

Study on the Path of Cultural Communication of Film and Television IP in the Era of New Media: Taking Disney as an Example

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Abstract: In the new media era, the cultural dissemination of movie and TV IPs has emerged as a crucial issue that demands in-depth exploration. This paper undertakes a comprehensive examination of the dissemination pathways of film and television Intellectual Property (IPs), with a particular focus on Disney as a representative case study. It meticulously investigates diverse channels such as social media platforms, video playback platforms, and cross-media fusion modalities. Through a detailed and systematic analysis, a range of strategies employed by Disney for the effective dissemination of its IPs are brought to light. This paper analyzes the cultural communication mode of IP in the context of the current new media era, and finds out what can be learned from the operation and lessons, which can provide reference for the current operation of the domestic IP industry in this era of new mediaization. Nevertheless, the study also spotlights the numerous challenges that Disney confronts during this process. On social media platforms, video playback platforms and cross media integration are full of challenges. The findings of this research suggest that, despite Disney's notable success in harnessing the power of new media for IP dissemination, several aspects still require further enhancement to ensure more effective and far-reaching cultural communication of film and television IPs in the new media era.

1 INTRODUCTION

In the new media era, the film and television industry has witnessed a revolutionary transformation. The emergence of various new media platforms has broken the traditional dissemination pattern of media content. New media features strong interactivity, fast information dissemination, diverse content forms, extensive communication channels and high user participation. IP culture in the film and television field has become a hot topic.

Disney, as a global entertainment giant, has an extremely rich portfolio of film and television IPs. These IPs have shown unique dissemination characteristics and strong cultural influence under the new media environment. The complex and diverse new media environment provides both opportunities and challenges for the dissemination of Disney's film and television IP culture. Studying its dissemination path can help to deeply understand the new operation mode of the film and television IP in the new media context. What is more, this study can enrich the theoretical research system of media communication in the new media environment, especially in the field

of film and television IP culture dissemination. It can provide new perspectives and methods for analyzing the interaction between media and culture. Secondly, it has practical significance. The research results can provide valuable references for the operation and development of other similar enterprises' film and television IP. It helps them to better utilize new media platforms to expand the influence of IP culture, optimize the dissemination path, and enhance the market competitiveness of IP-related products.

2 THE DEVELOPMENT HISTORY AND CHARACTERISTICS OF DISNEY'S FILM AND TV IPs

2.1 Development Stages of Disney's Film and TV IPs

The birth and development of early classic animation IP is the beginning of Disney's glory. Among them, the appearance of Mickey Mouse is of landmark

significance. This cute and very energetic image quickly captured the hearts of the audience. Over time, a series of classic characters such as Donald Duck were born, which together built the cornerstone of Disney's early animation. These IPs not only shone in animated short films, but also began to expand commercially in the form of peripheral products, accumulating the original capital and audience base for Disney's development.

The IP development in the golden age of Disney animation movie pushed it to a new height. During this period, Disney produced a series of feature-length animated movies such as Snow White, Cinderella and Sleeping Beauty. The IP images in these works were more fleshed out and complex, and the connotation of the stories was more profound. They have not only attracted children, but also been loved by adults. Disney has further expanded the influence of IPs through exquisite images, moving music and heart-wrenching plots. These classic IPs have been widely disseminated around the world and have become Disney's core assets, providing rich materials for Disney's theme parks, film production, peripheral merchandise sales, licensing cooperation, game development and other related industries.

New IP and classic IP remodeling under modern diversified development is an important direction for Disney's current development. On the one hand, Disney actively creates new IP, such as Elsa and Anna in Frozen, these new IP combined with the aesthetic and emotional needs of modern audiences, and quickly became popular. On the other hand, Disney has reinvented classic IPs, such as the live-action versions of "The Lion King" and "Mulan". This kind of remodeling not only gives new vitality to the classics, but also attracts a new generation of audiences through new technical means and narrative methods, so that Disney's film and television IP continues to maintain strong competitiveness and influence in the global market (Song, 2019).

2.2 Characteristic Elements of Disney's Film and TV IPs

2.2.1 Strong Characterization

Strong characterization is one of the important features of Disney's film and television IP. Disney has created many characters with distinctive images and unique personalities. From Mickey Mouse's cute wit and Donald Duck's funny and cranky character to Snow White's kind and innocent character and Elsa's tough and independent character, each character has unforgettable appearance and rich inner personality.

