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A Study on the Dissipative Effect and Psychological Mechanism of Film Second Creation Narration under the Accelerated Social Perspective

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Abstract:
In the context of accelerated society, short videos are emerging and movie dichotomous narration is emerging. Therefore, based on the use and satisfaction theory, this study will use the questionnaire survey method and in-depth interview method to explore the demotivation effect of movie dicreation narration and its audience's psychological mechanism. It is found that for the audience, movie narration short videos can satisfy their needs of saving time and trouble. In terms of movie narrative and its industry, movie narration has brought about the "disappearance" of movie audiences and the dissolution of the macro-narrative of the movie, but to a certain extent, movie narration is helpful to stimulate the interest of the audience, increase the attention of the movie, and then increase the number of movie schedules, and promote the development of the movie industry. In this regard, the movie industry should make good use of movie second creation narration to promote the prosperity and development of movie production through online and offline marketing strategies. The innovation of this paper is that it combines the perspective of accelerated society to provide theoretical and practical references for understanding the phenomenon of movie dichotomous narration and the development of the movie industry from the perspective of the audience.

Keywords:
accelerated society, movie narration, short video, use and satisfaction, movie industry

1 Introduction

Modern society is an "accelerated" society. In the accelerated society, the urbanization process is accelerated, the population pours into the cities in large quantities, the pressure of employment competition increases, and people are running between work, study and life every day, and their leisure time is fragmented and cut. In order to adapt to the fast pace, short videos instead of long videos have emerged. In this context, video sharing platforms including B station, Xiaohongshu and Douyin have started to popularize a kind of standardized movie commentary video, with the title of "three minutes to take you through XXX" and the first sentence of the video usually reads "pay attention, this man/woman is called XX". At present, this type of video is flooded on all major platforms and has become an important pastime for people. However, we have

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observed that the more people watch these videos, the less they are interested in and have the patience to watch a full-length movie. Not only that, when selecting a movie, some people choose to contact such short videos to decide whether to watch the movie or not based on the evaluation of the narration, and even if they are interested in a certain movie, they are more inclined to choose the movie narration.

In this regard, this paper will start from the perspective of accelerated society, and through the use and satisfaction theory, we will study the reasons why audiences like to watch movie narration and the psychological mechanism of choosing to watch this kind of video, and explore what positive or negative impacts movie narration has on the audience and the movie industry. The aim is to reveal the impact of movie second creation narration on audiences and movie industry, and to provide theoretical basis and practical reference for the development of movie second creation narration and movies in China.

2 Literature Review

2.1 The current status of research on the phenomenon of movie narration

Movie second creation narration has caused the research of multiple perspectives in the academic world. From the perspective of jurisprudence, domestic scholars such as Tiance Dong[1], ShuoLan Shao[1], Yanfeng Cui[2], and Shuang Qi[2] have paid attention to the copyright issue of movie narration. From the perspective of news dissemination, Wenyue Wu takes the typical Amo Gu as an example and elaborates the communication strategy of fast food movies based on Lasswell's “5w model”[3].On the basis of former, Nuan Zhang explored the causes of fast food movies[4]. From the impact level, Yuting Cai points out that this type of video meets the audience's entertainment needs and plays the role of social currency, but it also creates a gap between the movie and the audience and splits the continuous meaning of the movie[5]. Guowei He points out that the charm of movies is overshadowed by “mechanical reproduction”, and audiences can easily fall into the trap of “attention economy”[6].

In foreign countries, movie narration videos are not as popular as in China, so foreign scholars have done very little research on movie narration, mainly on movie reviews and UGC.

Although these researches have studied the copyright issues, communication strategies, formation reasons, impacts and other aspects of movie narration from the perspective of law and journalism and communication, they have not been able to further analyze the psychological mechanism of the audience's active selection of this kind of video in the context of accelerated society, which is worthy of our further analysis and research.

2.2 Accelerated society research

As early as 1977, Paul Virilio put forward the concept of “speedology” in his book Speed and Politics, and argued that since the Industrial Revolution, human civilization has been in a race of chasing speed [14]. Hartmut Rosa critically pointed out that the acceleration of society is driven by three structural factors, namely, the acceleration of science and technology, the acceleration of social change, and the acceleration of the pace of life[8], and that the acceleration of society has led to the alienation of space, objects, actions, time and self[9].

