# Comparison Between Film Visual Dissemination and Textual Dissemination

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**Abstract:**

Film is the final result of art. Cinematographic has the most significant direction which letting art enter people's vision. Nowadays, it has a high-speed development about internet, science and technology. Then, the publicity of film also become diversified gradually so that people can see some film publicity for example movie trailer in different place. Therefore, the starting point of this research is visual dissemination and textual dissemination. Comparing visual spread and textual spread, the direction is discovering their dissemination effect and audiences' different requirements. According to the data of collection, it can be found the development of visual dissemination which is the fastest development path and audiences have high enthusiasm of interaction so that film publicity can popularize fast. At the same time, it also can be found some situations which are homogeneity of video and spoiler style promotion. What's more, it can be known that textual dissemination has existed for a long time and textual dissemination has mature means, multiple information. But sometimes audiences have a requirement which they want to get visual information. Film publicity will get targeted development through this research.

**Keywords:** Film publicity; audiences; visual dissemination; textual dissemination.

## 1. Introduction

Films are regarded as The Seven Art. It has a significant impact on human society whereby its information and various artistic contents. What's more, information focuses on dissemination and the dissemination of movies is an exception. Therefore, film publicity becomes a critical step to let films move towards society, Nowadays, in the film industry, film publicity attach great importance and some major film producers do everything possible to catch every propagandistic chance to let audiences know various information about film, From the film market point of view, a high-quality film publicity means the film can have better film market. It will influence lastingly movie ratings, audience's range, film profit and social influence. "The dissemination direction of traditional films is from top to bottom and audiences more is in a passive acceptance state in the dissemination process. But Internet generation film change simple

pattern of traditional films in audiences, interaction and feedback [1]."

Some research is highly concerned about film publicity in recent years. It can be seen that the root of pulling film publicity is the development of Internet, science and technology through reviewing Research on Marketing Strategies of Short Videos and Domestic Films written by Yang Zhou, Film's Short Video Marketing Exist Realistic Dilemma And Optimization Strategy In New Media Era written by JinZhe Chu, Dan Zhou and Advantages And Cultural Implications About Short Video Publicity Of Films written by Jing Jia [2-4]. Then, visual dissemination emerges as the times require. They also come up with some dissemination problems which need producer and platform to control. Similarly, it can be seen textual dissemination has developed for a long time and need to make change keeping up with the times in new media era through reviewing Hollywood Movies' Magazine Dissemination in China After War written by YuLiang Wang and Opportunity and Change of Domestic Film in New Media Era written by Jia Liu [5-6].

Based on this background, this dissemination, s key research is dissemination pattern of film publicity. According to different dissemination patterns, this dissemination carries on the key analysis including with film publicity and divides the movies dissemination pattern into visual dissemination and textual dissemination. Then, according to same category movies, the dissertation analyzes audiences' feedback respectively. What's more, according to analyzing both sides' similarities and differences, advantages and the disadvantages, the dissertation analyzes different development direction of films publicity in the future.

## 2. Visual Dissemination

Short video becomes a new pattern including cultural consumption and media expression because of the development of Internet and technology. From the perspective of capital return, short videos have immeasurable value in boosting information dissemination and more conform to audiences require about entertainment and life. With the development of short videos, domestic films marketing has changed. In the past, audiences went to the cinema to watch movies. Nowadays, before watching movies, audiences watch film short videos which means "Initial implantation". Both make a difference partly in sensory modalities and psychological acceptance.

Films is considered to be an extremely valuable dream media for a long time. Under the dual nature of movies "Darkness" and "Closure", audience can obtain excellent aesthetic experience and feel. From the perspective of market capital, short video plays a supportive role if short video participates in marketing which can eliminate ahead the information of films. But as far as the domestic movie itself is concerned, audiences' collective nature, participatory and consciousness construction are experiencing loss of control. Watching scenes changes when films detach movie reel, the Post-Cinema Era. When film text is deconstructed, the film text is divided into various forms and delivered to different medium to finish showcase work. For traditional television, film is a reappearance of image culture landscape. However, for algorithms and computers, film is short video which can be multivariate deconstruct. "The film, a medium, is never gone. But its dominant form has already disappeared (or it is disappearing) [2]."

