

Optimization study of media creation ideas based on the new media environment

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Abstract. Nowadays, new media are being used in more and more fields, most notably in the communication industry, with endless online media and ever-evolving cell phone terminals appearing in our lives all the time and becoming an essential part of our lives. Under the influence of this background, the creation and dissemination of art have gradually become dependent on new media and have begun a profound transformation. On the one hand, the new media has promoted the circulation of art, making the originally niche art categories to the mass market; on the other hand, the expanding market and audience also play an important role in influencing art creation. Therefore, the creative thinking of art creators nowadays will also change accordingly with the change of the background of the times.

1 Introduction

New media is a form of communication that uses digital technology to provide information and services to users through computer networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, cell phones and digital TV sets. From a spatial perspective, "new media" refers to the media that can be globalized across geographical boundaries, supported by digital compression and wireless network technology, with its large capacity, real-time and interactivity, as opposed to "traditional media". In the twenty-first century, political stability, economic prosperity, and the continuous development of information technology have led to the advent of the information age ^[1]. New media as a product of contemporary society is penetrating every aspect of life, and the new media era has quietly arrived. New media drive the development of art, and the creation and dissemination of art gradually depend on new media to begin profound transmutation. The creation of dance has also been influenced by new media, and the thinking of dance creators has become more diverse under the influence of new media ^[2]. "In modern dance creation, we can see the new thinking of choreographers, feel the diversity of their creations and the richness of their performance forms". After the creation and development of new media, dance creation has been elevated to a new level. Therefore, this paper will take the dance choreographer under the new media as the research object, take the dance works as the entry point, analyze what changes are happening in the dance creation under the new media, and how the creative thinking of the dance choreographer as the subject of creation is changing in the new media, so as to explore the profound influence of the new media on the creation of dance art ^[3].

2 RICHNESS OF SUBJECT MATTER SELECTION

The constant emergence of new media has brought different creative thinking, of which dance choreography has also been affected ^[4]. Moreover, the emergence of new media makes dance choreographers give a different impetus to the shaping of dance images, the organization of dance language, choreography design, the organization of dance teaching, and so on. "And the choreographer needs to keep up with the times and be innovative in his thinking when creating dances in order to be more attractive and be able to better demonstrate the artistic charm of dance." The emergence of new media can make the traditional choreography more innovative and can make full use of new media technologies and resources to update dance creation. This paper focuses on the new changes in the creative thinking of dance choreographers in the context of new media ^[5].

The selection of materials is the starting point for the choreographer in the creation of the dance, and in the selection of materials for the dance, the creative thinking of the choreographer must be expanded as much as possible, so that the dance performance can be presented in the most excellent form, highlighting the artistic charm of the dance ^[6]. The original dance choreographer in the selection of materials because of the limitations of science and technology, beyond the reality of the selection of materials is often less, but the emergence of new media technology makes the choreographer's selection of materials with diversity, the use of new media technology and resources can be closer to reality in the selection of materials for dance. The special nature of choreography allows the choreographer to make the choreography directly realistic in its selection ^[7]. Dance choreographer's

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thinking is not only dependent on reality, so the selection of materials can be based on reality, but also the imagination of the creation of the subject matter, in relying on the thinking of literature to create dance works, but also need to have commonality and at the same time fully explore their own independent personality, so that the creation of dance can be innovative. In the selection of new media dance, the same is based on reality, and then combined with new media technology, some images in reality, or some images in imagination, using technological means to express, the original some can not be expressed in the theater dance content, "borrowed new media to express, to give the audience a kind of real space and new media interlaced feeling, can better lead the audience into the dance, so that the audience through the new media into the dance, feel the artistic charm of dance and infectious power" [8].

As a dance choreographer must have innovative thinking, independent individuality of opinion, for the content of the dance you want to create for the selection of materials, you must carry out in-depth analysis, in order to borrow the new media to better performance of dance. New media is a bridge for choreographers to create something new, and borrowing new media can make dance performances more relevant [9]. When many choreographers create dance, the use of new media still occupies a small part and does not form a big concept. However, new media provide choreographers with the opportunity to reconnect with the body, theater, and dance in their dance selections, bringing profound artistic value and creative meaning to choreographers [10].

3 THE DIVERSITY OF CREATIVE MEANS

The emergence of new media has enabled dance creation to be combined with new media and to be more diversified in terms of creative means. "The original choreography relied on sculptures, murals, and other forms to fix the dance form, enabling the use of prose and poetry for the spatial expansion of the dance context when creating, enabling the creation and performance of dance art to be more diverse and pluralistic" [11].

