Original Research Article

Research on the interactive narrative of digital media art in the context of media convergence

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Abstract: With the continuous development of digital technology, media technology continues to update and iterate, and gradually changes from a single media form to multiple interactions and deep integration, which has become a hot topic in the media field. In this context, digital media art, as an emerging art form, has shown great potential for development and extensive social influence, which has attracted people's attention and recognition, and has deeply penetrated into all aspects of people's daily life. As an important part of digital media art, interactive narrative not only opens up new ideas and methods for artistic creation, but also provides an effective way for the interactive experience between the audience and the creator, and effectively promotes the diversification and modernization of digital media art. This paper mainly discusses the interactive narrative of digital media art in the context of media convergence, aiming to promote the high-quality development of digital media art by playing an important role in interactive narrative, and provide useful reference and reference for relevant practitioners.

Keywords: Media convergence; Digital Media Arts; Interactive storytelling

1. Introduction

Under the current development of digital technology, media methods are more diverse, and media convergence has become the main development direction of the current media field. In order to change the status, identity and role of the audience, it is necessary to innovate the narrative mode, and let the audience actively participate in the creation of the story through interactive narrative, so as to play the central and main role of the audience. However, in this complex environment, a series of problems have arisen in the interactive narrative of digital media art, which needs to give full play to the role of media integration according to the needs of the audience and the development of the market, and the form of digital media art, so as to broaden the creative space and meet the needs of the audience through diversified interactive methods. Further enhance the aesthetic level of the audience and enrich the experience of the audience.

2. Overview of interactive narratives in digital media art

Interactive narrative of digital media art refers to the use of digital media art to allow the audience to actively participate in artistic creation through digital media, freely imagine and conceive, influence the plot and direction of the story through their own perception and behavior, and interact deeply with the work, changing the traditional single linear communication mode. Through the interactivity and pluralism of digital media, creators, audiences, and works can be effectively combined to form a new interactive narrative mode. It takes the audience as the core, promotes the development of the story through the audience's independent judgment, decision-making, and choice, and forms an interactive narrative mode based on the audience's experience, so that the story develops in different directions, broadens the depth and breadth of the story, and enhances the audience's sense of

participation[1].

3. The practical application of interactive narrative in digital media art in the context of media convergence

(1) Interactive narrative under virtual reality art

With the development of digital technology, virtual reality art continues to develop, and its application in interactive narrative brings a new way of experience to the audience, which can immerse the audience in the work, immersive experience and feelings, and realize the combination of ideal and reality. For example, virtual reality technology can be used to create a virtual scene full of magic and creative ideas for users, and the audience can enter the virtual world to explore and experience with the assistance of the device, have unprecedented feelings, explore mysteries, perceive the future, and let the audience feel the power of technology. At the same time, under the integration of interactive narrative and virtual reality art, the audience can actively participate in the creation of the story, become the protagonist of the story, change their identity and role, integrate themselves into it, influence the storyline and solve problems through their own actions, and enhance the audience's autonomy and decision-making power. Interactive narrative not only enhances the audience's initiative, allows the audience to feel the storyline and direction independently, but also can truly feel and experience, enhance the audience's imagination and creativity, let the audience and the characters become one, form a close connection with the characters, and experience and explore the unknown world together. In short, the combination of interactive narrative and virtual reality art enriches the form of artistic expression, transforms the identity of the audience, stimulates the vitality and motivation of digital art, and promotes the innovative development of digital art.

(2) Interactive storytelling under augmented reality art

Augmented reality art is also a product of the development of digital media art, which can combine the real world and the virtual world to enrich the audience's feelings, experiences and experiences, so that the audience can directly contact and perceive the real world through mobile devices and digital platforms, improve convenience, reduce costs, and allow the audience to make full use of their spare time to watch and experience. At the same time, you can also enter the virtual world, feel the dynamic video with rhythm and rhythm, and listen to the rhythmic audio, and create a three-dimensional art space combining the real world and the virtual world through the combination of video and audio. The combination of interactive narrative and augmented reality art can not only enrich the expression of the work, but also allow the audience to interact and communicate with realistic elements through diversified direct viewing and experience without direct participation. Expressing feelings and opinions that have a different impact on the way and content of the artwork can lead to new ideas. For example, in a work of art, the audience can control realistic elements through gestures, face recognition, voices, etc., change the storyline and solve problems, so that the audience can integrate into the artistic creation, feel the charm and connotation of art, and ensure that the artwork is richer and more diverse. In short, the integration of interactive narratives can enrich the forms of artistic expression, ensure the in-depth integration of users and works, and promote the modern development of digital media art[2].

(3) Interactive narrative under network media technology

With the development of digital media art, the artistry of network media has been greatly improved, which is embodied in the aspects of network interaction scenes, interaction methods, and information methods. Interactive narrative mainly refers to the fact that users can directly publish, transmit and transform information, forming a diversified information transmission method to ensure that users can participate in artistic creation and

enhance users' attention and experience. In the video, users can choose different types of videos according to their own needs and preferences, and independently judge the storyline and solve it by different experiences. In order to meet this requirement, personalized video production technology is required. In the novel, users can choose their own fields according to the list, understand different plots, and have a more diverse reading experience and feelings. In order to meet this requirement, it is necessary to scientifically formulate characters and plots according to readers' interests, habits, and psychological characteristics, and handle the relationship between plots and characters. In the application, users can apply autonomously through specific programs, experience first-hand, and make personal action plans according to their actual situation. In this process, it is necessary to grasp the user's preferences and behavioral habits to ensure that the application functions are more complete, the performance is more advanced, and the interaction effect can be improved.

(4) Interactive narrative under interactive film and television art

As a new digital media art form, it not only enriches the way of watching movies, but also combines traditional linear narrative and interactive narrative, enriching the audience's experience and meeting the diverse needs of the audience. This status quo is the result of the application of interactive narrative in the field of film and television art, which can form a diversified story mode, and can choose the plot and ending of the film according to the audience's aesthetic needs and market conditions, so that the audience can have different viewing experiences. This change not only enhances the audience's freedom to watch the film, but also allows the audience to choose the film independently, determine the direction of the film, and create a personalized narrative mode. In addition, the application of interactive storytelling enhances the appeal and artistry of the film, allowing the audience to immerse themselves in it, integrate into the characters, feel the strong situational atmosphere, and achieve the effect of emotional resonance. At the same time, the substitution of characters provides a more in-depth and comprehensive understanding of the characters' images, experiences, emotional worlds, identity backgrounds and other information, which enhances the influence of the film[3].

4. Concluding remarks

Under the current trend of media convergence, digital media art has been modernized and has gained a broad space for development, which not only promotes the integration of art and interactive narrative, but also provides strong support for its innovative development. The emergence of interactive storytelling has not only injected new vitality into the development of digital media art, but also promoted the pace of innovation in this field. It provides an unprecedented opportunity for interaction between viewers and creators, completely transforming the traditional identities and roles of viewers, allowing them to actively participate in it and directly influence the development and direction of the storyline. In order to meet this demand, relevant workers can further promote the in-depth development of interactive narrative with the help of augmented reality art, virtual reality art, network media art, and interactive film and television art.

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