The short video has strong audience stickiness after epidemic situation of COVID. Short video is an entertainment medium which can break the limitations of time and space. It is certainly different from past medium. Through marketing in the platform of short video, films can widely motivate users to participate actively. Users also can boost the short video of films through browsing, repost, comment and the like. It also boosts more data traffic and pushes the information to wider and larger groups so that the short video of film market can expand constantly the range of dissemination [3]. After short video enter the domestic film market, the publicity pattern of film industry is expanded through its fragmented and efficient dissemination and extremely strong emotional appeal.

In short video market, the role of the audience becomes more lively and more participatory. According to personalized recommendation algorithm, short video platform can find out the behavior and preference of the audience to recommend content that conform to their interests to them. It makes further efforts to stimulate active participation and interpret of audience. With the help of short videos, it is an effective way to change the concept of time and space, diversifying their viewing demands, and increasing effective ways of interaction and socialization. Users can not only like, comment, and share short videos, but they can take part in the discussion of related topics and interact with others. When the video text of a certain type of short video gain recognition by the enormous market traffic, the audience entering the cinema afterwards will look for the "sequence" they are familiar with within the content on the screen follow in order and advance step by step. Thus, they will obtain the sensory satisfaction of aesthetic. The active participation of the audience creates more opportunities for interaction and social engagement in the film industry, while also demonstrating the huge potential of short videos in pushing the steady development of the film market [2].

## 3. Textual Dissemination

Film textual dissemination means multimedia elements which do not involve pictures and video through text to disseminate and promote films. The dissemination pattern has some features including low cost, fast dissemination speed, easy to modify and wide dissemination range. The film textual dissemination path is a continuously adopting dissemination pattern from the past to the present in the film industry. Generally speaking, film textual dissemination pattern reflected in the film magazine and movie poster posted surrounding the cinema and market. Along with television popularization, a film screen pattern in CCTV5 becomes a new dissemination pattern. Since the emergence of movies, it first function has been convey culture with film and convey film with culture. Film magazines carry dual functions, dissemination and art. What' more, film magazine promotes the change of film textual pattern and direct film publicity path to mainstream media platform and We Media platform so that film producers can use WeChat official account, Weibo and Douban, etc., to disseminate. At the same time, producers play a film textual dissemination role with the help of these different form of cooperation in platforms. Film can maintain effective competitiveness in the film market through this form of dissemination. Not only that, through official attracting traffic in film magazines, advertisement, moments and some platforms, these methods can be re-created which means "dissemination subject becomes object, official can utilize re-creations [5]."

Textual publicity summarizes visual content with written information, but it is less effective than visual dissemination in terms of highlight degree and propagation efficiency. The lack of visual elements can lead to reading fatigue, so more attention should be paid to text design and the treatment of text effects. This would stimulate the audience's reading desire, achieving effective information dissemination, significantly enhancing publicity impact, and securing an advantageous position in the film market. However, textual dissemination has greater effectiveness than visual dissemination in emphasizing procedural content, controlling information output, and ensuring integrality. Text-based communication encourages the audience's independent thinking ability and their capacity to delve deeper into the core of the information. This makes audience feedback the primary criterion for evaluating dissemination effectiveness. Active participation and interpretation indicate strong dissemination efficacy; content that emphasizes audience attention points and sparks discussion serves as both outcome and means.

By guiding appropriate internet traffic, when audiences enter the cinema, they engage in a reconfiguration of the information. The film, carrying complete content, enables the audience to reconstruct the information they seek, guided by what the film provides, thereby fulfilling their information expectations. Reflections after viewing will unfold in the comment section, where both positive and negative feedback demonstrate that the information has reached a broader audience's awareness.

