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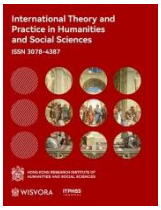

Strategies and Development Trends of Movie Production in China and Korea Based on AIGC Background

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Abstract

As the wave of AI sweeps across the world, the film and television industry has undergone a sea change. This is both an opportunity and a challenge for the movie industry. Under the impact of AI technology, the future of the movie industry urgently needs to find a way to break the circle. In this paper, we sort out the production patterns of traditional film industries in China and South Korea, and analyze the basic concepts, technical principles, application scenarios, and future trends of AIGC in terms of theory, practice, and methodology. On this basis, it reflects on the advantages and limitations of AIGC in the field of film production, and summarizes the reconstruction path of AIGC technology on the film industry chain of pre-planning, mid-shooting, and post-production, with a view to generating positive inspiration for the construction of the creation path of films and academic research in the era of digital intelligence.

1. Impact of AIGC technology on the movie industry

With the emergence of Sora, a large model of Vincennes video, demonstrating the great potential of AIGC in the field of cinema, it has brought great shock to film and television workers around the world.The reason why Sora has caused everyone's consternation is not only because it can generate video, but because it is a world simulator. It can break away from the limitations of two-dimensional images and recreate the physical world realistically based on three-dimensional spatial simulations.The AIGC application tools are iterated at a very fast pace and are updated on a monthly basis. In contrast to the previous text-to-drawings, movies have moved towards drawing-to-drawings and drawing-to-video. This means that static drawings are rapidly evolving into moving image art. Therefore, generative AI movies have become an emerging research object of great interest in the field of cinematography.

From the perspective of the history of the development of film media technology, the art of

cinema has roughly gone through three phases, namely, the early film, then into the digital cinema era, and now towards the stage of generative AI film.AIGC generative AI film is an emerging film genre, with distinctive artistic characteristics, highlighting a unique visual spectacle.The production process of AIGC film is completely different from that of the traditional image production process, which is mainly based on the concept of "AIGC film". The process of AIGC movie production is completely different from that of traditional image production, mainly relying on technical tools such as Runway, Stable Diffusion, Midjourney and so on. The movie art ontology, creation method and industry pattern have all been fundamentally changed.

AIGC cinema is a typical interdisciplinary thesis, a field where cinema intersects with many disciplines such as computer science, neurobiology, psychology, philosophy, etc.(Wang, D, 2007). The Big Language Model, as the name suggests, is a mathematical algorithmic model built on the study of human language(Dai, J,2004). Therefore, in a way, the current film and television works of AIGC can be infinitely close to the expression of human consciousness. The essence of movie works is the process of realizing the change of human psychological feelings through information transmission and feedback of emotions.

At present, the academic community defines the concept of AI movie mainly from two dimensions, one is AI as a movie, i.e., the content of the movie narrative is based on AI, which involves the role of digital people, the exploration of sci-fi mother-topic, and AI dominating the social form, etc., and the main presentation is the participatory infiltration of AI in terms of the plot and the theme. The second is the movie as AI, that is, AI technology is involved in the form and process of movie creation, which is specifically manifested in the fact that AI first generates a model of the script desired by the user with algorithmic data, modifies it according to the user's feedback, and then assists the user in producing the script until the completion of the industrial process of movie pre-production (Chen, X. ,2019). The research object of this paper is precisely the latter, i.e., film as AI, and its core is to address the exploration of AI generation methods and analyze the application prospects and future changes of AIGC in the field of film production.

The essence of AIGC is AI and GC, with AI standing for Artificial Intelligence. The first scholar to propose this concept was John McCarthy. He used machines to simulate artificial intelligence, which is seen as a sign of the birth of AI (Yang, P,2022). Artificial Intelligence is a technological science based on computer science that extends and expands human beings. In response to this view, AI can be understood in the following four aspects, AI will think like a human being, act like a human being, produce intelligent thinking as well as intelligent behavior. First of all, action and behavior are not mere movements, but actions taken after certain thinking, i.e., the embodiment of the comprehensive qualities of human beings such as cognitive ability, thinking ability, practical ability and so on, which are manifested in social activities. Secondly, AI will summarize a set of data models based on the observation of human behavior, and then learn and imitate human behavioral patterns, thus forming the intelligent behavioral patterns of machines.