These vivid characters are just like real existence, which can quickly establish emotional connection with the audience, so that the audience is deeply attracted by the characters in the process of watching, and then generate strong interest and love for the whole IP (Chen, 2022).

2.2.2 Rich Cultural Connotation

Rich cultural connotation is also a core element of Disney's film and television IP. Disney's works contain universal values and emotional resonance (Zhao, 2022). Whether it is about love, courage, friendship or dream expression, can cross age, gender and national boundaries, touching the hearts of the global audience. For example, "Journey in Search of a Dream" shows the greatness of family love and persistence in dreaming, letting the audience experience the most precious emotions in life through laughter and tears, and this accurate grasp and presentation of common human emotions has given Disney IP a profound connotation and long-lasting vitality.

2.2.3 Unique Visual Presentation

Unique visual presentation is an outstanding highlight of Disney's movie and TV IP. Disney has a unique animation style and exquisite picture presentation. From early hand-drawn animation to today's computer animation, Disney has always maintained a high level of visual quality. Its color combinations are brilliant and eye-catching, scene designs are detailed and realistic, and character movements are smooth and natural. Like the animal city constructed in Zootopia, every detail shows extraordinary imagination. This unique visual feast greatly enhances the attractiveness of the IP and immerses the audience in the fantasy world created by Disney. Moreover, Zootopia won Best Animated Feature at the 89th Academy Awards.

3 ANALYSIS OF THE CULTURAL DISSEMINATION PATHS OF DISNEY'S FILM AND TELEVISION IP UNDER THE THRESHOLD OF NEW MEDIA

3.1 Communication Channels on Social Media Platforms

3.1.1 Operation of Official Social Media Accounts

Disney maintains official accounts on mainstream social media platforms, including Facebook, Twitter, and Instagram. These accounts are not managed haphazardly but are meticulously operated. They regularly release abundant content related to film and television IPs, such as highly anticipated new movie previews, behind-the-scenes footage that satiates the audience's curiosity, and exquisitely designed character posters. Through high-quality, high-definition images and excellent video clips, they attract users' attention, involuntarily engaging them. For instance, on Instagram, Disney publishes beautiful concept artworks that are comparable to artistic treasures, fully demonstrating the unique visual charm of film and television IPs and fulfilling fans' curiosity regarding the details of the works. Precisely because of the continuous updates of these official accounts, Disney's film and television IPs remain constantly active within the users' vision and reinforce users' impression of the IPs.

3.1.2 Utilization of Social Topics and Interaction with Fan Communities

The use of social topics and hot events, such as hashtags and challenges, constitutes an extremely effective means for Disney to disseminate film and television IPs. Disney is highly proficient in creating exclusive topic labels for new film and television IPs. These topic labels facilitate user participation in discussions and sharing and have become an integral part of fans' communication (Song, 2018). For example, during the release of "Frozen 2", related topics spread extensively across major social media platforms. Fans share their viewing experiences and discuss their favorite clips through these topics. Simultaneously, Disney also launches innovative challenge activities, such as challenges to imitate the dances or lines of Disney animation characters. These

activities significantly stimulate users' enthusiasm for participation. This approach effectively enhances the IPs' exposure, enabling them to gain an extremely high level of exposure within a short period, rapidly expanding their cultural influence and making more people understand and appreciate Disney's film and television IPs.

Fan communities play a critical role in the cultural dissemination of Disney's film and television IPs and are a significant force in promoting the dissemination of these IPs. Disney promotes the vigorous development and active interaction of fan communities through various means, both online and offline. In these dynamic communities, driven by their love for Disney's film and television IPs, fans spontaneously discuss and share content related to these IPs. They fully unleash their creativity and produce fan-created works in diverse forms, such as exquisite paintings and splendid novels, which are widely circulated within the community. This further enriches the connotation of the IPs and injects new vitality into Disney's film and television IPs. Moreover, the frequent communication and interaction among fans generate a powerful word-of-mouth effect, attracting more new audiences to focus on Disney's film and television IPs. The relevant sharing behavior of fans has also increased the exposure of Disney's relevant IP on different social media platforms. This dissemination power, generated from fans' love, vigorously promotes the wide dissemination and continuous development of Disney's film and television IPs on social media platforms, facilitating the further progress of Disney's film and television IPs in the cultural dissemination process (Xu and Yu, 2023).

