

RESEARCH ON THE DEVELOPMENT STRATEGY OF THEME FILMS IN THE NEW NORMAL ERA

Zhong Zhang ^{1*}, Somsak Klaysung²

^{1*,2}*Faculty of College of communication arts, Suan Sunandha Rajabhat University, Bangkok, Thailand,*

E-Mail: s64584946019@ssru.ac.th^{1*}, Somsak Kl @ssru.ac.th²

ABSTRACT

As an important cultural and artistic form, film plays an important role in promoting the development of society and people's life. With the progress of science and technology and the change of audience demand, the film industry also needs to constantly innovate and develop and develop appropriate development strategies to cope with the market challenges. A theme film refers to a film work created and presented around a specific theme or concept. It is not only entertaining, but also can convey profound thoughts and values. The development strategy of theme films is the result of comprehensive consideration in various aspects, which needs to be fully grasped from the target audience, creative team, script and marketing. Through continuous efforts and continuous improvement, theme films can better meet the needs of the audience and make a positive contribution to the development of the film industry.

Keywords: new normal, theme film, development strategy

INTRODUCTION

In essence, film is a play of nature. Without an open spatial structure, there can be no film, because film is not embedded in the world, but to replace the world. Without a number of natural objects, the screen cannot create such a sense of space for us.

Logic is often the organizational means of a work of art, and it will never become the theme of expression. When creating a work, logic is a tool, but by no means an end. However, the psychological description in the work of art itself can be an end. We are not only interested in the events in the course of the story, but also even more interested in why (they happen on their psychological basis). We are interested in the inner association process (which guides the action). This internal action, the internal events, are often more important than the external.

METHODOLOGY

In the film industry, a thematic film development strategy is one of the key factors in developing and implementing successful film projects. In order to have a deep understanding of the importance and effectiveness of the theme film development strategy, this paper adopts the way of expert interview to

study it, through the industry experts, discusses the key elements of the theme film development strategy and its application and value in the film industry.

Sub-Section 1

Five experts, including senior film critic Zhang Hong, Yin Li, a film planning expert, Professor Zhang Hong of Communication University of China, Professor Su Mu of Beijing Film Academy, and Professor Chen Xiaochun of Communication University of China, were invited to discuss and study the development strategies of themed films in the new normal era.

RESULTS

In the theme film development strategy, experts agree that market research is a crucial step. Experts point out that understanding the preferences and needs of target audiences is the basis of successful film projects. Through market research, film producers can understand the audience's tastes and trends, so as to develop the type, content and publicity strategies of films according to the market demand. From Table 1.

Table 1: Experts believe that the purpose, significance and role of market research

Specialist	Purpose	Meaning	Act on
Zhang Hong	Understand the needs and interests of the audience	Improve the market competitiveness of the film	Determine the target audience.
Yin Li	Understand the audience's preferences, values, and consumption habits.	Avoid investing too many resources and time on unpopular movie themes.	Optimize film creation.
Chen Xiaochun	Better grasp the psychological needs of the audience	To help film producers predict market trends and changes.	Improve marketing effectiveness.
Su Mu	Learn about your competitors.	Adjust the production direction and promotion strategy of the film	Improve the appeal and reputation of the film.
Zhang Hong	Develop more effective marketing strategies	Improve the success rate and profitability of movies.	Increase audience satisfaction and loyalty.

Experts unanimously believe that innovation is important in the development strategy of theme films. Innovation can bring freshness and attractiveness to theme films, attracting more audience attention; At the same time, innovation can also promote audience thinking and discussion, triggering attention to social issues; In addition, innovation also drives the progress and development of the film industry. From Table 2.

Table 2: Experts believe that the importance of innovation in the development strategy of thematic films

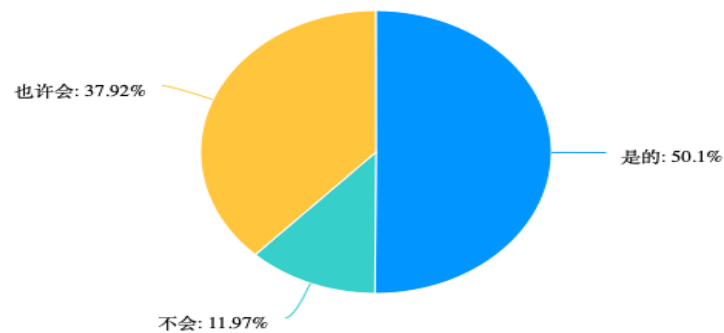
Specialist	Purpose	Meaning	Act on
Zhang Hong	Through innovation, thematic films can	Innovation can bring about artistic	

