save the entire army. The meaning behind this anti'salvation' is women's right to master and control their own destiny. Disney's balanced transformation of gender relations in animated films is in line with the trend of the times and the ecological feminism's vision of gender relations.

The Enlightenment of the Transformation of Disney Animation to the Spread of Chinese Animation Culture

Values impact: firmly uphold the socialist core values

With the development of globalization, the speed of information dissemination accelerates the speed of cultural infiltration and integration, and cultural communication presents a diversified situation. Facing the changes brought about by the context of globalization, animation communicators should not only have good professional knowledge, but also need a strong social consciousness to guide the correct value orientation. How to adopt a positive and effective communication strategy for Chinese animation is of great strategic significance.

While integrating the world story, Disney intersperses the concepts of 'hero, adventure, freedom, and dream pursuit' in American cultural values, follows the aesthetic ideas of American culture, and forms a wide influence in the world. Enhance the soft power of American culture, which gives us some inspiration. Chinese traditional animation in the production of animated films should pay attention to the traditional virtues of the Chinese nation 'Benevolence, Righteousness, Courtesy, Wisdom, Faith, Loyalty, Filial Piety, Festival, courage, and other values embodied in the creation of animation works with Chinese cultural values. The long history of the Chinese nation, the broad cultural foundation and the excellent traditional virtues make us not need to integrate the world culture like Disney animation, combine the long history and culture of our country, create works that conform to the core values of socialism and clearly express the orientation of our social values in animation. Internally, it can not only increase the national identity and cultural identity of our audience, but also spread the national spirit and deepen the cultural image of the state of etiquette to a large extent. Avoid the water of foreign audiences.

The dissemination of cultural carriers in line with China's values and the animation works that firmly safeguard the core values of socialism can change the pan-entertainment and resist the ideological erosion of

foreignism, provide strong help for the development of China's animation culture industry, and help Chinese traditional animation to form a wide range of influence in the world and enhance China 's cultural soft power.

Reorientation of Communication Subject: Transformation of Young Animation

An important reason for the low value of traditional Chinese animation communication in the new century is that the communicators of animation have not clearly defined the different communication effects. Different communication subjects should adopt different publicity methods, resulting in the communication effect not only not in place, but also has an extreme trend. In the face of box office temptation, animation communicators despise the mission and responsibility they shoulder and adopt a combination of 'Chinese story-foreign culture's production mode. This mode leads to the mixing of Chinese and Western cultures, which is the result of the mutual integration and infiltration of Chinese and Western cultures. How domestic animation films need to be reconstructed to change from 'young' audiences to 'all-age' audiences.

In the face of the all-age's communication needs, animation producers should pay attention to in the process of creation. First, the content expression should match the knowledge base of the age group that needs to be disseminated. On the basis of knowledge matching, the audience's 'cultural vision' should be expanded. The matching and reconstruction of culture are not just a simple return to tradition, but to explore the profound connotation of Chinese traditional national culture and find the 'pain points' that can resonate with the audience. Only by inheriting and innovating at the same time can we turn 'national' into 'the world'. Second, it is committed to building a national cultural brand. Disney animation is aimed at a global audience. It often creates animation works covering all ages. The content of the story has American cultural values and American national personality. In China's animation creation industry, we should not only improve the quality of film and television animation, but also carry out the production of surrounding products, the creation of theme parks and the products of clothing and clothing under the line, which is conducive to the formation of Chinese traditional national animation culture brand. Beyond the constraints of age, animation is no longer the exclusive of children.

To show the national culture with contemporary technical means and methods in line with the background of the times, to match the aesthetic taste and aesthetic experience of the audience of all ages, to complete the repositioning of the main body of Chinese traditional animation communication, to change the current situation of young animation, to tell Chinese stories to the world with animation as the carrier, and to convey the national spirit.

National cultures and national aesthetics: using media means to create 'cultural self-confidence, national self-confidence'

The rise of national animation style is a manifestation of the return of national cultural self-confidence, which uses a large number of Chinese elements and has the traditional aesthetic style and spiritual connotation of the Chinese nation. With the rapid development of modern economy, compared with the growing economic strength, China's cultural communication influence and competitiveness still have a lot of room for development. The prosperity of culture is the prosperity of the country, and the strong culture is the strong nation.

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Chinese traditional animation is an important force to establish national image and promote Chinese culture.

Put the effective combination of Chinese traditional animation,and national cultural stories at the core, inherit and transform Chinese excellent traditional culture, realize the integration of traditional content and modern media, and awaken the audience's sense of closeness to Chinese national culture. Under the guidance of this concept, animation films such as 'Nezha Naohai' and 'Shanshuiqing', with the help of film language and sound painting technology, create works with national characteristics and strong style, consciously embark on the road of nationalization and stimulate the psychological basis of the audience's national emotional identity.

The excellent traditional culture of the Chinese nation is rich, extensive and profound and is an inexhaustible treasure. It is not advisable to maintain the original traditional culture directly. Using media means and modern technology to combine the inner spirit of the Chinese nation with the elements of contemporary popular culture is consistent with people's unconsciousness, thus triggering emotional resonance. Through cultural symbols to convey the value of the times with the traditional cultural values, to create cultural self-confidence, national self-confidence of the bright future.

Promote the traditional culture of the Chinese nation, to provoke foreign cultural communication beam

Only by taking traditional culture as the soil, relying on technical means, taking artistic imagination as the feature, and conveying socialist core values, can Chinese traditional animation make progress in the international arena for Chinese animation to achieve leapfrog development, so that Chinese traditional animation can provoke foreign cultural communication.

'Chinese animation is not a lack of technology, is the story and the ability to tell a good story', excellent animated film to the audience is visual viewing and storytelling while causing emotional resonance, the input is excellent values. Like Disney animation, although it is a mixture of world stories, it is in the promotion of American spiritual and cultural values, which inevitably contains some places worthy of our study. First, the value of Disney animation programs is multiple. The animation works contain some social connotations, such as "Beauty and the Beast" in Belle's wit, braveness, and strong tolerance, "Mulan" in Mulan's cleverness, braveness, and for the country. The characteristics of the people are the value of the animation works; the second is that Disney animation programs began to explore the production of original animations. Original animations contain the soul of their own cultural brands. Like 'Dragon-seeking legends', Disney does not adapt animations based on existing story scripts. The princess in the play is different from the traditional vases that the 'princess' needed to wait for the prince to rescue. Disney has built the princess of the princess into a unique image of saving his country to find the dragon. This is a new attempt by Disney on the original road and gives the audience more new viewing experience.

With the continuous progress of the times, the development of Chinese traditional animation should also keep pace with the times. In the trend of the development of the times and the policies given by the state, the spirit of the excellent traditional culture of the Chinese nation should be rooted in the animation production, so as to promote the traditional culture of the Chinese nation and provoke the spread of the excellent Chinese culture.

Conclusion

With the rapid development of digital media technology, it has brought a broader space for the development of Chinese traditional animation and the thinking of artistic creation. How to interpret the aesthetic mood of Chinese style in animation, reflect the virtues of Chinese traditional culture, and rely on modern technology to create animation works that the audience like to see is a question that needs to be considered in the future development of animation. It is of exemplary significance and positive effect to explore the spirit of traditional aesthetics, form a unique cultural embodiment of the Chinese nation, resolutely safeguard the core values of socialism, go out the traditional Chinese animation and create a Chinese cultural brand.

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