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In China, scholars have studied the theory of accelerated society itself, and Zuoyu Zheng has clarified the development of Rosa's theory and its main contributions [15]. Shuxing Lian and Dan Deng pointed out that Rosa's theory of social acceleration ultimately points to the problem of time, and in the digital age has brought about the "new alienation" of people [16], which has made certain additions to the theory. At the same time, scholars in China have also paid attention to some social phenomena arising in the context of accelerated society.

However, for the time being, current research has not studied the phenomenon of the rise of film narration from the perspective of accelerated society, and therefore has not answered the question of why audiences love film narration in the context of accelerated society.

2.3 Use and satisfaction research

The research on "use and satisfaction" first began in the 1940s. In the article "Individuals' Use of Mass Communication" published in 1974, communication scientist E[17]. Katz and others summarized the media contact behavior as a causal chain process of "social factors + psychological factors → media expectation → media contact → demand satisfaction" and put forward a basic model of the process of "use and satisfaction" and put forward the basic model of "use and fulfillment" process[19].

Foreign scholars mainly apply the theory of "use and fulfillment" to the study of real-life problems, such as the study of the use and needs of social media users[20][21][22]. The research of domestic scholars is mainly divided into three categories, one is the exploration of the theory of "use and satisfaction" itself, the second is to analyze a social media and its derivative phenomena and behaviors from the perspective of "use and satisfaction", Chunmei Gan analyzed users' motives for using WeChat, pointing out that the use of different WeChat functions is driven by different motives of users [24]. Third, a social phenomenon or film or television work is analyzed from the perspective of "use and satisfaction". Based on the theory of "use and satisfaction", Yinyin Hun analyzed the specific performance of the "Hanban Festival" online shopping boom, pointing out that the fundamental reason for this phenomenon is the diversification of consumers' social and psychological needs [25].

However, these studies have not applied the theory of "use and satisfaction" to explore the phenomenon of audiences' love and choice of movie narration, and therefore have not answered the question of the psychological mechanism of audiences' choice of movie narration.

2.4 Literature summary

It can be seen from the comprehensive literature that in the context of accelerated society, the prevalence of movie second creation narration, scholars have paid more attention to the legal problems brought by this phenomenon, analyzed the impact on the film industry, and paid less attention to the psychological mechanism of the audience's choice of movie narration. At the same time, research on "use and satisfaction" is not rare at home and abroad, and the topic mainly focuses on the theory of "use and satisfaction" itself and the analysis of a social media or social phenomenon through the theory, but fewer scholars have applied the theory to explore the psychological mechanism of movie narration in the film and television industry. However, the theory is seldom applied to explore the phenomenon of the rise of second creation narration in the film and

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television industry, and to explore the psychological mechanism of the audience's choice of second creation narration from the analysis of the effect.

2.5 Problem formulation

Therefore, this paper try to answer the following questions based on the context of accelerated society from the theory of use and satisfaction.

Q1:why are short videos of narrated movies liked by the public?

Q2:What is the psychological mechanism of the audience in choosing to watch narrated movie-type short videos?

Q3:What are the effects of such narrated videos on the audience and the movie industry?

3 Research Methods

This paper uses the research methods of questionnaire survey method and interview method to try to answer the above questions. First of all, the questionnaire survey method is used to get a preliminary understanding of the online audience, and combine with the interview method to select suitable interviewees among the people who fill out the questionnaire for an in-depth conversation to understand their psychological mechanisms when watching movie narration videos.

3.1 Questionnaire survey method

3.1.1 Hypothesis establishment

Based on the questions above, the corresponding hypotheses are proposed here:

H1: The more frequently people use media, the more they watch short videos.

H2: The more people watch short videos, the more they watch movie narration short videos.

H3: The more people watch movie narration videos, the less likely they are to watch the movie in its entirety.

In order to prove the hypotheses, this study adopts the questionnaire method, which is based on the theory of “Use and Satisfaction”, and conducts online surveys through online questionnaires.