3.2 Dissemination Paths on Video Streaming Platforms

3.2.1 Strategies of Disney's Own Streaming Platforms Such as Disney+

Disney's own streaming platforms like Disney+ play a central role in the dissemination of Disney's film and television IPs. Through a carefully designed content push strategy, the platform accurately pushes relevant film and television IP content to users based on data such as users' browsing history and collection preferences. This personalized push method not only improves the efficiency of users in discovering desired content but also increases users' dependence on the platform (Zhou and Chen, 2023). At the same time, membership services are also an important part of its communication strategy. Members can enjoy

exclusive content, early viewing privileges, and high-quality services without advertising interference. These privileges attract a large number of users to become members, thereby forming a stable audience group. For example, Disney+ broadcasts special editions of popular films in advance for members, stimulating users' subscription enthusiasm. This not only provides users with a better experience but also effectively promotes the in-depth dissemination of film and television IPs within its own platform, further consolidating the fan base of Disney's film and television IPs.

3.2.2 Dissemination on Third-Party Video Platforms

Disney actively cooperates with third-party video platforms such as YouTube to expand the dissemination range of its film and television IPs. On YouTube, Disney releases diverse content such as exciting clips, behind-the-scenes production footage, and character interviews by establishing official channels. This content attracts a large number of users' attention and subscriptions, forming a brand effect (Xu, 2023). In addition, Disney conducts joint promotion activities with YouTube. For example, it cooperates with well-known YouTube bloggers to produce videos themed on Disney's film and television IPs. These bloggers have a huge fan base, and their recommendations and creations can promote Disney's film and television IPs to a wider audience, achieving cross-circle dissemination and enabling Disney's film and television IPs to obtain extremely high exposure and dissemination effects on third-party video platforms. Disney+ has cooperated with various media. For example, with Marvel, it has launched many derivative TV series like "WandaVision". It has also combined with Hulu and ESPN + for bundling services. Its cooperation with India's Hotstar makes the latter the first in India to provide Dolby Vision sports live broadcasts.

3.2.3 Secondary Creation and Dissemination on Short Video Platforms

Disney plays a crucial role in the process of analyzing and disseminating derivative works. The film and television IPs of Disney provide the source and core for derivative creations. Disney as the owner of these IPs, actively monitors and analyzes the secondary creation trend. It recognizes the potential of these user-generated contents in expanding the IP's reach and influence. Short video platforms such as the international version of TikTok provide new vitality for the dissemination of Disney's film and television

IPs. On these platforms, a large number of users conduct secondary creations based on their love for Disney's films and television. These secondary creation contents are diverse, including plot imitations, character cosplays, and adaptations of music clips. These short videos spread rapidly on the platform with their characteristics of being short, interesting, and creative. Through interactive behaviors such as liking, commenting, and sharing, users make Disney's film and television IPs form a viral spread on short video platforms (Zhao, 2020). Moreover, this secondary creation not only enriches the connotation of Disney's film and television IPs but also attracts more new users to become interested in the original works, further promoting the dissemination and cultural influence of Disney's film and television IPs on a global scale. Disney also encourages this virtuous cycle by holding contests or providing creative incentives related to the secondary creation, thus strengthening the connection between the brand and its fans.

3.3 Communication Paths for Cross-Media Convergence

3.3.1 Linkage Between Film and Television IP and Games

The linkage between film and television IP and games has brought brand-new dissemination channels for Disney. Disney has launched numerous theme-based games, integrating classic film and television characters and stories into them. These games not only attract game enthusiasts but also provide a brand-new interactive experience for film and television fans. For example, in Disney's adventure games, players can play as their favorite characters and personally experience the wonderful plots in the films and television shows. This linkage mode not only expands the audience group of the film and television IP but also promotes the communication among fans through the social functions of the games. The mechanisms in the games, such as plot promotion and character unlocking, further stimulate players' interest in the original film and television works, realizing the mutual promotion of film and television and games.

