

Development of Chinese Commercial Films

-- Taking "Dying to Survive" as an Example

Xu Chen

College of arts, CITI University, Ulaanbaatar, 999097- 15141, Mongolia

Abstract

In recent years, with the wide application of network technology and electronic information technology, network media will undoubtedly cause great impact and change on people's daily life. During this period, China's film industry has developed rapidly, and the proportion of marketing strategy in the film industry is undoubtedly very large. In this paper, "Dying to Survive" released in 2018 is selected, and the new features of domestic commercial film marketing strategy are explored according to the reaction and actual effect of this film.

Keywords

Marketing Strategy of Commercial Films; New Role; "Dying to Survive".

1. Introduction

Since the 21st century, with the digitalization and intelligence of people's lives, great changes have taken place in manufacturing methods, and the emergence of network media will undoubtedly cause new interference and impact on all walks of life. During this period, China's film industry is also developing rapidly. In the film industry, there is no doubt that film marketing has a vital influence. With the development of new media, there is no doubt that there are a lot of opportunities and challenges for film marketing.

2. First, The Definition of Commercial Film

Generally speaking, commercial films are designed to maximize their profits and pursue perfect box office and value. China's commercial films should be said to be developing at the same time as China's film industry, while China's own commercial films are carried out on the basis of silent film period. As Shi Hong said, as far as the objective facts of China's early film industry are concerned, all film writing is carried out through commercial channels, without exception. In today's market economy in China, more and more attention is paid to commercial films. Every year, excellent films are released and gradually promoted. As everyone knows, due to various factors, the development of Chinese commercial films is not satisfactory, but it is undoubtedly of key practical significance to promote the vigorous development of Chinese commercial films.

3. Second, The Current Situation of Chinese Realistic Films

In recent years, many realistic films in China have been praised by users and achieved mutual benefit and win-win results at the box office according to typical creation or big-name star propaganda and planning. Nowadays, with the gradual popularization of realism, everyone's consumption concept has already changed from forcing transactions to relying on transactions, and from pursuing perfect daily life to pursuing perfect spiritual essence. The purpose of trading is not to provide better service to your products, but to bring satisfaction to your

products. Take many people for example, watching a TV play is not to appreciate it, nor to influence their feelings, but to get recognition from others. Under this kind of consumption concept, the consciousness of "audience is customer" is more prominent. Some businessmen are constantly attracting more audiences in order to obtain higher profits, so the themes, actors, themes and publicity plans of many movies are based on commerce, not the movies themselves. From the overall environment, the development of realistic movies in China has a long way to go.

4. Third, The Breakthrough in the Creation of "Dying to Survive"

4.1. From Role to Emotional Stereotype

First of all, the first step of "Dying to Survive" is to stimulate the audience's emotions and correctly guide the audience to have empathy for the characters in the film. The key to the story is to focus on these five characters. At the same time, these five characters are used to show the emotional relationship between father and son, mother and daughter, boys and family, parents and children, believers and beliefs. Through the simple role relationship and complicated emotional connection, the audience found their own shadow in the movie, gained their own feelings, and thus gained the audience's recognition of the movie characters. Xú zhǐ Yǒng has different understandings of Cheng Yong's role in his works: Cheng Yong is an ordinary person and an ordinary person with social development. Everyone has their own weaknesses, and when the audience realizes that they also have selfishness and weaknesses, they will develop compassion. As Xú zhǐ Yǒng said, this film needs to have such resonance, especially for those who like emotions [2].

Secondly, in "Dying to Survive", the characters are at a disadvantage and are closely related to the tragic environment, which makes the audience have obvious resonance. In the film, all the characters have complicated social backgrounds and miserable experiences, and they are all in deep trouble. For example, Lu Benefit learned that his wife was pregnant during the collapse, which rekindled the expectation of life. However, in order to get medicine better, the house was gone and the home was ruined. When he realized that he had already become stressed, he simply ended his life. Picking up a life for a loved one and finally ending a life for a loved one has aroused great feelings in the hearts of every audience. For another example, Liu Sihui originally had a warm home, but because of her daughter's illness, her husband chose to run away from home and raise children alone. The high medical expenses forced her to work in nightclubs, which frustrated her self-esteem. As patients with chronic leukemia or their families, they can only rely on medicines to keep their lives, and a bottle of medicines becomes an unbearable burden in their lives. "I don't want to die, I want to live." This female patient's begging made thousands of viewers realize the strong desire for survival and the fragility of life of cancer patients. She asked the police officer, "Who doesn't have a patient, can you guarantee that you won't get sick in your life?" The objectivity of life has hurt the hearts of the audience more deeply. "Dying to Survive" vividly shows the tragic fate and inferior position of septic patients, and the emotional description in the film makes the emotional communication between the film and the audience reach the extreme. Actively mobilize the power of emotion and change a mediocre role into a role with high self-expression and rich emotional color, which is also the successful exploration of Dying to Survive in domestic realistic films.