3.1.2 Variables and their manipulation

In order to better understand the audience, this study downgrade the questionnaire based on the hypotheses as well as the questions need to be explored, and refined the questionnaire with the help of proven scales from other researchers, as shown in the table below.

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Table 1 Questionnaire Design

Variable Name	Question Item	Reference Scale
Frequency of watching movie narration short videos	1.I often watch movie narration short videos. 2.I actively look for movie narration short videos to watch when I am free. 3.I regularly follow the videos posted by some movie commentary bloggers. 4.When browsing web pages or APPs, I click to watch movie narration short videos.	Kexin Xu, "*Study on the dissemination effect of movie narration short videos on B station*".
Purpose of using movie narration short videos	1.Curiosity, fresh feeling 2.Boredom, kill time 3.Soothe the pressure of study and work 4.Satisfy the demand for entertainment 5.Personal aesthetic hobby needs 6.Growing knowledge and insights, broadening horizons 7.Enhance the value of taste 8.Get more social talk 9.Preliminary understanding of the movie 10.Better understanding of the movie content 11.Instead of watching the full version of the movie	Zixin Zhang, "*Research on Audience Psychology of Niche Food Documentaries*"
Audience's love for movie narration	1. I like to watch movie narration, no matter the movie I am interested in or not. 2. I think watching movie commentaries can bring me as much fun as watching other short videos.	Kexin Xu, "*Study on the dissemination effect of movie narration short videos on B station*"
Influence of movie narration on viewers	1. Movie narration can help me quickly find the movie I am interested in. 2.Movie narration can enhance my interest in the original movie. 3.I don't watch a movie that the movie commentary doesn't approve of.	
The basic situation of viewers choosing to watch short videos with movie commentaries	1. For movies that are recognized as not good, I choose to understand their contents through movie commentaries. 2.For horror movies that I dare not watch, I choose to learn about their contents through movie commentaries. 3.For the movie I am interested in, I directly look for its movie narration to watch it.	
The time factor for viewers to choose movie narration	1. I like to watch movie narration in odd time. 2.When I don't have time to watch a movie, I watch the movie I want to watch through the movie narration. 3.When watching the sequel of a movie, I learn about the content of the previous movie through the movie narration.	
Satisfaction with Movie Commentaries	1.I am satisfied with the short video of movie narration. 2.I am willing to watch short videos of movie narration. 3.I like to share the movie commentary videos with others. 4.I like to go to watch the full version of the movie after watching. the movie commentary video.	Yujie Fang, "*A Study on the Factors Influencing the Content of Movie and TV Narration 'Medium Video' and the Willingness to Continue Watching It*"

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3.2 In-depth interview method

3.2.1 Interview outline creation

The interview questions divide into three parts.

In the first part, the basic information of the interviewees is mainly involved, including their age, gender, work situation, and the degree of love for short videos of movie narration.

In the second part, the research questions are downgraded to interview questions. It includes their basic information about watching related videos, strategies when choosing movies and attitudes towards movie narration short videos.

In the third part, the preparation mainly involves possible deeper questions.

3.2.2 Selection of interview subjects

This study conducts approximately 20 minutes of semi-structured in-depth interviews with each of the 19 interviewees who had some knowledge of short videos in the movie narration category. The interviews start in 01/2025 and end in 02/2025. The interviewees include firstly, the researcher's family and friends and secondly, more research samples are solicited through Little Red Book. According to the principle of maximum sampling in qualitative research methodology, when the 19th respondent is recruited, the entire interview is sufficient to answer the research questions and the sample collection was closed. The interviewees vary in age, occupation, education level, and liking for movie narration short videos, with a low degree of homogeneity.

Interviews are conducted by telephone. The results of the interviews are organized into verbatim scripts, and the word count of the interview scripts total 10 432 words. The basic information of the interviewees is shown in the table.