3.3.2 Extension of Film and Television IP in Peripheral Products

Disney's film and television IP has been widely extended in peripheral products. Peripheral products such as toys and clothing are not only commodities

but also carriers of film and television IP. Through combination with new media promotion, Disney has effectively promoted these peripheral products. On social media platforms, Disney showcases beautiful pictures and videos of peripheral products, triggering the attention and sharing of fans. Meanwhile, by using online lottery, interactive activities and other means, the participation of fans is enhanced. For example, limited-edition peripheral products are launched and promoted through new media to attract fans to purchase and collect them. These peripheral products meet the consumption demands of fans. Meanwhile, they further deepen the emotional connection of fans with the film and television IP and expand the cultural influence of the film and television IP (Zhang, 2024).

3.3.3 Integration and Promotion with Off-Line Theme Parks, Performances and Other Live-Action Entertainment

Disney's off-line theme parks and performances are important positions for the cultural dissemination of film and television IP. In theme parks, there are a variety of activities contributing to the spread of their IP influence. For example, parades with well-known IP characters are held regularly. During these parades, characters from different movies and shows, such as Mickey Mouse, Elsa, and Buzz Lightyear, interact with the audience along the parade route, creating a lively and exciting atmosphere. Costumed performers bring these characters to life, allowing visitors to have a close-up encounter with their favorite figures. Moreover, themed shows are presented within the theme parks. These shows are based on the storylines of popular Disney films. For instance, "The Lion King" musical show combines music, dance, and acrobatics to vividly retell the story, making the audience feel as if they are part of the movie world. The elaborate stage settings, special effects, and professional performances deeply impress the audience and enhance their understanding and love for the IP.

Through integration with film and television IP, theme parks and performances provide immersive experiences for tourists. Through integration with film and television IP, theme parks and performances provide immersive experiences for tourists. By using new media platforms, Disney conducts extensive publicity to attract tourists. On social media, wonderful photos and videos of theme parks are released to display unique amusement facilities and performance scenes. At the same time, through online live broadcasts, virtual tours and other ways, more

people can understand the charm of theme parks. In addition, Disney also cooperates with new media platforms to launch preferential activities and ticket reservation services for theme parks, facilitating the travel of tourists. This integration and promotion mode not only brings unforgettable entertainment experiences for tourists but also further enhances the popularity and reputation of Disney's film and television IP (Wang, 2020).

4 PROBLEMS AND STRATEGIC SUGGESTIONS OF FILM AND TELEVISION IP CULTURAL COMMUNICATION UNDER THE THRESHOLD OF THE MEDIA

4.1 From the Perspective of the Operation of Official Social Media Accounts

In the context of operating official social media accounts, the sheer volume of information available often leads to the emergence of content homogenization. This poses a significant challenge in precisely targeting and reaching the intended audience, as well as in maintaining the continuous attention of users. While leveraging social topics and hot events can indeed attract substantial attention in the short term, the popularity of such topics tends to wane rapidly, making it arduous to sustain over an extended period. Moreover, the alignment between certain hot events and the core value of the Intellectual Property (IP) is often less than satisfactory. For example, in the movie "Mulan", the costume design of the protagonist and the application of elements such as "Qi" (vital energy), "Zhong" (loyalty), "Yong" (courage), and "Zhen" (truth) made the story presentation rather fragmented and inconsistent with the core value of the high-quality cultural experience conveyed by Disney. During the process of interaction and dissemination within the fan community, the quality of fan-generated content varies considerably, accompanied by the risk of infringement. Additionally, the organization and coordination of both online and offline activities present considerable difficulties, rendering it extremely challenging to ensure the consistency of activity outcomes on a global scale.

To address these challenges, it is imperative to establish a professional content team. By leveraging

big data analysis, a comprehensive understanding of the audience's needs can be achieved, enabling the customization of personalized content to enhance its quality and relevance. This, in turn, helps to mitigate the issues of content homogenization and inaccurate targeting. A long-term topic planning strategy should be devised to deeply integrate hot topics with the core value of the IP, thereby ensuring the continuity of topic popularity and compensating for the rapid decline in the popularity of hot topics. A stringent review mechanism for fan-generated content should be instituted to encourage the creation of legal, high-quality self-made content. Simultaneously, the organization process of online and offline activities should be optimized, and global coordination efforts should be strengthened to guarantee the consistency of activity quality and outcomes, effectively tackling the problems associated with fan-generated content infringement and activity organization.

