Research Article

Research on Ecological Narrative of Domestic Films

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ARTICLE INFO	ABSTRACT
	The 21st century is the era of ecological civilization and the era of vitality in visual art. With the development of domestic film industry, creators have always integrated ecology and narratology into film creation and design, presenting the purpose of ecological civilization construction, and building a harmonious situation between ecology and narrative, and between humans and nature. It is the essential requirement of Chinese path to modernization to realize the harmonious coexistence of man and nature and jointly build a clean and beautiful world. This article mainly starts with the current situation of narrative films, identifies the problems in the development of narrative films, discusses the development trend of domestic film ecological narrative, and finally proposes effective strategies for innovating domestic film ecological narrative. This triggers resonance, guides the public to consciously raise ecological awareness, and provides theoretical support and narrative reference for the ecological narrative of domestic films.

INTRODUCTION

For "ecology", many people are familiar with it. It is complex and diverse, integrating politics, technology, humanities, economy, ideological concepts, etc., making the above five factors inseparable. In the process of mutual integration, they also constrain each other, forming a spiral development process [1-5]. The ecological narrative of contemporary China needs to adhere to the innovative consciousness of integrating ecology and narrative, and present the current situation and possibilities of ecology in the framework of discourse thinking and aesthetics, rather than the opposite. Therefore, the narrative discourse, aesthetic thinking, ethical and moral values, and cultural heritage in narrative films all require perfect expression and innovation of "ecology" [6-8]. The center of ecological narrative must be established well, and it should be planned and designed according to the principle of harmony between human heart, humanity, and humanity, presenting the coordinated development of nature and environment. More importantly, ecological aesthetics and spiritual ethics should be perfectly integrated. Ecology is a more complex dimension, showing the integration of nature, spirit, and subject. Therefore, more levels of meaning are shaped. Moreover, the ecological narrative under the new development concept has changed the traditional narrative, abandoning a single theme and achieving a perfect integration of ecology with other themes. In the context of coordination and development innovation, we should truly push the ecological narrative towards diversity and diversity, truly absorb the richness of different levels in the new development concept, and create more new possibilities from it [9-12].

The development of ecological narrative in movies is manifested in the attention and presentation of ecological issues. More and more films are themed around ecology, telling stories of ecological issues and measures. The expression of ecological narrative in movies is diverse, ranging from educational films to adult oriented ecological themed commentary films [13-16]. Through ecological storytelling, movies can spread ecological concepts and enhance the audience's ecological awareness. With the advancement of technology, the ecological narrative in films is constantly increasing, presenting more realistic and vivid effects. Overall, the development of ecological narrative in films reflects society's concern for ecological issues and guides public thinking and action through various means. In recent years, the creation and practice of ecological film themes in China have been continuously enriched. Film works such as "The Wandering Earth" and "Crazy Alien" have achieved high box office results in China, attracting widespread attention. In the creation of domestic ecological films, terms such as "ecology", "environmental protection", and "environment" have emerged, and research on such films has become a hot topic. However, in China's film creation, although the number of ecological films is far less than other types of films, they have profound and important significance.

From the perspective of narrative forms of ecological themes, the types of ecological themes can be divided into three

categories: natural ecological themes, humanistic ecological themes, and social ecological themes. These three types correspond to the main themes of ecological themed films in China under different narrative forms, reflecting the unique styles of different types of films.

The Current Status of Narrative Films

In recent years, narrative films have made significant developments in narrative modes. The traditional linear narrative is gradually being replaced by non-linear, fragmented, multi perspective, and experimental narrative techniques. This change not only breaks the traditional narrative framework, but also brings a brand new viewing experience to the audience. Nonlinear narrative breaks the chronological order through techniques such as interweaving, reverse narration, and replay, allowing the audience to ponder the development of the story through fragmented information, increasing suspense and tension. Fragmented narrative breaks down and reassembles the elements of the story, requiring the audience to make associations between each segment and assemble a complete story picture. This interactivity enhances the audience's sense of participation and immersion.

The depth and breadth of the narrative are very low

The importance of narrative techniques in documentary films is self-evident, but there are also certain challenges and shortcomings in their application. The narrative style of some contemporary film and television works tends to be flattened, lacking depth and breadth of narration. As a typical contemporary war film, 'Eight Hundred' extensively employs direct narrative techniques, emphasizing the spatial factors of the film. From a visual perspective, this movie does not lose points. But visual stimuli shape simple ways of brain reception. Beyond visual stimuli, the broader time and space are intentionally forgotten. Therefore, the narrative of this battle seems to have a complex historical background, and in terms of handling techniques, it is highly abstract, separating history from reality. This is precisely the reason why this movie has lost its narrative depth and breadth.