Table 2 Basic Information of Interviewees

Number	Gender	Age	Specialty	Status	Fondness
1	Female	27	Amateur	Worker	Heavy enthusiastic
2	Male	18	Editing	Student	Heavy enthusiastic
3	Female	23	Amateur	Worker	Heavy enthusiastic
4	Female	27	Radio and television writer/director	Worker	Medium enthusiastic
5	Male	18	Amateur	Student	Heavy enthusiastic
6	Male	21	Film and television photography and production	Student	Light to medium enthusiastic

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7	Female	21	Amateur	Student	Heavy enthusiastic
8	Female	25	Amateur	Worker	Medium to heavy enthusiastic
9	Female	22	Amateur	Student	Heavy enthusiastic
10	Female	23	Amateur	Student	Heavy enthusiastic
11	Female	26	Film Criticism and Criticism	Worker	Moderate enthusiastic
12	Female	24	Drama, film and television literature	Student	mildly enthusiastic
13	Male	24	Drama, film and television directing	Worker	Medium to heavy enthusiastic
14	Female	24	Film and television production	Student	Mildly enthusiastic
15	Female	23	Amateur	Student	Moderate enthusiastic
16	Male	52	Amateur	Worker	Moderate enthusiastic
17	Female	24	Amateur	Worker	Moderate enthusiastic
18	Female	23	Amateur	Student	Medium to heavy enthusiastic
19	Female	60	Amateur	Retired	Heavy enthusiastic

3.3 Problem solving and basic conclusions

This study conduct an audience psychological analysis of the phenomenon of movie dichotomous narration through the questionnaire interview method and in-depth interview method, trying to answer the reasons for the audience's fondness for movie narration, the psychological mechanism of the audience's choice of movie narration, and the influence of movie narration on the audience. Through the questionnaire method, it find that the more frequently people use the media, the more they watch short videos, and the more they will watch movie narration short videos. And the more people watch movie narration videos, the less they will watch the movie in its entirety. At the same time, through the in-depth interview method research learn that respondents have a preference for movie narration short videos out of patience and time factors, and movie narration short videos also satisfy their needs to a certain extent, but they also bring negative impacts such as excessive surfing and failing to understand the full picture of the movie.

4 Use and Fulfillment: the Psychological Mechanism of the Audience of "Movie Second Creation Narration"

The second creation of movie narration satisfies the audience's emotional, informational and other needs. The process of satisfying the audience's needs is a rich and complex process of psychological activities. In the research process, we were surprised to find that although the audience has different degrees of fondness

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for short videos of movie narration, they all hold a more positive attitude towards short videos of movie narration.

4.1 Symbiosis of acceleration and time-saving

Under the perspective of accelerated society, it is no accident that movie narration is popular. The fast-paced working life makes it difficult for people to have enough patience to slow down, and short and fast short videos come into being, reconstructing people's time perception, and the complete linear time is cut into fragmented and fragmented time segments. According to the questionnaire survey, most people watch short videos more frequently every week, and a larger number of people watch them “every day”. This may indicate that short videos have become a regular form of entertainment or information acquisition in most people's daily lives. At the same time, with the algorithmic mechanism of platforms such as Shake, Xiaohongshu and B Station, people can easily access movie commentaries. Compared with watching a movie in its entirety, watching movie narration does not require choosing a fixed time and place, nor does it require mental anticipation and preparation, so people can watch it anytime, anywhere and at their own will, which has gained the majority of the audience's liking and popularity, and is embedded in their lives.

The interviewee's answer to the question of why he or she likes movie narration videos supports my idea: “I usually get off work late, at 7 or 8 o'clock, and when I come back, I'm tired, so I'm not very tired. I'm also quite tired when I come back, not really wanting to watch a movie in its entirety.” (1)“There is not much coherent time, and watching a movie takes more than two hours, so I don't have the patience to watch it and can't focus on it.” (2) “It takes the same amount of time as watching a movie, and I could watch several different movies with the movie commentary.” (3) “I'm a movie-related major and need to watch a lot of movies, but one's energy is limited and it's impossible to watch all of them one by one in their entirety. Movie commentaries don't allow me to watch them in great depth, but they allow me to understand the relevant story elements more quickly.” (4) “Watching more movies can expand my artistic breath. Nowadays, the pace is relatively fast, and it is difficult to watch a movie in its entirety, so the narration tells the best part of the movie, the most appealing point, which can supplement my spiritual world. Moreover, I feel that watching the movie narration is quite a stress reliever.” (8) “Sometimes I suddenly want to watch an old movie that I've seen before, I will go to his movie commentary, which saves me time than re-watching a complete one and satisfies my need to see the movie.”

