

Original Research Article

## Analysis of the communication innovation path of the new school of documentaries on the network of station B

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**Abstract:**The new school of documentaries on the Internet is an inevitable trend in the development of the Internet era, relying on the Internet platform, giving full play to the driving role of modern technology, producing programs for the public in various fields of society, and innovating the program communication path in a diversified way, so as to expand the audience base. In the production process of the new school of netizens, on the one hand, it respects the true core of the documentary, and on the other hand, it promotes the program to become a variety show, and obtains the experience effect of full interaction, which can use a short time to meet the information needs of Internet users and grasp the interests of the audience. With the prosperity and development of the market economy, the steady improvement of the level of science and technology, and the diversified Internet platform has brought new opportunities to the film and television industry.

**Keywords:** Station B; Netizen new school documentary; Disseminate innovative paths

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### 1. Introduction

The mobile Internet injects innovative vitality into film and television in the modern environment, which helps major video websites and media companies to create new programs, and innovate program forms on the premise of ensuring the core of meta-documentaries, so as to fully demonstrate the advantages of multi-party interaction, timely feedback and virtual presence for the majority of Internet users, and break the barriers of traditional documentary communication. Station B should improve user satisfaction, provide the audience with documentary works with more cultural connotation and value, and expand the influence of program broadcasting.

### 2. Overview of the new school of netizen documentaries

After the society entered a new era, the film and television industry has gained unprecedented opportunities for innovation and development, and the program form of documentaries has ushered in the “Internet era”, taking the “Internet +” model as the focus of program innovation, promoting documentaries to obtain idealized effects in terms of content production, industrial model, creative thinking, etc., and at the same time, combining the needs of the public to create a variety of program types such as “documentary + reality show”, “documentary + variety show” and “documentary + plot”, providing an innovative platform for the compilation and dissemination of documentaries<sup>[1]</sup>. With the Internet as the production and dissemination platform, the new school of online documentaries not only further excavate the original core value of the documentary, but also expand the scale of young audiences. First of all, it helps to raise the attention of young people in an innovative way, and can stimulate the interest of the audience in a light-hearted and humorous way, and further explore innovative paths that fit the audience. Secondly, compared with the traditional serious documentary form, the creators of the new school of online documentaries tend to develop the form and style, for example, “Those Things in History” innovatively adopts the performance structure of “documentary + small theater”, organically integrates cultural elements such as rap and comics with the program, and creates a vivid and rich experience situation

for the audience. Station B is an important media platform for the dissemination of new documentaries on the Internet, and the design of its barrage and comment area is conducive to strengthening the connection between the program and the audience, the audience can fully express their own views, and the program creators can understand the feedback information according to the barrage and comments, providing a basis for the production and dissemination of follow-up programs, and generally enhancing the audience's sense of participation. In addition, the new school of online documentaries tend to show people's stories and emotions, impress the audience with the most touching humanistic care, and realize the transmission of humanism. With the increase of investment in Internet platforms and the continuous expansion of the audience of documentaries, as an important force to promote the development of documentaries, it is necessary to explore the future innovation prospects and realize the rapid transformation of the industry.

### **3. The communication innovation path of the new school of documentaries on the Internet at Station B**

#### (1) Tell the story by using variety show production methods

At present, the society has entered the era of mobile Internet, and the platform party should pay attention to using the existing media carriers to improve the efficiency of content dissemination, break through the inherent communication mode, and gather momentum for the optimization of documentary content and form

The new school of online documentary is an art form that came into being in the Internet era, which has a pioneering consciousness in the presentation of program content, and selects themes with controversial value, which improves the aesthetic level compared with the traditional documentary form, and shows the audience a more novel form and expression of program content. The creators of Bilibili need to combine the overall production characteristics of the new school of documentaries to further optimize the program production methods and realize self-innovation on the road of artistic creation. Based on the concept of communication innovation, creators need to realize the communication form of "Internet + variety show" based on the perspective of narrative space and production methods, so as to break through the constraints of traditional narrative in time and space, and integrate elements such as suspense, multi-line narrative, speed change, and split screen to improve the clarity and interest of story telling.

For example, "Guarding the Liberation West" adopts the form of "Internet + reality show" in post-production, which changes the traditional narrative thinking and integrates the program with modern elements such as variety show characters and variety show sound effects, which is more interesting than the traditional font of the previous square and creates a more intimate program experience for the audience. In addition, in the follow-up program production process, the picture layout of comic characters was introduced, and the variety show upgrade was realized on the original basis, and the police officers were introduced in the form of personalized small labels and small theaters. The characters and events involved in the documentary are constantly changing, and the creators set up corresponding emojis and color subtitles according to the changes in the content, which helps to stimulate the audience's thinking vitality and truly engage in the case situation.

#### (2) Use barrage interaction to achieve virtual presence

With the development and popularization of television media, TV documentaries have developed rapidly, but due to the simplification of the broadcast platform, the growing cost of program production, and the problem of more experiments and less marketization, the long-term development of documentaries has been restricted. With the improvement of the social function of the Internet, creators have created a diversified interactive

platform to promote the content production of documentaries to be guided by user interests. Bilibili can grasp the needs of users through barrage and comment area information, provide creators with a production basis, and accurately locate the object of program push. In practical applications, danmaku has community attributes, and Internet users can use danmaku as a platform for information exchange and sharing, realize the goal of interaction across time and space, and create a virtual network space that is different from the traditional space. In the preliminary planning work, the creators of the new school of netizen documentaries considered "leaving blank" for the barrage, building a communication space between the creative team, the program and the users, and expanding the participation and dissemination of the program in an all-round way.

### (3) Meet multiple needs in a short period of time

Traditional documentaries control the duration of about 90 minutes to 120 minutes in the production, aiming to present the audience with a complete story content, improve the completeness of the narration of characters and events, and guide the audience to perceive the overall logic and value connotation of the program. The duration of a single episode of the new school documentary on station B is controlled at about 30-60 minutes, which is about half of the duration shortened compared with before. The user group of Bilibili is mainly young people, and it shows the characteristics of strong user stickiness, so creators need to pay attention to user interest tendencies in the production of documentaries, and cultivate young people's habit of watching documentaries in a diversified way<sup>[3]</sup>. By shortening the broadcast time, the new school of online documentaries is conducive to meeting the fragmented and refined information needs of young audiences and further increasing user stickiness. For example, "Guarding the Liberation of the West" is composed of different short stories, each story is controlled to about 8-10 minutes, and each episode includes 3-5 short stories, which not only include the content of the public's daily life, but also involve criminal cases and other content, taking into account the restoration degree of social cases, and improving the sense of public participation from the perspective of the audience's life<sup>[4]</sup>. When using the short-duration form, the creator needs to take into account the logic of the content and the highlighting of the core value, and add elements such as small theater, rap, and animation on the basis of ensuring the authenticity of the content, so as to realize the innovation of the integration form in the creation of documentary, and better express the ideological and cultural connotation of the work to the audience

## 4. Concluding remarks

Cultural self-confidence is an important foundation to support road self-confidence, theoretical self-confidence, and institutional self-confidence, and it is also the most profound and lasting force to promote the road of socialist cultural construction. Documentaries are an important way to promote and disseminate excellent culture, but the traditional communication methods are too lagging behind and cannot dig deep into the core value of the program, so that the communication value and scope of influence are gradually weakened.

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