The abbreviation of GC is Generated Content. In fact, long before the emergence of AIGC, the Internet has adopted user-generated content, UGC, or User Generated Content (Jiang, Y, 2023). Users are not only the viewers of the Internet, but also the creators, users can complete the interactive collaboration with the Internet.The purpose of GC is to express, and the purpose of expression is to allow people to better receive information. For example, media such as text, pictures, videos, movies, etc. are traditional forms of communication, and hardware such as cameras and computers are tools for communication. But now, with the advent of AIGC technology tools, anyone can make a short movie. Even if you don't know how to draw, edit, don't have a camera, and don't have filming skills you can generate the work you want. In the era

of digital intelligence, with the assistance of AIGC technology, people and machines can work together to create the whole process of film and television production, such as directing, scripting, acting, editing, soundtracks and so on. This is not only the significance of human-computer interaction, but also the future development trend of the movie production industry.

In this paper, we will explore the creation law of AIGC movie in the process of human-computer collaborative creation in terms of artistic concept, characterization, plot construction, and other aspects, as well as the strategic mechanism of human-computer value alignment in AIGC human-computer collaborative creation. For example, when AIGC technology and human collaborative creation, what kind of sparks will be generated by the interaction between human and machine thinking? What kind of changes will the emergence of generative movies bring to the movie industry? Can the digital intelligent film production process replace the personalized expression of traditional films? These will be the focus of this paper. This paper will explore the impact of AIGC technology on the traditional film industry process from the dimensions of film theory and the production process of the film industry. Specifically, it will first analyze the current development of AIGC in the field of film and its impact on film narrative. Then, from the perspective of film and television education in colleges and universities, we analyze the problems and challenges faced by the traditional film and television talent training mode. Finally, on the basis of film theoretical education and practical production, the creative strategy of AIGC human-computer collaboration is analyzed, with a view to providing references for the development of the film industry, the practice of film creation, and the development of film and television education.

2. The Theoretical Construction of Chinese and Korean Cinema Based on the Background of AIGC

This paper chooses the AIGC films of China and South Korea as the comparative objects because the cultural backgrounds of the two countries' film arts are similar, and at the same time, the two countries present different technical and artistic characteristics in the field of AIGC. This study helps to understand the creative characteristics of AIGC films in different cultural contexts, and is of great significance in promoting the development of the AIGC film industry in the two countries.

At present, the theoretical research on AIGC movies mainly presents three problems. First, there are more theoretical criticisms of AI film aesthetics and a lack of attention to the practical production of films. Second, the research mainly focuses on Western AI films, and less on AIGC films from the East and other regions, and lacks the exploration of AIGC films in different cultural contexts. Third, there are fewer research papers on the paths and modes of collaborative creation between humans and machines.

Therefore, this paper will propose a theoretical framework on the construction of AIGC images based on literature analysis and case studies, including the operation principle of the narrative mechanism of AIGC images, the realism value of AIGC images, and the audience's psychological cognitive process of AIGC images. In addition, this paper will use the comparative research method to conduct a cross-cultural study, comparing the AIGC films of China and South Korea, and identifying the similarities and differences in narrative strategies, audience acceptance, and creative aesthetics. Using theories of film aesthetics and philosophy to explain the creative phenomenon of AI films, the study will reveal the development and evolution of the creative aesthetics of AIGC films. The film industry production processes in Korea and China are highly

similar, and this paper will also bring inspiration and reference to the theory and technology of Chinese films by analyzing the research paradigms, academic schools, and research perspectives of the practice and theory of AIGC films in Korea.

2.1 Research Status of AIGC Technology and Film Theory Construction in China

Movie is not only an art but also an industry. Krakauer has discussed the social value of film in his book The Nature of Film. He advocated that the characteristic of film is documentary, which can truly and naturally present the characteristics behind things, and that this means of revelation can bring out the significance of life and human nature in the best possible way. Krakauer pointed out the career ideal for professional filmmakers, that is, to utilize the natural documentary and realistic advantages of film to care for the human heart, describe human life, and reveal the essence of human nature (Wang, Y,2023).

Throughout the previous changes in the film industry, they have been the result of technological advances. From Méliès to Lucas, from Spielberg to Cameron, every development of the movie cannot be separated from the advancement of special effects technology. In the post-epidemic era, artificial intelligence has even become a new driving force in the development of the movie industry. With the support of AI technology, film production has taken on a broader, globalized perspective. The journal Science has highlighted the beginning of AI's invasion of fields once considered exclusively human, one being scientific discovery and the other artistic expression (Ayoub, K. and Payne, K, 2016). Therefore, at the research level of filmmaking, the use of digital and humanistic methods to allow for the artistic expression of AI will be a new path for future filmmaking.