	break through the traditional framework.	breakthroughs and progress.	Innovation can bring a competitive advantage to themed films.
Yin Li	Present the story in novel ways.	Try new techniques of expression and story structure, the theme film can refresh the audience's aesthetic experience.	Unique storylines and forms of expression can often attract the attention of more audiences.
Chen Xiaochun	Distinguish them from other film works.	Promote the development of film art.	By constantly trying out new and innovative ways, themed films can push the entire film industry forward.
Su Mu	Attract the attention of the audience.	Innovation can meet the diverse needs of the audience.	It can stimulate the creativity and innovation ability of more film talents.
Zhang Hong	Meet the audience's expectations for fresh, unique storytelling and expressions.	Through innovation, it can provide more diversified choices, thus expanding the audience group.	Innovation can also bring more commercial opportunities for themed films, such as derivatives development and cross-border cooperation.

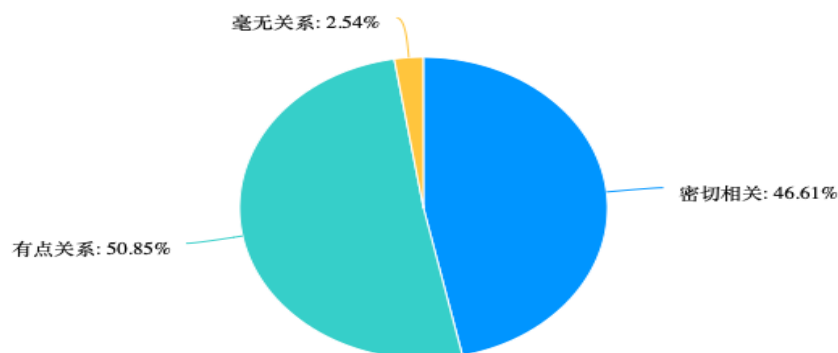
In recent years, the development of theme films in the film industry has gradually attracted the attention of experts, who generally believe that the development of theme films has an important influence on society and the film industry itself. The theme film attracts people's attention to and thinking about these problems by showing and talking about social problems. For example, some themed films discuss major issues such as environmental pollution, social injustice and human rights, which have triggered discussion and reflection from all sectors of society. This influence of social attention helps to promote social progress and reform; the film industry itself. With the rise of thematic films, more directors and producers are looking to and invest in this genre. This provides more opportunities and platforms for film creators to express their own views and thoughts. At the same time, the success of the themed film has also brought commercial success to the film industry. The audience's attention to and enthusiasm for the theme film makes this type of film achieve good results at the box office, and further promote the development of the film industry. Figure 1, Figure 2.

Figure 1

The influence of theme films on society, 50.1% of experts think it is beneficial to social development, 37.92% think it may be beneficial to social development, and 11.97% think it will not be beneficial to social development.

**Figure 2**

For the development of the film industry, 50.85% of experts, 46.61% think it is closely related, and 2.54% think it is unrelated.



CONCLUSION AND FUTURE WORK

The development strategy of theme films needs to take into account factors such as audience needs, diversified themes, innovative marketing and investment cooperation. By understanding the audience's needs, providing diverse themed films, and adopting innovative marketing strategies and active investment cooperation, the development of themed films can be promoted and meet the diverse needs of the audience. With a clear understanding of the challenges and opportunities faced by thematic films under the new normal, industry practitioners can be able to develop effective strategies to meet these challenges and seize the opportunities. An audience-centric approach and innovation can guide thematic films towards sustainable and profitable development.

Future work should continue to study the audience needs, by studying the market trends, audience preferences and the challenges facing filmmakers, fully understand the thematic film industry under the new normal; explore more innovative and challenging topics, and through further research, this study will reveal the major challenges facing filmmakers in this industry. In addition, this study will identify available opportunities to overcome these challenges and promote the development of thematic films; strengthen marketing strategies and investment cooperation to open a broader path for the development of thematic films and provide practical guidance to industry practitioners and policy makers by integrating relevant concepts and theories of film research and business management. These strategies will emphasize the need for strategic planning, innovation, and an audience-centric approach to achieve sustainable growth in the thematic film industry.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- For Book: Andre Bazan (2016), 《What is a movie》, Editors: CuiJunYan , Published by the Commercial Press, Place ,P.158.
- For Book: Balazbela , (2003) , 《film aesthetics》, Editors : HeLi,China Film Press , Place, Pp.187–188.