## 4. Comparison

Although film textual dissemination cannot intuitively present the video screen, it provides greater objectivity in film description, a higher information-bearing capacity, and requires more refined and graceful language. For film publicity, textual descriptions of topics such as stars or social focus are often more precise, tactful, and accurate. The audience for textual dissemination is relatively fixed, allowing for more targeted publicity efforts. On the other hand, video dissemination, especially through short videos, consists of extremely fragmented information composition. Unlike textual dissemination, which has a complete information architecture that supports a relatively full timeline, video dissemination breaks down the information, presenting it in a fragmented form. Whether the short video content is bloopers, the director's self-description, or other material, it quickly captures audience attention in a very short time, including sticky fans of celebrities. The biggest advantage of short video publicity lies in its capital advantage. Additionally, due to its flexible expressions and unique entry points, short video publicity demonstrates numerous advantages in content, emotion, involvement, and acceptance [4].

Nowadays, the two dissemination patterns exist side by side. Marketing in the form of movie video is a new marketing way to attract the audiences through the reconstruction of movie clips, the construction of visual impact and the guidance of key plots. Compared with textual dissemination, both have their own advantages. This article's research on this kind of content is to deeply explore whether different marketing paths can lead to the consumption growth of film market compared with the film's visualization dissemination and textual dissemination, and also to explore the development law and means of film marketing.

In order to control variables, the film Detective Chinatown 3, which is relatively popular, is selected as an example to analyze the audience feedback in the comment section on the visualization dissemination platform and the textual dissemination platform respectively. Targeting the demonstration of effects of the two kinds of communication, nearly 1,000 comments in the comment section sorted by topic popularity are selected to show the video commu-

nication effect. According to the data in Fig. 1, both visualization dissemination and textual dissemination have sufficient audience attraction to achieve the effect of film publicity. However, from the perspective of development speed, visualization dissemination has become the main publicity path of film only in the past ten years. From the perspective of growth rate, this mode of communication has far more development potential than textual dissemination does, which has the most development prospects.
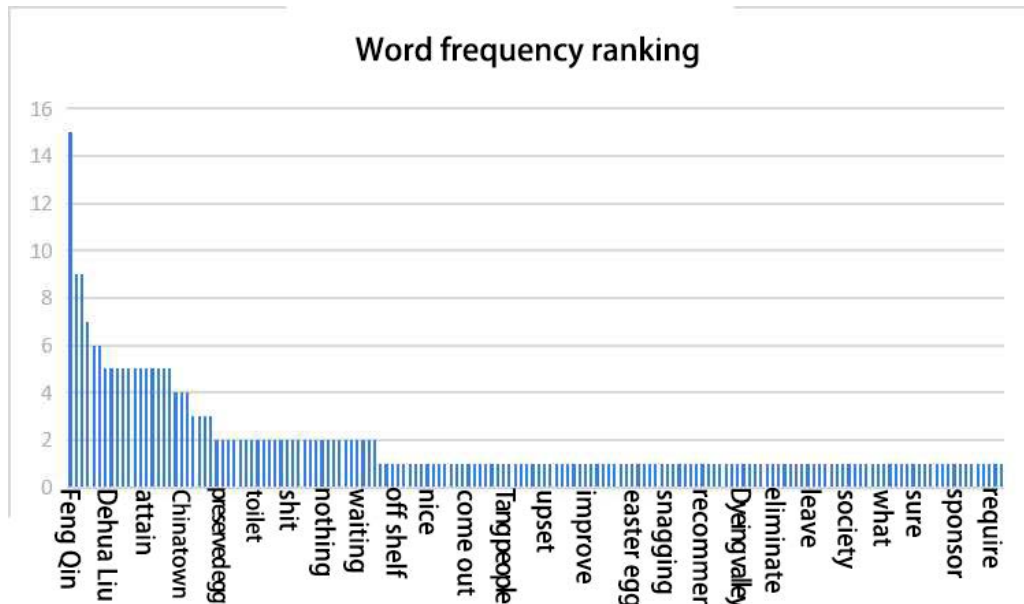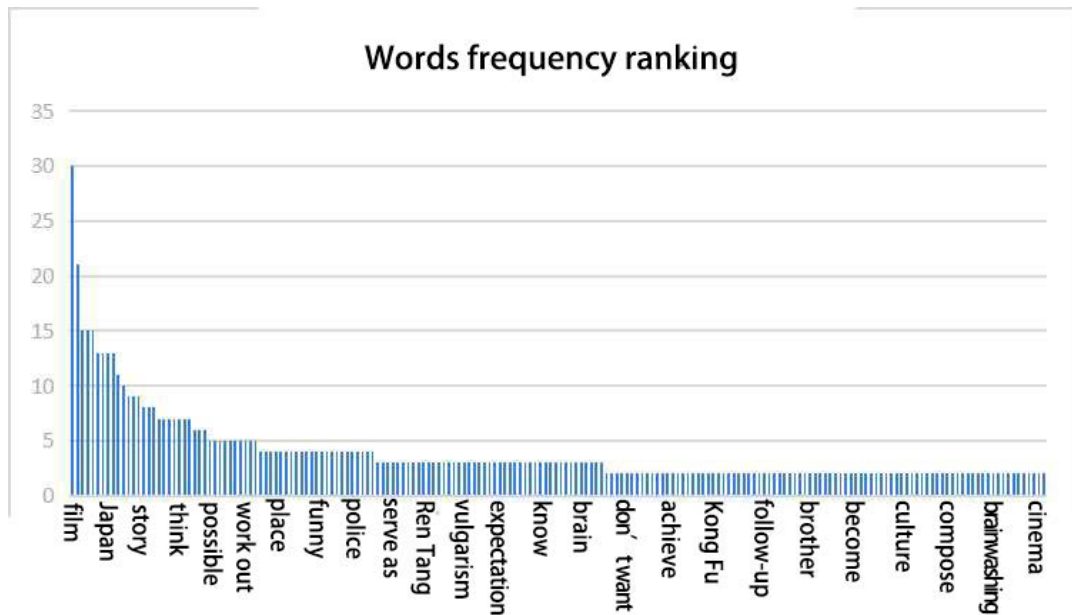