According to the use and gratification theory, the role of social and psychological factors will lead people to develop media expectations and media exposure. And in the context of accelerated society, people's life rhythm becomes faster, the time for watching full movies gradually decreases, and in the time as long as 1~2 hours, people tend to choose to do other things, at the same time, the patience for watching full version of the movie gradually weakens, and the entertainment and recreation time is gradually fragmented. Therefore, most of the reasons why people hold a more positive attitude towards movie narration is that movie narration short videos can fully save their time for watching movies, and then realize the main purpose of entertainment in fragmented time.

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4.2 Coexistence of acceleration and simplifying matters

Under the view of accelerated society, movie narration can not only satisfy the purpose of entertainment and time saving, but also play a reference role in the audience's choice and understanding of the movie, eliminating the “trouble” of the audience to collect the movie and consult the information to understand the movie.

According to the results of the questionnaire survey, among the many purposes for which the audience chooses to watch movie commentaries, the preliminary understanding of the movie (3.88), meeting the demand for entertainment (3.85), and better understanding of the content of the movie (3.84) rank in the top three. At the same time, the respondents also unfolded the impact of movie narration on their selves, “Movie narration short videos can increase my movie watching for a short time.” (6) In contrast, heavy fans of movie narration short videos expressed the hope that movie narration would not be purely objective, but would have a more pronounced emotional attitude and provide special perspectives or ideas (7, 9, 10). “I think movie commentaries are like demining, by watching movie commentaries, you can know which movies are worth watching and which ones are mindless bad movies.” (7), “Sometimes I really don't know what movies to go to see, I don't know which ones are good and which ones are not, by brushing up on the commentary videos, I learn so many movies that I haven't seen and I'm interested in watching them.” (19) “Some movie commentaries he would talk a little bit about the background of the time when the movie took place to help me understand it better. And I know a lot of movies through movie commentaries, and I talk more about them with my friends when I socialize.” (9) “They narrated some parts of the movie that I didn't think of when I was watching the movie, so it kind of complemented my perspective on the movie.” (10) At the same time, according to the survey, for audiences of different natures, the movie narrator's creative work can even influence the audience's choice and viewing of the complete movie to a certain extent.

According to the theory of use and satisfaction “social factors + psychological factors → media expectation → media contact → demand satisfaction”, it can be understood that both for relevant professionals and other respondents, when the audience is in contact, they are more inclined to increase their own reading of films by watching movie commentaries, help themselves to filter films and understand films, and then replace the movie commentaries. movies and understand them, which in turn replaces the need for individuals to look for background information on movies, collect information on movies, watch movies in their entirety, etc., and satisfies their need to watch movies, understand them, and screen them. It can be seen that for the audience, movie narration short videos have important positive significance.

5 Dissolution and Reinvention: Changes in Film Narratives and their Industry

5.1 The “disappearance” of movie audiences

In the view of accelerated society, the audience tends to choose short and fast short videos to satisfy the demand for entertainment, and the entertainment activity of movie, which is limited by time, place, space and situation, is being squeezed step by step. According to the questionnaire survey, most people watch short videos for 1-4 hours a day, indicating that short videos are a medium-length pastime activity for most viewers.

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After analyzing the data, it was found that the Spearman correlation coefficient between the length of watching short videos per day and the length of watching movie narration short videos per day was 0.40, with a p-value of 0.00, indicating that there is a significant positive correlation between the length of watching short videos and the length of watching movie narration short videos. Therefore, in the population covered by this sample, the more people watch short videos, the more they tend to watch movie narration short videos. And as the frequency of watching short videos in the movie narration category increases, the viewers' liking of this category of short videos, the extent to which they think it affects them, their tendency to choose this category of short videos, the time factor they take into consideration when choosing them, and their satisfaction with them increase accordingly, further proving that the more people watch movie narration videos, the less they will watch the movie in its entirety.