Narrative logic is difficult to generate new ideas

The captivating story and complementary narrative style can help the audience maintain a sense of "presence" at all times. This "presence" is an important link connecting the emotions of the audience and the protagonist of the work. The outstanding narrative style undoubtedly drives the plot and can better control the emotions and psychological state of the audience, highlighting a higher level of dramatic tension. However, 'Reverse Scale' appears to be inadequate in this regard. The overall rhythm of the film is chaotic and dragging, as if it has fallen into an inescapable quagmire. The handling of many plot points is like a wheel spinning in the mud, which can be explained in just one sentence, but is forcefully elaborated with a lot of space. For example, in the duet between Shen Teng and Zhang Yuqi, Mr. Huang asked Shen Teng's character Zunfei to pay attention to his lover's abnormal behavior of smiling, which clearly points to Zunfei's character relationship with Zhang Yuqi. However, the film later spent a lot of time laying the groundwork for this already looming truth, especially the dialogue scenes on the mountain. The two were repeatedly entangled in lengthy conversations, which not only failed to add suspense, but also turned the originally tense and exciting gangster crime story into a stinky and long romance drama in an instant. What's even more awkward is that the combination of Shen Teng and Zhang Yuqi feels extremely discordant when performing such emotional scenes, and their conversations and physical interactions seem to be out of place with the character settings and film atmosphere.

The Development Trend of Ecological Narrative in Domestic Films

Breaking away from conventional creative concepts

For film creation, in order to remain invincible in competition and development, one should have a creative philosophy that breaks conventions, keeps pace with the times, and adheres to innovation. For example, 'Waiting for Children's Wetlands' is the first ecological and environmental themed film in a series of activities aimed at discovering the beauty of China's ecology and protecting the ecological environment. This film takes the story of the Eastern White Stork and the protagonist's waiting as the main narrative line, allowing the audience to not only see the beautiful scenery and natural species of the Sanjiang Wetland, but also feel the protagonist's true love for this land, family, and the Eastern White Stork. The film 'Waiting for Children's Wetlands' shows us warm scenes of harmonious coexistence and symbiosis between people and nature, reflecting the progress of China's ecological civilization construction and also a microcosm of beautiful China, beautiful Longjiang River, and beautiful wetlands. I hope this movie can raise people's attention to wetland ecology, protect the Oriental White Stork, deepen their understanding of ecological civilization, and promote China's ecological environment protection to a higher and more beautiful level.

The sense of the times to assess the situation

One of the reasons why an excellent film can become a classic and imprint of a certain era is often that the ideas and concepts it carries have typical contemporaneity. Similarly, in order for an excellent film or television work to resonate with the audience, the creative team members need to have a sense of the times and assess the situation. The movie 'Tiangaile' closely follows the pulse of the times, with the background of ecological protection in the Qilian Mountains, and deeply showcases the efforts and achievements of the people of Sunan in ecological protection. The film conveys the importance of ecological protection through the conscious practice of the "Two Mountains Theory" by people of all ethnic groups, which states that "green mountains and clear waters are as valuable as mountains of gold and silver". The novel 'Tiangaile' exhibits the characteristics of profoundly reflecting the theme of the times and promoting mainstream social values. The film closely integrates ecological protection with rural revitalization, vividly interpreting the concept of "green mountains and clear waters are as valuable as mountains of gold and silver" by showcasing the ecological protection and rural revitalization practices of various ethnic groups in the Qilian Mountains region of Sunan. At the same time, the film also showcases the spirit of national unity and progress through the interaction and cooperation of various ethnic groups in Sunan.

The forms of expression are becoming increasingly diverse

With the rapid advancement of artificial intelligence technology, the film industry is undergoing unprecedented changes. The intelligent integration of human-machine environment ecosystem makes future movies not only a visual and auditory enjoyment, but also an interactive platform that can trigger deep emotional resonance and thinking. This new form of film will provide a highly immersive experience, allowing the audience to be not just spectators, but a part of the story. This transformation encompasses advanced technologies such as artificial intelligence, virtual reality, and augmented reality, showcasing a new mode of interaction between film creation and audiences.

In future movies, film and television works will use AI big models for plot creation, character design, and scene transformation. For example, through machine learning technology, film production teams can use a large amount of data to analyze audience preferences and accurately design the storylines and character traits that can move the audience the most. In addition, with the development of generative artificial intelligence, screenwriters, directors, and creators will have more powerful tools to create complex and emotionally deep scripts, which will provide audiences with more engaging story experiences.

Effective Strategies for Innovating the Ecological Narrative of Domestic Films

Building ecological holism

The concept of "unity of man and nature" is an important part of ancient Chinese natural philosophy, which embodies the "ecological wisdom" centered on the relationship between man and nature. It can provide theoretical basis and practical reference for the construction of ecological civilization. With the increasing complexity and severity of ecological and environmental issues, coupled with the unique nature of the ecosystem as a whole, how to endow the ecological wisdom of "harmony between man and nature" with contemporary connotations has become a problem that needs to be emphasized in the current construction of ecological civilization. Constructing a holistic ecological view of "system concept+unity of heaven and man" may be a feasible approach.