When choreographers think about creation, they are not only limited to their previous thoughts, but also become more active and richer in their creative means by combining new media. As we mentioned before, various new media dance, turning dance into "digital", technology becomes part of the choreographer's creation, creating a new and strange chemical reaction. In particular, the dance company work "Pixel" is considered a dance masterpiece. In their self-introduction they have mentioned "placing the body at the heart of the challenges of technology and artistry, adapting the latest technological tools to create permanent poetry, and allowing a visual language based on playful pleasure to give nourishment to the imagination." It is ample proof that the new generation of new media dance explorers are clear that the technical tools must be reworked and used for dance, so their choreography becomes more enjoyable.

4 THE ATTENTION OF THE WORK FEEDBACK

In the use of new media, the feedback of dance works becomes more important. The audience can directly reflect their impressions of the dance by watching and enjoying the dance through new media, and can have the most real and intuitive feelings about the dance works, so the choreographer can better understand the impact of the works on people and people's evaluation of the dance works. The emergence and use of new media technology has made dance creation more perfect and innovative, and it is also a new artistic exploration when it comes to the perfection of the individual dancer's life value. New media does not ignore the intrinsic value and power of dance, enabling dance works to be closely integrated with the audience and enabling more people who love dance creation to participate in dance. For example, the dance TV program "Dance Dance" has enabled some civilian dance creators to realize their dance dreams through the TV platform. Therefore, when dance creators perform dance works, "pay more attention to the feedback of the dance works, so that the choreographer can be more practical in the level of thinking, timely understanding of the feedback of the creation of dance, and timely changes in the idea of dance creation".

The creation of dance works ultimately returns to the audience, so each choreographer is borrowing new media to create and then present his or her own work, paying more attention to the analysis of how the final presentation of the dance work will impact. While the new media became an enabler, it was also able to quickly allow them to identify certain problems in the choreographer's approach to dance creation. Dance choreographers have to skillfully apply new media for timely updates when creating their own works in order to create more excellent works. For example, the excellent dance creator Yang Liping has spent her life interpreting the life of a peacock, but at each stage, the peacock she has interpreted has a different artistic feeling. From the very first "Peacock Princess" to "Spirit of the Bird" and then "Love of the Bird", Yang Liping has a deeper knowledge of peacocks. The new media better show Yang Liping's inner thoughts, creating a beautiful dance scene and bringing the audience a different artistic experience. In 2012 CCTV Spring Festival Gala Yang Liping and Wang Di's double peacock dance, under the reflection of new media technology, let people see the beauty of peacock. All this perfect performance is inseparable from the hard work of Yang Liping, the dance creator, who understands the needs of the audience to be able to create such a wonderful dance.



Fig. 1. Dance "Bird's Love"

5. A PRELIMINARY STUDY ON THE CREATIVE THINKING OF DANCE CHOREOGRAPHERS UNDER THE THRESHOLD OF NEW MEDIA

The emergence of new media has brought different creative thinking to people, among which dance choreography has also been affected. And the emergence of new media makes dance choreographers bring different impetus to the shaping of dance images, the organization of dance language, choreography design, the organization of dance teaching and so on. "And dance choreographers need to keep up with the times and be innovative in their thinking when creating dances in order to be more attractive and to be able to better display the artistic charm of dance" ②. The emergence of new media can make traditional dance choreography more innovative, and can make full use of new media technology and resources to update the dance creation. This paper focuses on the new changes in the creative thinking of dance choreographers under the threshold of new media.

The first section of the richness of the selection of the subject matter

The selection of materials is the starting point of the choreographer in the creation of dance. When selecting materials for dance, the creative thinking of the choreographer must be expanded as much as possible, so that the dance performance can be presented in the most excellent form, highlighting the artistic charm of dance. The original choreographer in the selection of materials because of the limitations of science and technology, beyond the reality of the selection of materials is often less, while the emergence of new media technology makes the selection of materials for dance choreography become diversified, the use of new media technology and resources can be closer to reality in the selection of materials for dance. Because of the special nature of choreography, the choreographer can directly make the dance creation realistic when selecting materials. The choreographer's thinking is not only dependent on reality, so the selection of materials can be based on reality, but also the imagination of the creation of the subject matter, and in relying on the thinking of literature to create dance works, but also need to have commonality and at the same time fully explore their own independent personality, so that the creation of dance can be innovative. In the

selection of new media dance materials, the same is based on reality, and then combined with new media technology, the reality of some images, or imagination of some images, the use of technological means to express, the original some can not be expressed in the theater dance content, "borrowed from the new media to express, to give the audience a sense of reality and new media intertwined space It can better lead the audience into the dance, let the audience enter the dance through new media, and feel the artistic charm and infectious power of the dance" ①.