At the same time, respondents have also mentioned, “Nowadays, there is not much patience to watch a full movie, and the more you swipe this kind of short video, the less you want to watch the full movie.” (2), “Always watching movie narration short videos will affect movie watching habits and concentration.” (4), “It really wears down patience, and now I speed up watching even three-minute narration short videos.” (6).

It can be seen that, on the one hand, people are influenced by the accelerated society, and in the fragmented time they are more inclined to choose the movie narration short videos which can also satisfy their needs instead of watching the movie in full; on the other hand, it is shown that the more they watch movie narration short videos the more it will wear out their patience, which in turn affects the patience of the audience to watch the movie. Under the dual role, the audience's patience and choice are affected, and the original movie audience gradually turned to watch short videos and related movie commentary, which eventually led to the “disappearance” of the movie audience.

5.2 Dissolution of the macro-narrative of the movie

It is worth noting that once the audience is over-immersed in the movie narration, they will fall into the stereotype of the movie. As the interviewees point out, “Malicious editing in order to gain traffic some short videos just have a beginning and no end, which is very irritating” (5) and “Some of the narration is inadequate or even perfunctory. The editing is rather fragmented and does not show the original movie in its entirety.” (10) “The language of the camera doesn't come across.” (11) “Too superficial and one-sided.” (15) “After all, it's a narration, and a lot of details can't be told, and details that can't be narrated don't make the movie's themes and feelings as deep as they could be.” (18). Some of the short videos of movie narration pinch editing, homogenization, AI production, one-sided and shallow and other problems, it is difficult to fully show the theme of the film, details, camera language, etc., which will not only be the audience to produce a negative view of the short videos of movie narration, but also affect the audience's impression of the relevant film.

When watching a movie in the theater, through the opening and closing credits, theater lighting to complete on the audience into the scene and out of the scene, to a certain extent, conducive to increase the audience's experience and perception of the movie plot, atmosphere. However, the movie second creation narration can quickly brush through a movie without leaving home, which dissolves the process of the movie out of the scene into the scene, and the audience is difficult to deeply appreciate the worldview, plot direction, and the change of the characters' emotions in the movie. To a certain extent, this blocks the “resonance” between the

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audience and the movie. At the same time, the second creation narration of the movie takes up a major part of the plot, which not only makes it difficult to show the emotional changes of the main character and other characters through the cause and effect, but also makes it difficult to show the unique language of the movie such as sound, lens, picture, color, etc., which, to a certain extent, dissolves the audience's understanding and feeling of the movie, and dissolves the original macro-narrative, making it difficult for the charm of the movie to be shown.

5.3 Remodeling of the movie industry

A good movie narration through the blogger's unique style of exposition to explain to make people understand the movie more deeply, and then produce the interest of watching the movie. For example, Poisonous Tongue makes the fights in the movie "Seal of the Gods" more vivid by describing the actions of the movie characters with some emotional words. In the explanation of "Hot Hot Hot", it cuts in from the perspective of the main sister and starts to talk about why the main character Du Leying is disheveled, and with sadder words and background music, people can easily get into the main character's emotions and situation, which enhances empathy with the characters of the movie, and the related video has gained more than 1.5 million likes, which has made a lot of people pay attention to the movie. As the interviewee said, "Movie narration affects my choice of movie" (8), which shows that movie narration is to a certain extent conducive to promoting the audience's understanding of and attention to the movie, which in turn increases their interest in watching the movie and then chooses to go to watch the movie, which is conducive to increasing the number of movie broadcasts.

At the same time, the movie second creation commentary can also to a certain extent, let people pay attention to some of the beginning of the unpopularity of the movie, to get the heat, increase the film's scheduling volume. Take "Ex 3: Goodbye Ex" as a representative of the movie, through the blogger on the movie "love", "break up", "miss", "double Through bloggers' explanations of the "love", "breakup", "miss", "double" and other parts of the film, people gradually desire to know more and more complete plots from the initial understanding of some of the plots, which, to a certain extent, promoted the audience to go to the cinema, and made the film, which was less than 6 points on the Douban, earn nearly 2 billion yuan at the box office. During the pre-release period of Ne Zha 2, in addition to its own special effects and plot being attractive enough, the movie's second creative narration told part of the plot of Ne Zha 2 in the context of life, supplemented the plot of Ne Zha 1, and incorporated interviews with director Dumpling, etc., which brought the movie to the attention of more audiences who had little knowledge of Ne Zha, increased the discussion and topic of Ne Zha 2, and attracted people to go to the cinema, which in turn helped to increase the number of people who went to the cinema to watch the movie. In turn, this will help increase the number of films scheduled for "Ne Zha 2", boost the box office, and have a positive impact on the development of the film industry.