At present, the research papers on AIGC filmmaking mainly show two trends, one is about the ontology of film theory, and the other analyzes the ethical relationship between AI and film from the beginning. For example, “The Commercial Aesthetics of AI Movies under the Threshold of Semiotics” takes the semiotics theory of Grimes as a support to study that the satisfaction of the audience's expectation horizons is a prerequisite for the realization of the commercial value of the movie (Duan, H ,2017). The AI Mutiny-Themed Science Fiction Movie in the Intrusive Psychoanalytic Perspective of the Conjectured Other utilizes Lacanian psychoanalytic theories, including the dialectic of desire, the theory of the chain of referents, the notion of symptomatology, and the theory of the mirror stage, to provide an in-depth analysis of the phenomenon in the movie (He, W,2022). AI Amnesia: The Ontological Question of AI Cinema Toward a Complete Cinematic Mythology analyzes multidisciplinary theories such as Bazan's aesthetics of cinematic realism, Bergson's philosophy of life, and Deleuze's theory of the image using cinematography, philosophy, and philosophy of technology (Zhou, X., & Lv, B,2023). AI and the Future of Cinema: Production Revolution, Reinvention of Subjectivity, and the Art of the Singularity presents the concepts of “mechanical reproduction” and “mechanical originality” that may be brought about by AI, and discusses the challenges of technological alienation to human subjectivity (Chen, K, 2023).

2.2 Current Status of Research on AIGC Technology and Film Theory Construction in Korea

The narrative strategy of Korean AIGC films presents three characteristics, namely, borderlessness, unreality, and hyperlinks.Under the background of AIGC, the Korean film industry has been upgraded and upgraded, which not only reconfigures the path of film production, but also promotes the industrial revolution of film technology. Korean scholars believe that AIGC will change the film industry from the “one-man film production era” to the

“customized film production era”. In fact, the change in the direction of movie development and economic development are also synergistic processes. From an economic point of view, this also means that the movie industry has changed from TO B to TO C. The Korean movie industry has shifted to focus on the production of customized movies. The production of Korean films has shifted to focus on the consumers themselves, so the specificity, narrative diversity, and freedom of spatial expression of AIGC will better serve the users and realize the hyperlinked nature of AIGC.

In fact, no matter how AI is transformed, the essence of movie art is still a matter of humanity and philosophy. Therefore, Korean scholars' viewpoints on AIGC movie research focus on Posthumamism and Ecohumanism. These two perspectives have resonated with Korean academics, and the humanistic philosophies behind the art of AIGC films have been widely considered.

Humanism, which is derived from the Latin word humanitas, is the core idea of the Renaissance, the anti-feudal social ideology of the emerging bourgeoisie, and the original form of humanism. It affirmed human nature and the value of being human. It honors the emancipation of human personality and freedom and equality, and encourages the synergistic development of human sensual experience and rational thinking.AIGC films also contain humanist reflections, exploring the future destiny of mankind and focusing on human equality and freedom. In the traditional humanist conception, knowledge is usually acquired through rational thinking and observation of the world. However, the application of AIGC has changed the creative process by “de-subjectivizing” it. The machine understands human artistic creation and generates new artworks through deep learning and other technologies, making these idea-generating applications difficult to be regarded as mere tools, but rather sharing the subjectivity of the creators.

As a result, the two ideas of Posthumamism and Ecohumanism in AIGC films have also been widely explored.Posthumamism denies human-centered humanism, but rather an idea that seeks transcendence. It refers to anti-humanism and opposes humanism, anti-naturalism, and transhumanism.Posthumamism believes that human beings must overcome the limitations of human nature (Cath, C., et al,2018). Simply put, posthumanism promotes postanthropocentrism and advocates for the embrace of all life. As a result, the ontological boundaries between humans and non-humans are gradually blurring, and posthumanism is a new paradigm to explore.Posthumamism in the AIGC movie refers to the fact that humanity has actually entered a “post-human” era dominated by technological progress, reflecting on the notion of blindly respecting reason and human subjects. It reflects on the notion of blindly honoring reason and the human subject.