When the choreographer creates the dance, the materials can be real events, literary works, historical events, myths and legends, etc. As one of the artistic sources for the choreographer, these can restore the situation as much as possible with the help of new media technology, or the imagination can be fully illustrated, driven by the thinking, so that the choreographer can innovate his own thinking concept and present the dance to be more The choreographer is driven by the mind to innovate his own ideas and present the dance in a more realistic way. When the audience enjoys the dance, they can fully integrate into the scene that the choreographer wants to express and feel the artistic charm and value of the dance. For example, Qi Zhifeng's dance work "Holographic Shadow Dance - Growing Up" is based on a person's dance learning experience, which is a very realistic character growth process. The choreographer uses modern dance and contemporary dance elements to tell the life journey of Qi Zhifeng, a national standard dancer, from his teenage years, youth to his twilight years. Qi Zhifeng's teenage experience is played by young dancers Zhao Kuang and Zhou Jiaying, while Qi Zhifeng disguises himself as an initiation dance teacher. The melodious violin is like a song, telling the story of the dancer's childhood spent in the practice room.

2. Diversity of creative means

When choreographers think about creation, they are not only limited to their previous thoughts, but also become more active and richer in creative means by combining new media. As we have mentioned before, various new media dances turn dance into "digital" and technology becomes part of the choreographer's creation, creating a new and strange chemical reaction. In particular, the company's work "Pixel" is considered to be a dance masterpiece. As mentioned in their self-introduction, "placing the body in the challenging core of technology and artistry, adapting the latest technological tools to create permanent poetry, and allowing a visual language based on playful pleasure to give nourishment to the imagination." It is ample proof that the new generation of new media dance explorers are clear that the technological tools must be reworked and used for dance, so their choreography becomes more playful.

6. NEW MEDIA INTRODUCTION

According to the changes of new media users and audience groups, the evolution of new media can be divided into elite media stage, mass media stage and personal media stage.

1. Elite media stage

At the beginning of the new media, only a few groups of people had access to the new media and used it to disseminate information, most of them were professionals in the media field with high cultural quality and social class status, so this was the elite media stage.

The term "elite" first appeared in France in the 17th century, referring to a select few or outstanding people who surpassed most people in intelligence, character, ability, property and other aspects, and played a vital role in social development.

The people who used new media in the early stage belonged to a minority group in the media audience group. They had an avant-garde media communication consciousness and also had more advanced and richer media resources, and were the first group of people who benefited from the new media.

2. Mass media stage

The development of new media entered the mass media stage when it was developed and popularized on a large scale. Until now, new media, mainly mobile media such as cell phones, have been enjoyed by the majority of audiences, and the use of new media to convey knowledge and information has become a norm of media communication.

The development from elite media to mass media is inseparable from the decrease of communication cost brought by the progress of media technology. New media has become a kind of mass media with cheaper communication cost, more convenient communication method and richer information communication content, and its communication content and form have even changed people's way of life and their understanding of media essence to some extent.

3. Personal media stage

Along with the continuous development and popularity of new media technology, individuals who did not occupy media resources and platforms in the past and who have media expertise began to gradually express their opinions and views through the Internet and show them to the audience through the platform, which is a sign of the arrival of the personal media stage.

7 CONCLUSION

The emergence of new media has given new creative ideas and methods in the creation of dance choreography and has made it faster for the dissemination of dance. This paper takes the definition, causes and applications of the new media era as the entry point to explore the changes in the creative thinking of dance choreographers under the influence of new media, to study the impact of new media on dance creation, and to analyze the advantages and disadvantages brought by new media to dance creation. This paper explores the new ideas of dance creation brought by new media in the context of various dance programs, such as CCTV dance competition, TV dance competition "Dance Competition", "China Good Dance" and "World of Dance", etc. It is hoped that by analyzing the evolution of the creative thinking of dance choreographers in the era of new media, we can broaden the creative thinking and direction of dance

choreographers, enhance the value of dance creation, enable dance choreographers to avoid harm under the influence of new media, help dance choreographers to create better, and provide a certain theoretical reference basis for the creative development of Chinese dance. The search for the art of dance is endless, and choreographers must have the creative thinking to keep up with the times in order to bring forth new life. As an apprentice on the path of dance creation, the author must recognize the problems faced by dance creation nowadays and put the new media, an emerging technology, to better use. In the future, we will continue to explore and innovate dance choreography in our work and study. I believe that with the aid and influence of new media, dance choreographers will have a stronger sense of innovation and create better and better dance works.

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