In this regard, will the movie's second creative interpretation have a negative impact on the movie industry? "I don't think it's so much of a negative impact on the movie industry, they should coexist and promote each other." (4), as interviewees said, movie dichotomous commentaries come from excellent movies, and excellent movie dichotomous commentaries can also promote the dissemination of related movies and attract more movie-viewing audiences, and both of them influence and interact with each other. For China's film industry, the emergence and rise of movie narration is an opportunity, and it is worthwhile to understand and discuss

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in depth how to grasp the relationship between movies and movie narration and how to promote the development of the film industry with the help of movie narration.

6 Summary and Reflection

In the context of accelerated society, the rapid popularization of mobile Internet and the increasing maturity of video production technology, short video platforms have sprung up, providing a fertile soil for the sprouting of the second creation of movie narration. At the same time, in the accelerated society, people enter into accelerated and dispersed time, and short videos characterized by short, flat and fast quickly catch the audience's eyeballs, reshape contemporary people's lifestyle and entertainment habits, and become an important way for the public to obtain entertainment and information. Among them, the movie narration born in short video platform has gradually gained people's favor, exploring the reasons for its rise, it can be said that the movie narration meets the multiple needs of users to a large extent: in terms of speeding up and time-saving, it meets the needs of people's fragmented entertainment, so that the audience can get more movie information within a limited time. In terms of speeding up and saving time, it helps viewers screen movies and understand them, provides movie-watching references, and enriches social conversation.

The movie second creation commentary developed with the help of short video platform has brought many new changes to the movie field while gradually becoming an important way of entertainment for people. From the audience's point of view, it has reconstructed the audience's viewing mode. The audience does not need to spend a lot of time to watch the movie in its entirety, but can quickly understand the movie synopsis through the narration, which satisfies the shallow demand for movie content under the fast-paced life. However, this also leads to the loss of the original movie audience, the audience's patience is worn out, and the willingness to watch the complete movie is reduced. In terms of movie narrative, some low-quality movie narration has problems such as malicious editing and one-sided narration, which dissolves the original macro-narrative of the movie and makes it difficult for the audience to appreciate the deep charm and artistic value of the movie. However, high-quality movie narration can also play a positive role in stimulating the audience's interest in the movie through unique perspectives and vivid explanations, and increasing the attention and discussion of the movie.

In this regard, the movie industry should not ignore the existence of movie second creation narration, and should make good use of second creation narration to promote the prosperity of the movie industry through the combination of online and offline marketing strategies. From the online channel, the movie company can cooperate with high-quality movie commentary bloggers by utilizing the communication advantages of movie second creation narration to narrate part of the movie plot, attract a certain number of audiences to watch and understand the movie, which is conducive to attracting potential audiences, warming up the publicity for the movie, and then increasing the exposure, topic and discussion degree of the movie concerned. At the same time, with the algorithmic recommendation of the short video platform, the exciting plot clips of the movie are accurately pushed, which constantly deepens the impression of the interested audience and promotes their movie-watching behavior. From the perspective of offline channels, the movie creative team can organize offline movie activities to promote communication between the audience and the creative team, enhance the audience's sense of access and interaction, and then deepen the audience's understanding of the movie, so that

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they can actively become the movie's sharers and spreaders. Theaters can attract audiences to go out of their homes and into theaters by creating IMAX immersive movie halls with better viewing effects that are different from online viewing. It can be seen that the film's publicity and development work can realize the publicity effect of "1=1>2" through the organic integration of online and offline channels, attracting more audiences to watch movies, promoting the sustainable development of the film industry, and facilitating the prosperity and development of film production.

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