4.2 On the Dissemination Path of Video Streaming Platforms

Disney + and other self-owned streaming media platforms are currently confronted with fierce competition. The accuracy of content delivery requires significant improvement, and the differentiation and attractiveness of member services are found to be lacking. Take the exclusive content for members as an example. There may not be enough unique and high-quality shows or movies that can only be accessed by members. The additional benefits such as early access to new releases or special behind-the-scenes features are not distinct enough compared to competitors. In addition, the user interface and interactive features for members lack innovation. There may be no personalized member dashboards or unique interactive experiences like member-only live chats with creators or actors, failing to make members feel truly special and valued. When disseminating content on third-party video platforms, achieving a proper balance between copyright protection and content promotion proves to be a formidable task. There is a propensity for situations where overzealous protection restricts dissemination or excessive promotion neglects copyright. Although the secondary creation and dissemination on short video platforms can expand the influence of the IP, issues such as distortion, alteration, and infringement of the IP image are likely to occur, and the supervision of such activities is highly challenging.

Consequently, for its self-owned streaming media platforms, Disney should optimize algorithms to

accurately deliver content based on user behavior data, enrich member privileges and benefits. This will contribute to improving the accuracy of content delivery and the attractiveness of member services. When collaborating with third-party video platforms, a rational copyright protection and promotion plan should be jointly explored to achieve a balanced development, thereby resolving the issue of the difficult balance between copyright and promotion. The supervision of secondary creation on short video platforms should be strengthened. Through a combination of technological means and manual review, infringements, distortions, and other adverse content should be detected and addressed in a timely manner, effectively overseeing the series of problems arising from secondary creation on short video platforms.

4.3 In the Cross-Media Fusion Dissemination Path

When the film and television IP is linked with games, there exist deficiencies in the adaptability of the game experience to the film and television plot, characters, etc., which may potentially impact the overall image of the IP. In the extension of the film and television IP in peripheral products, a mismatch between product quality control and the effect of new media publicity is observed, which may lead to a reduction in consumers' trust in IP derivative products. In terms of the integration and publicity of offline theme parks, performances, and other live entertainment, a disparity exists between online publicity and offline actual experience, which is likely to cause a deviation in tourists' psychological expectations and subsequently affect tourist satisfaction.

Therefore, for the linkage between film and television IP and games, it is essential to strengthen the communication and cooperation between the two teams. This ensures that the game is highly congruent with the film and television IP in terms of plot, characters, pictures, etc., thereby enhancing the game experience and resolving the issue of insufficient adaptability between the game and the IP. The quality of peripheral products should be strictly controlled to match the new media publicity. Based on the characteristics of the products, the appropriate publicity channels and methods should be accurately selected to enhance consumers' trust in IP derivative products, thereby addressing the problem of the mismatch between peripheral products' quality and publicity. The integration with offline theme parks, performances, and other live entertainment should be deepened. Through online publicity, the offline

experience content should be faithfully presented to narrow the gap between online publicity and actual experience. Meanwhile, tourist feedback should be collected in a timely manner to continuously optimize offline live entertainment projects and improve tourist satisfaction, thereby resolving the problem of the disparity between online publicity and offline experience.

5 CONCLUSION

In summary, through detailed analysis of various dissemination channels such as social media platforms, video streaming platforms, and cross-media convergence, it has been revealed that Disney has adopted a series of effective strategies to promote its IPs, thereby achieving extensive dissemination and strong cultural influence. However, challenges also exist in different aspects. For instance, on social media, issues like content homogenization and inconsistent alignment with IP core values need to be addressed. On video platforms, difficulties in balancing copyright protection and content promotion, as well as challenges in supervising secondary creations on short video platforms, are prominent. In cross-media activities, problems related to the integration and adaptation of different forms also emerge.

To enhance the effectiveness of film and television IP cultural communication in the new media era, future efforts should focus on several key aspects. Firstly, for social media operations, continuous improvement in content quality control and topic planning is essential to better engage audiences and maintain their attention. Secondly, regarding video platforms, optimizing algorithms for content delivery, strengthening copyright management, and improving the supervision of secondary creations are crucial steps. Finally, in cross-media fusion, strengthening the seamless integration of different media forms, ensuring the adaptability of IPs in various manifestations, and enhancing the consistency between online and offline experiences are necessary measures. Only by addressing these challenges and implementing these improvements can the full potential of film and television IP cultural communication in the new media era be realized, facilitating the sustainable development and broader dissemination of IPs.

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