**Fig. 1 Tiktok Comment section Word frequency ranking**

Both are different dissemination pattern and naturally have themselves' benefits. Throughout the film publicity history, from the documentary behind the scenes to film short video, film marketing pattern has changed. It is an advanced stage in traditional market and promotion strategy. Also, it is inevitable to break through traditional marketing patterns in the era of digital technology [7]. It can be seen that word frequency feedback of visual dissemination has more the name of star actors and the name of role-plays. What' more, it also exists some nouns about high-resolution location and Film Genre. This indicates visual dissemination can make audiences focus on the most intuitive points of visual impact including star actors, famous director and fragmented clips, etc. Therefore, fragmented dissemination is a significant feature. If audiences hope to get the most attractive information in a short time, the above-mentioned "the point of visual impact" is the best choice. This pattern meets audiences' aesthetic requirements and reaches the effect of film publicity. It reflects the benefits of visual dissemination which is high efficiency. Therefore, producers can choose this type of content to make publicity in order to "improve familiarity and intimacy of audiences in short video", improving consumers' consumption desires and identification in products and service. and improving perceived value of audiences when the film is disseminated [8].

Through Fig. 2 showing the word frequency picture of textual dissemination, it can be seen that audiences' attention more in social hot topics and contradiction as well as the consideration of film plot and film contents. It indicates the audience of textual dissemination more focus on the information of film content rather than simply discussing actors and directors' topics. The significant feature of textual dissemination is a large and comprehensive amount of information so that audiences need some time to consider, and it will be a comprehensive and objective thinking progress. Therefore, compared with visual dissemination, the benefit of textual dissemination is more abundant and objective ability of carrying information. It means textual dissemination needs to pay more excessive attention to words to attract audiences in extensive content in order to achieving the goal of film publicity. So, film publicity should choose these paths to disseminate if producers choose textual dissemination.

