VR Film Technology and Language Research Under the Background of "Internet +"

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Abstract: When the global "Fourth Industrial Revolution" is gradually approaching, various emerging technologies have brought unprecedented impact and influence on the creation and development of the film industry. Especially in the context of "Internet +", VR technology has unprecedentedly revolutionized the recording capabilities and forms of any previous imaging technology. The emergence and development of VR movies has carried out a subversive reconstruction of the narrative of traditional images, and at the same time broke The audio-visual order accumulated by the film industry over a century, the language of film is currently in the midst of the greatest innovation and subversion since the birth of film.

Keywords: "Internet +"; VR (virtual reality) technology; Film language research

1. Introduction

In recent years, the Internet has been strongly integrated into the film industry and has greatly affected the innovation and development of the film industry, especially film technology. Internet thinking has transformed the past "work thinking" and "art first" concepts into "product thinking" and "user first" concepts; BAT It also integrates resources, participates in various operations of traditional film and television companies through investment, cooperation and other means, builds a platform for the Chinese film industry, and also contributes to the upgrading of the film industry, especially the development of VR (virtual reality) technology. VR technology has brought a huge impact to traditional movie viewing in terms of immersive and interactive experience, and has a strong sense of substitution and participation. The article examines the use of VR (virtual reality) technology to innovate various paradigms of traditional film language, and at the same time makes philosophical speculations on the paradox of VR (virtual reality technology) in the development of the film industry, and explores the "Internet +" perspective Under the VR (virtual reality) film technology development model and trend.

2. The technical connotation and era extension of VR movies under "Internet+"

"Internet +" comprehensively subverts the entire film industry chain, especially the form of digital film technology, and at the same time provides useful supplements to traditional films. In this context, exploring the technical connotation and era extension of VR technology, and at the same time, examining its epochal influence in the film industry is of historical and epochal significance.

In the context of "Internet plus" technology, virtual reality technology should be a modern computer technology, but this technology is not a new concept born in the Internet age. As early as the 1980s, Jaron Lanier, one of the pioneers of VR technology development, first invented the term "virtual reality" and popularized it. However, VR is related to AR, Mr, Sr and so on and used in aggregation. From its technical connotation, it is not only mutually related and different in characteristics. About VR, it is also known as "artificial reality Reality is a virtual image that can be experienced by devices in the virtual space constructed by computer. It can build a perfect digital environment isolated from the real world. From this point of view, it is different from "AR"; in terms of its not only viewing, but also interactivity, it is different from 3D movies. As for AR, augmented reality , also known as hybrid VR, is based on GPS technology, which overlaps the real image with the three dimensional imaginary image and relies on an image display technology. In addition, MR, known as "merged reality" or "mixed reality", combines the advantages of AR interaction with reality and VR can enhance immersion. Without other equipment, it can achieve the effect of multiple people experiencing the same experience at the same time. Finally, with regard to SR, "alternative reality:SR" refers to the technology that distorts human cognition and emotion, which makes the experience in the virtual world known as a real technology, which enables people to set the opposite situation as the actual experience. The experiment of the treatment of post-traumatic stress disorder and depression is in progress, but it has not yet entered the practical stage.

In the current era of "Internet +" technology, the development of film art has derived the academic theory of "digital mirage". The "virtual shadow, sound and painting art" proposed by this theory has become an important form of expression of film art nowadays,

thereby providing audiences Brings new cognition and thinking of the future movie audiovisual world .[1]

Compared with the exploration in the expression of traditional movies, VR technology has brought a huge impact to the viewing of traditional movies in terms of immersive and interactive experience. In the immersive experience, although the current VR technology will not reconstruct the narrative like the refactoring language of movies with flashbacks, editing, etc., its immersive experience makes the audience's exploration and game instincts more satisfied. , So that the audience can get pleasure and even stimulation in the unprecedented visual impact, and let the audience get the greatest emotional catharsis in the instinct of watching. It is true that VR technology transfers the power of viewing to the viewer, and the viewer has changed from passive viewing to the subject of choosing to watch, and the viewer gains a kind of freedom in viewing. [2]This kind of freedom is just a kind of joking "reconciliation" between "technological supremacy" and "entertainment to death", which is quite the inner filling and selfish satisfaction that the audience wants to pursue.

3. The characteristics of VR technology under "Internet+" and its innovation in movie language

"Internet +" technology will continue to reshape the process of film production, film culture and dissemination. It can be said that the production and development of VR (virtual reality) technology has carried out a subversive exploration and reconstruction of the image narrative of traditional movies. VR movies bring a sense of presence through immersive experience, allowing the audience to participate in the plot through interaction; its narrative empowering feature breaks through the limitations of the film's "fourth wall", and the weight conversion of time-space narrative changes the structure of the film and guides attention Become the editing method of VR movies .[3]

In VR movies based on 360° image shooting, in order to combine VR image technology with movie art, it is necessary to better understand the shooting environment of existing movies and analyze the technical factors of lens activities. There are obvious differences between VR movies and existing 2D movies. The 360° reproduction expands the non-visual field into the visual field. In the emotional assimilation achieved by the emotions of the characters on the scene, the indirect experience will be maximized. Dramatic participation is expanded, and the main audience can be "present." At the core of this change, there is the perspective freedom given to the audience by VR movies, which is the first time the audience has obtained the subjectivity of the line of sight since the birth of the movie. The subjectivity of the line of sight has already subverted the film language and film grammar that only conveys the selected line of sight.

The narrative method of the film is the communication method obtained by the film language and film grammar after the film is born. In terms of the univocality of emotion and meaning caused by the choice of a fixed audience perspective, classic movies can be said to be a non-democratic and backward communication method. Movies have made many attempts to break away from this restriction. In the 1920s, under the influence of Dadaism and Surrealism, film experiments and avant-garde films made a variety of attempts were representative examples. In addition, the film should also answer the question of whether it could become a modern art. As a result, beginning in the late 1950s, ushered in the era of new wave and modernist films. However, it is still unclear whether this can be used as another way to emphasize to the audience that the communication method of the film is loud. At the moment, in the era of "Internet +", the use of VR technology has made various innovations in film language and film grammar, and has caused changes in storytelling, whether it is from the perspective of photography, scene scheduling, editing, and viewpoints, etc. All aspects have been innovated and even subverted.

4. Conclusion

Under the background of the full advent of "Internet +" technology, the innovation of VR (virtual reality) technology has changed the relationship between virtual reality, reality and the subject, greatly innovated film language and film grammar, and brought new art to art. Creative opportunities, however, the one-sided development of VR technology may also cause new technical paradox problems. In the face of new technologies, not only must the traditional film aesthetics be redefined, but also a subjective problem arising from technical rationality. The great challenge of the crisis. For the general public, the era of "comprehensive memories" may come gradually.

Indeed, from the perspective of "Internet +" technology, the creative aesthetics of VR (virtual reality) film narration has the artistic characteristics of "divergence" and "cohesion", and the audience's Reception aesthetics has the artistic characteristics of "autonomy" and "consciousness". It is true that the interactive nature of VR movies and the passive acceptance mode of traditional movies are fading away, and it can be predicted that when they are no longer regarded as movies, VR movies can really become VR movies. [4]Although the investigation and exploration of VR (virtual reality) film technology under the "Internet +" vision is a preliminary exploration, it may add some intentional contributions to VR (virtual reality) technology and the entire film industry.

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