As Yuval Hraley explains in A Brief History of Humankind, Homo sapiens stands out from its relatives such as Neanderthals, Thoreaus and Florians precisely because of the emergence of new ways of thinking and communicating during the cognitive revolution, reflecting the ability of the group to think abstractly and logically about the world (Mori, M., MacDorman, K. and Kageki, N., 2012). The same is true of AIGC technology, which has become the “Homo sapiens” of the movie industry's production technology. With the emergence of AIGC Homo sapiens, movie creators need to look at the world outside of the original humanistic framework. From the perspective of posthumanist theory, posthumanity is not clearly divided into structural differences or ontological categories between organic and non-organic, native and artificial, flesh and metal, electronic circuits and organic nervous systems. According to posthumanist theory, the existing conceptualization of the human perspective is facing new challenges. Homo sapiens' perception of human nature will also affect human lifestyles and habits, and the political, economic, social and cultural environments will change as a whole. As mentioned above, SORA presents a

simulation of the world in the form of images to show the understanding of “Homo sapiens” on society. Therefore, it is necessary to critically understand the impact and consequences of posthumanism. Filmmakers need to be prepared to actively respond to and lead the changes of the times.

3. Application of AIGC Technology in Movie Production

The year 2024 is not the node where the foundation of the AIGC movie first appeared, but it is the year when the AIGC technology tools show a spurt of growth. This is largely due to the fact that AI has demonstrated a strong ability to learn on its own as a result of improvements in data, algorithms, memory capacity, etc. Jeffrey Hinton, the godfather of AI, firmly believes that there is a close relationship between the development of AI and the amount of data available. As AI continues to develop, the way viewers look at movies, their concepts, and their aesthetic aspirations are gradually changing. By mimicking humans, AI technology has acquired a way of producing high-quality movies. At present, AIGC technology has covered all aspects of the movie production process, from script writing to shooting performance to editing and color grading. Moreover, the production efficiency has far exceeded that of human beings, and AIGC has the advantage of cost reduction and efficiency increase for the movie industry process, and has a broad development prospect.

At present, the common AIGC tools on the market are mainly divided into five categories, text-based tools represented by chatgpt, which has become people's writing assistant; image-based plug-ins represented by Midjourney, which allows everyone to realize the dream of painting; video-based software represented by runway, which helps film and television practitioners to easily achieve keying, object tracking, clutter removal and other functions, and to customize the video style and content; in addition, AIGC has the advantage of cost reduction and efficiency for the film industry process, which has a broad development prospect. Customized video style and content; In addition, music products and game products also came into being.AIGC empowers music creation, composing lyrics, composing music, arranging music, mixing music, and harmonizing music, which not only improves the work efficiency, but also lowers the threshold of the profession.The combination of AIGC and games breaks down barriers and creates a thousand variations of the game's storyline. As long as the user inputs keywords it can be transformed into computer language, which then produces pictures and videos that humans want, which is the essence of AIGC. So it can be seen that the evolution direction of the technology is to make it available to more people.AIGC greatly reduces the threshold of communication between human beings and computers, and the essence of AIGC is the way of communication between human beings and computers and the communication tool.

The application of AIGC technology in movie production mainly contains three aspects, which are script creation, mid-term shooting, post-production editing, visual effect packaging and movie music. First of all, in the field of script creation, with the help of AIGC tools can quickly generate story synopsis, plot outline, script lines.Google's British artificial intelligence laboratory DeepMind is deeply engaged in the field of movie script creation, and they have developed a script writing tool, Dramatron, which can assist screenwriters in their creation. Screenwriters only need to simply enter their inspiration in the input box, and Dramatron can automatically generate script content including movie titles, characters, plots, and dialogues. China's Hippocampus Light Sail also produces AIGC tools such as intelligent script evaluation and novel-to-script conversion. Not only that, but even split-screen scripts can be completed. The function of “Inspiration Island” has a powerful function of movie script creation. Simply enter the theme, scene, number of

people, and other keyword commands, and a movie script will be generated. Not only that, you can also generate movie scripts. For example, it contains a list of different scenes, shooting backgrounds, camera angles and shooting styles, screen contents, character dialogues, background music, sound effects, time allocation and other detailed content of the sub-script. In addition, the intelligent rewriting function can further improve the logic of the story according to the instructions.