**Fig. 2 Douban Comment section Word frequency ranking**

Producers should pay attention to control defects when utilizing the forte of two paths. With picture 3 and picture 4 showing the proportion of nouns and verbs, it can be seen audiences more focus on the intuitive content in visual dissemination and audiences more focus on information of procedural content in textual dissemination. The status words in the feedback reflect the emotion of audiences. Through analyzing, it can be reflected the defect in dissemination. Visual dissemination unavoidably has the issue of spoiler alert. It declines audiences' novelty and expectation and limits audiences' aesthetic requirements. The issue leads to repeatedly refreshing known information. At the same time, the frequency of visual dissemination leads to homogeneity video which means making so many similar contents regarding the same content. The homogeneity video widely declines audiences' likability and expectation. It similarly puts films in the fixed thinking what means "monotony". So, it has a negative impact on film publicity. Although audiences realize the disadvantages of visual dissemination, visual dissemination is the most effective path. Audiences should keep an open mind for medium because media categories is an ever changing progress with artistic practice and technological development [9].

As for textual dissemination, audiences 'feedback reflects words' object is difficult to embody real picture in textual content. It partly increases the distance from audiences to films and gradually stays away from film' core. Therefore, it can largely enrich the effect of textual dissemination if producers partly make the picture, and its accompanying essay are both excellent or insert visual content such as some videos or animated image. So, regarding the short-

comings of textual dissemination, producers should pay more attention to this point when they promote textual content. For both of dissemination paths, producers should learn greater holistic thinking and more flexible thought-change awareness. What's more, they need to consider in a same structure about the production and promotion of movies and the subject and object of dissemination. Through effort to transform difficulties into resources, barriers into pathways, each link of film publicity can achieve win-win value [10] (See Fig. 3 and Fig. 4).
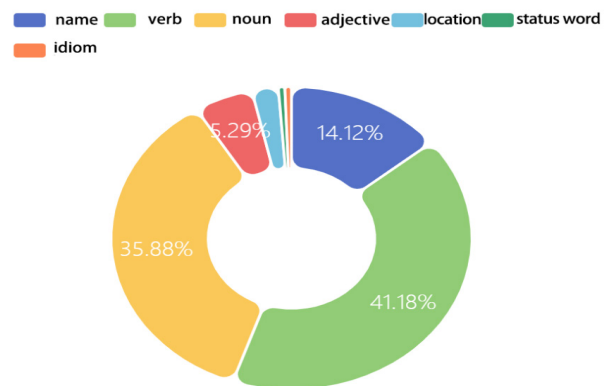


**Fig. 3 Tiktok Comment section part of speech statistic**
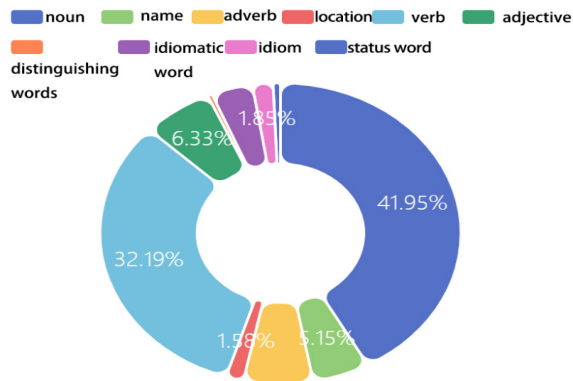
**Fig. 4 Douban Comment section part of speech statistic**

## 5. Conclusion

It is self-evident that film publicity is so important because it is a significant step letting film art enter society. The fast development of Internet technology has great significant for the film publicity works in film industry. Using the Internet to achieve film publicity is an indispensable step no matter visual dissemination or textual dissemination. In order to increase the competitiveness in the film market, dissemination paths and quality are needed to pay more attention. What's more, using both paths should make best use of the advantages and bypass the disadvantages even achieving to make up for shortcomings. In order to get a firm foothold in the film market and let the art of film shine brightly, producers should pay attention to audiences' feedback when they pay attention to content of dissemination.

Nowadays, film's visual dissemination already develops towards online live streaming room, etc. The film's textual also becomes more and more exquisite in background music and image matching. In the future film market, the most important progress is carrying out better typed dis-

semination and striving to compensate for weaknesses.

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