4.2. Black Humor and Direct Value Judgment

"Dying to Survive" is a fusion of modernism and black comedy design style, which clearly embodies value judgment and emotional recognition. The film shows the wonderful scenes of China Customs, the hardships and dangers on the way of smuggling, the way of fighting back by poor diaosi, throwing money for the supervisor to dance in nightclubs, smashing a venue at a

sales conference in Zhang Changlin, and being chased by police officers when picking up goods in China Customs. Obey the audience's consumption concept, improve the expressive force of the film, and bring the audience to the film scene under happy and simple conditions. In the second half, his father's death, sister-in-law's pleading and friend's suicide seemed to be on his shoulders. Under the influence of work pressure, he decided to do whatever it takes for more and more patients and stepped into the road of "medicine god". The fusion of the joy in the first half and the tears in the second half successfully creates a character who abandons himself for everyone, and successfully pushes this character to the altar from self-salvation to winning the hearts of the people. In addition, the film director chose a weak perspective to narrate, showing the miserable living conditions of Huang Mao, Lu Benefit, Liu Sihui and others, and directly and obviously doubting social fairness and justice from the perspective of patients; However, a series of social hot issues, such as import tariff rules and regulations and generic drug production, have been deliberately evaded. Using film language to narrate a black comedy satirical story about public morality uniquely shows the opposition between justice and evil, and it is very easy for the audience to integrate their own feelings into the film, and then get emotional recognition [2].

4.3. From Stylized Stories to In-depth Thinking

The worldly depiction in "Dying to Survive" adds humanization to the film. However, if a surrealist film only looks at it from a tragic point of view, the audience will only immerse themselves in a short experience for a short time, and will ignore the problems of today's society. "Dying to Survive" is a real realistic film, unlike previous films, which randomly accumulates the infinite extension of life and the details of life. According to the typical writing of the film, "Lu Yong Case", a hot network objection event, presents the differences between cheap new drugs and high-priced real drugs, and then causes people from all walks of life to care about a series of social hot issues caused by high-priced new anti-cancer drugs, thus creating the unique conceptual characteristics of the film. "Dying to Survive" is presented with real social problems, such as the differences between patients' survival and lack of money, the differences between remote medical treatment and illegal medical treatment, the high cost of pharmaceutical companies and the needs of patients. Based on the uniqueness of human nature, Dying to Survive, with the unlucky fate of the bottom characters and the lack of relevant laws and regulations, has aroused the public's deep thinking and exerted a positive influence on Chinese realists. Dying to Survive, from the formulaic artistic plot of realistic movies to digging deep into the deep meaning of its ideas.

4.4. The Practical Significance of Strengthening from Weakness

In recent years, under the condition of realism and driven by interests, Chinese realistic films simplify or distort complicated social hot issues, resulting in realistic films failing to achieve the expected actual results. Dying to Survive is not only a powerful driving force for a realistic film, but also a pursuit of modernist literary spirit. The content of the film attracts everyone with practical social hot issues, presents the powerful energy of realistic films in China, and strengthens the writing of the practical significance of the film. In the past, the social reaction and practical significance caused by film broadcasting were relatively poor. Once the film was released, the focus of public opinion quickly focused on the issue of new anti-cancer drugs. In response to the public opinion caused by "Dying to Survive", Premier personally gave a reply, stipulating that relevant state units should speed up the implementation of relevant countermeasures such as reducing prices and ensuring supply of anticancer drugs. Not long after the film was released, National Healthcare Security Administration gradually launched a new round of key talks with pharmaceutical companies around the world on new anti-cancer drugs, and several provinces and autonomous regions across the country announced that new anti-cancer drugs would be included in the scope of medical insurance. There are very few films

in China's film industry that promote the improvement of people's livelihood according to the energy of a film. Therefore, the contribution of "Dying to Survive" to Chinese realistic films is immeasurable, showing the great popularity of realistic films, independently innovating the theme expression of realistic films, and maximizing the value and practical significance of the films.

5. Concluding Remarks

As a film rewritten according to true stories, "Dying to Survive" is written in different categories, showing the realistic quality of the film. As everyone knows, Dying to Survive is just a new journey of Chinese realistic movies. In order to complete the independent innovation of modernism genre, we must vigorously strengthen the emotional display of film characters, more sensitively apply tragicomedy to express unusual values, promote the deep concept and strengthen the practical significance.

References

- [1] Wang Jingsha. New Features of Marketing Strategy of Domestic Commercial Films--Taking iPartment and Dying to Survive as Examples [J]. Jin Guwen Chuang, 2021 (11): 2.
- [2] Jian Cao. Thinking about human nature with realistic theme-taking the film "Dying to Survive" as an example [J]. 2022 (3).
- [3] Hou Dongxiao, Sun Lizhen. Poetic Core: Realistic Background and Real Experience of Film Industry Aesthetics--Taking "Dying to Survive" and "a good play" as examples [J]. Sichuan Drama, 2020 (4): 18-23.