Secondly, in the mid-shooting stage of the film, the specific application of AIGC technology tools in the shooting process, including intelligent camera equipment, motion capture technology optimization, real-time special effects preview and other modules, effectively improves the shooting quality and optimizes the production process of the film industry. Finally, in the field of post-production editing, AIGC tools can not only complete the rough cut of the movie, but also complete the visual effect packaging and other work. Through the AIGC technology to generate realistic virtual scenes, to enhance the visual presentation effect, AIGC can automatically mark and identify the material according to manual commands, to complete the automated editing. AIGC can automatically mark and recognize the material according to manual commands, and complete automated editing. It can even complete more complex short videos or trailers with content narration. In the production of trailers or promotional videos, artificial intelligence can identify the part of the material that can attract the audience, thus enhancing the attractiveness of the movie plot, dissemination and viewability. Based on AIGC technology, AI content production platforms such as “Wancai Microfilm” and “One Frame, One Second Creation” have broken the threshold of the movie industry, and everyone can use AIGC tools to make movies.

In addition, AIGC technology can also complete movie dubbing and other work. In the previous AIGC workflow, the ability to achieve consistency in mouth shape and timbre was the key to restricting the success of the movie. But now, AI can simulate human voice and tone based on sound samples, and then form a database of different languages and styles. Based on the database, AI can simulate, analyze and re-generate the sound of different scenes through voice conversion, character recognition, audio noise reduction, etc. In other words, AI can simulate and re-generate the sound of different scenes. In other words, AI can provide multi-character and multi-language optimization solutions for film post-dubbing. Language and sound are very important to the cross-cultural communication of movies. AI based on deep learning technology plays a key role in movie dubbing, which has a milestone significance.

In summary, the traditional movie production mode faces inevitable problems such as high labor cost and long production cycle. With the development of AIGC technology, it realizes the shortening of the creation cycle and promotes the change of the movie production mode.

3.1 A movie narrative mechanism based on human-computer collaboration in the context of AIGC

As a professional filmmaker, in addition to focusing on image and video generation techniques, we should pay more attention to textual narrative features. The future is not to look at how individual AI applications like Sora or Claude develop, but to present an ecology of human-computer synergy. Creators who are good at human-computer interaction will become the leader of the movie industry in the new era.The narrative mechanism of AIGC movies is completely different from that of traditional movies, and whether AIGC technology can be deeply integrated with movie scriptwriters will be the key to human-computer synergy.

AIGC has multi-dimensional capabilities such as decision-making, memory and action in the movie narrative mechanism. First of all, decision-making is the bottom-level ability, which is reflected in AIGC's understanding and learning of the background of the script, character

biographies and other information. Secondly, memorization is the middle-level ability, which is AIGC's collection and recall of scenes, characters, and events. Finally, action is the action made by AIGC's understanding of complex information.

The influence of AIGC on screenwriting is evident. For example, when Chinese screenwriters receive script projects adapted from novels, they often need to spend a lot of time and energy studying the original. But now it can be generated using AIGC. Human and machine work in tandem to complete the creation. Screenwriters need to domesticate AIGC, so that AIGC clear demands, which is actually a process of output and feedback.AIGC's learning of the script presents the problem of formulaic creation. The plot is uniform and lacks artistic and unique expression. The creation of movie and television screenwriting is an extremely complex process, so it is necessary to let the machine learn first, so that the machine can distill the basic information in the novel, such as the plot outline, story background, character relationships, story clues and other basic information. Then, the screenwriter plots the layout, lays out the structure, and reorganizes the story line according to this information. The screenwriter feeds the elements of the storyline points to the AI, and then the AIGC learns to generate them. The human-machine collaborative creation is accomplished in this domestication process of feeding and feedback.

The movie narrative mechanism of human-computer collaboration mainly presents two problems. One is the problem of narrative rhythm, and the other is the problem of emotional expression. This is related to two factors, one is the training and learning of the machine for the large model, and the other is the coupled creation between the screenwriter and the machine still needs to be honed. As John R. Searle once proposed two stages of development of artificial intelligence, namely “weak artificial intelligence” and “strong artificial intelligence” (Monberg, J, 2006). At present, the content generation of AIGC is still in the stage of weak artificial intelligence, but in the near future, with the advancement of technology, the content generation of AIGC will also move towards the stage of strong artificial intelligence, from the supervised learning of the scriptwriter to the machine to the active learning of the machine. With the gradual penetration of new technologies, AIGC technology will present more diversified creation logic and application strategies, with a broader development prospect.