As a concentrated embodiment of ancient Chinese ecological wisdom, the discourse on the unity of heaven and man is extremely rich. From a systemic perspective, the concept of "unity of heaven and man" is rich in simple and systematic ideas and concepts in the ancient Chinese intellectual treasury: everything in the universe and nature is a whole; Human beings are a part of nature, and there is unity between humans and nature; Advocate following the will of heaven and co creating harmony between humans and nature. For example, Laozi said, "Man follows the earth, the earth follows the sky, the sky follows the Tao, and the Tao follows nature; Zhuangzi said, "Heaven and earth coexist with me, and all things are one with me; Xunzi proposed: "All things are one deviation of the Tao, and one thing is one deviation of all things. This organic concept of "harmony between man and nature" emphasizes the holistic and organic unity between humans and nature, manifested in the concepts of wholeness, purposefulness, interconnectedness, and change and development. It is a systematic concept of "harmony between humans and nature", and its emergence and development process is an evolutionary process of the relationship between humans and nature. The rich system concept contained in the ecological wisdom of "unity of heaven and man" needs to be deeply explored from a scientific and philosophical perspective, and a holistic ecological view of "system concept+unity of heaven and man" needs to be condensed. This holistic ecological view differs from traditional ecological thinking in terms of epistemology and methodology, especially in terms of methodology, which aims to promote green development practices and ecological civilization construction through a systemic approach. The ecological culture and concept centered on the concept of "system thinking+harmony between man and nature" is an innovative exploration of the ecological wisdom of "harmony between man and nature", and also a requirement of the times to deal with the complex relationship between humans and nature.

Carry out international exchanges and cooperation

In terms of international exchange and cooperation, we mainly organize three major international exchange and cooperation activities: Ecological Film Design and Application Competition, Ecological Film Design Study Camp, and International Ecological Film Exchange Conference, as well as regular lectures, training, and forum activities. The Ecological Film Design and Application Competition can promote communication among different creative members through the design competition. By relying on online platforms, we can integrate traditional modes of cooperation, break free from limitations, and lead innovative projects in ecological films in an open, communicative, and win-win environment. By studying ecological film design, the Ecological Film Study Camp can provide creators with an immersive experience of the entire research process, enhancing the attractiveness and international influence of ecological films. It can expand the depth and breadth of existing activities, approach the interaction between creators from a practical perspective, and enhance the practical significance of communication activities among creators. The International Ecological Film Design Advanced Theory and Technology Exchange Conference invites ecological film design researchers, scholars, and creators to attend and explore opportunities for international academic and project cooperation, enhance the comprehensive strength of ecological films, and expand the international influence of ecological films.

Pay attention to artificial intelligence technology

With the continuous advancement of technology, AI is profoundly changing our work, life, and way of thinking. In the future, AI is expected to achieve breakthroughs and innovations in more fields. The development of AI has opened a door to the future for us, and its infinite charm makes us full of expectations for the future.. With the continuous development of artificial intelligence technology, more intelligent algorithms and machine learning techniques may be introduced in the film production process to optimize script creation, character shaping, special effects design, and other aspects, improving the quality and efficiency of films. Meanwhile, human scheming will also play an important role in film production. Human creators such as directors, screenwriters, and producers will continue to unleash their unique wisdom and creativity, injecting more emotions, meaning, and depth into films through in-depth thinking and planning of storylines, character personalities, and other aspects, providing audiences with unprecedented immersive and interactive experiences. In this context, future movies will not only be a form of visual and auditory entertainment, but also a comprehensive art that can touch on human emotions, thinking, and culture. Film production will pay more attention to the combination of technology and art, creating more realistic, vivid, and expressive

visual effects through advanced technological means. At the same time, it will also focus on the expression of humanistic feelings and values, making film works more rich and profound.

CONCLUSION

Since the 21st century, the rapid development of information technology and economic level has made people's lives more convenient. However, the ecological environment, which has been sacrificed, has triggered a series of environmental crises with the rapid growth of the economy. Chinese ecological films have emerged and rapidly developed against such a backdrop. In this situation, as a form of audiovisual art, movies have taken on the responsibility of spreading ecological concepts, changing audience thinking, and saving the ecological crisis. Future ecological films may generate a new form of non-linear compensation that combines emotions and rationality through the integration of film and gaming, innovation in non-linear compensation, and the enhancement of audience perception, resulting in a mixture of emotional and rational elements. This will bring audiences a richer and more profound viewing experience, and promote the development and innovation of film art. Through in-depth exploration of the human inner world, technological progress, and social reality, it leads the audience into a new realm of thought and spirit.

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