3.2 Development Strategies for AIEM Engine Movies Based on the AIGC Context

The impact of AIGC technology on movies is not only reflected in the live-action movies, but also in the field of film and animation. But at the same time, AIGC has also completed the grafting of the two, so that the two are closely integrated.AIGC and engine movie grafted together to produce a new product, that is, engine movie.AI engine movie is derived from AIEM, that is, Artificial Intelligence Engine Movie.AI engine movie, that is, based on digital assets, such as digital people, virtual scenes, virtual props, etc., through the virtual engine to produce a movie. AI engine movie, that is, based on digital people, virtual scenes, virtual props and other digital assets, through the virtual engine to produce movies. Simply put, it means that the screenwriter and director only need to tell the AI what style they want, how much time they want, and so on, and the AIEM will give them a variety of images to choose from.

Movie production has shifted from digital movies to AI engine movies, showing great prospects for development. With the further development of the domestic Internet platform as well as engine technology, engine movies will be widely used, bringing new creative forms of expression to the development of the movie industry. In recent years, Chinese film and television production companies are jointly developing and producing AI engine movies with Hollywood, which will become a new trend in movie production. Engine movie, also known as virtual movie or game movie, consists of two parts: game and movie. Engine movie first originated from the

concept of game, and then gradually was entered into the concept of movie. In the production process of engine movie, the audience is the controlling subject of the movie, and can complete the construction of the story framework and the arrangement of the plot content according to their own preferences, so as to realize the integration of the movie and the game. For engine movie, the core is to enhance the interactive experience of participants' highly immersive interactive narrative works, it is a new form of works, not to replace the traditional narrative movie.

Engine movie is the most representative case of human-computer collaboration. One of the more representative is the work based on the well-known novel Liu Cixin's “Three Bodies” on the Beili Beili platform, which has had a large impact. In addition to this, there is also a UP owner on B station who combined his experience in playing games with his self-taught programming to produce an animated episode of the same name of Liu Cixin's Full Band Obstruction Interference.AIGC's technological innovation will bring about a major change in that individuals will be empowered with powerful imaging productivity.

With the development of artificial intelligence technology, the future of film and television creation, both in theory and practice, will produce a huge change. Artificial intelligence brings new challenges and opportunities for the development of the film and television industry. As a film and television creator, you have to be the one who uses the tools, but not the one who is controlled by the AIGC tools. For movie creation, it can be divided into two stages, from “zero to one” and from “one to infinity”. AIGC can help movie creators to solve the part from “one to infinity”, but the process from “zero to one” still needs movie and TV practitioners to complete the creation independently by themselves, and AIGC can't replace the creativity of human beings and the artistic expression of works. AIGC cannot completely replace human creativity and artistic expression.

4. Conclusion and Suggestion

This paper firstly analyzes the application of AIGC in movies, that is, the application of AI tools in the pre, mid and post stage of movie creation, such as the role of language model in script creation, the logic of using Runway, StableDiffusion, Midjourney and other tools in the process of movie production. Secondly, the elements affecting AIGC movie creation are sorted out from the theoretical level. Once again, the integration path of AIGC and AIEM films is studied from the perspective of human-computer collaborative creation, as well as the production strategy of using AIGC technology to achieve globalization and dissemination.

Although AIGC is capable of producing movies, it is still a technical means of expression in the final analysis, and the tool always serves the core of the movie.AIGC can't completely replace the role of human creators; on the contrary, it acts more as an auxiliary tool. For film and television practitioners, professional skills and humanistic expression of their works are the foundation of their career, and only human beings can create content that truly touches the audience's emotions. Therefore, film and television practitioners need to remain alert to the dangerous nature of technology and explore the possibility of artistic redemption, in order to avoid the loss of artistic creativity due to over-reliance on AIGC. Film and television creators cannot lose sight of the other, but should engage in philosophical discourse from the perspective of humanities and social sciences, and this kind of root-tracing analysis is conducive to promoting the future development of the film industry.

In addition, there is an urgent need to make a shift in the training of film and television talents in colleges and universities; AIGC has revolutionized the process of traditional film production, and the film industry needs talents who know both film art and AIGC technology. In the future,

both technology and art will be emphasized, and film practitioners need to consolidate their basic skills. Take Sora as an example, the short movie is driven by Prompt language. Therefore, only creators who are familiar with the audiovisual language can easily master Sora and utilize the spectacle of the lens language to realize the creator's unique expression. Therefore, the university talent training model needs to find the gap between the needs of the AIGC film and television industry and the existing talent training system, so as to accelerate the cultivation of composite talents to meet the needs of the industry's development.

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