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Analysis of Chinese Video Website Barrage Language Based On the Influence Of The ACGN Culture

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Abstract

In recent years, with the rapid growth of China's animation industry, the two-dimensional culture and consumption have been immersed in the daily lives of young people. The two-dimensional culture that mainly exists on young people is gradually entering the public's field of vision, making the two-dimensional culture not It is only restricted to the fixed fan circle, but is known to more people outside the circle. At the same time, the "barrage" (screen text) cultures in video websites has become popular with some film and television works, Internet terms, etc., and has attracted the attention on mainstream culture. On the one hand, its cultural products have appeared on traditional mainstream video websites and advertisements on provincial satellite TV. And in the program, on the other hand, a small part of the screen text and cultural terms are also used by some celebrities and other ordinary people who don't understand the meaning of the terms at all, and have caused widespread dissemination. Sometimes the video website itself is also mentioned, which obviously shows a difference. The tendency towards a kind of screen texts subculture to penetrate the mainstream culture.

Keywords: Barrage, Video website.

1. Introduction

In recent years, as video websites have developed faster and faster, the number of users has also increased. According to the 47th "Statistical Report on China's Internet Development Status" issued by the China Internet Network Information Center (CNNIC), as of December 2020, the number of Chinese Internet users has reached 989 million, an increase of 85.4 million from March 2020, and the Internet penetration rate has reached 70.4%. As of December 2020, the number of online video users in China reached 927 million, an increase of 76.33 million from March 2020, accounting for 93.7% of the total Internet users. Among them, the number of short video users is 873 million, an increase of 100 million from March 2020, accounting for 88.3% of the total netizens. With the support of high-quality content, video websites have begun to try to optimize their business models and encourage the production of high-quality short video content through

various means, increase the proportion of short video content, and increase user stickiness. As an emerging branch of video websites, barrage video has attracted mainstream attention in Japan and China in recent years, and has gradually jumped out of a single video carrier and has been used in multiple fields.

This article enumerates the development of "bulrage" (movable screen text) in China from a barrage website to a mainstream video website and other platforms, and analyzes it from the perspectives of technology, social culture, the attributes of barrage, and the marketing needs of the media. The reason for the rise of barrage is that the development of Internet technology provides technical support for the rise of barrage, the trend of social and cultural fragmentation has promoted the development and popularity of "barrage", the interactive nature of "barrage" and the integration of multiple terminals The attributes meet the new needs of the audience, and the commercialization needs of new media have prompted the media to use the emerging thing of "bulrage" as a means of experiential marketing. Compared with traditional video sites, barrage comments truly provide instant feedback, break the traditional relationship between information dissemination and acceptance, and give viewers more expression space and full freedom of expression.

2. The concept and development of barrage

2.1 The concept of barrage

Barrage refers to the movable commentary subtitles that appear on the screen when watching a video on the Internet. This part will briefly select several important nodes to explain the definition of "Barrage" by combing through the process of changing the meaning of the word "Barrage" in cross-cultural communication.

In terms of literal meaning, the term "barrage" in both China and Japan first appeared in the military field. In Chinese, "barrage" refers to the field of military terms. The artillery shooting is so dense that it resembles a curtain of artillery tactics (barrage); in Japanese, "だんまく (Da n maku)" is used to describe the anti-aircraft artillery shooting station. The resulting dense fragments are not an informal military term.

At the end of the 1990s, the term "barrage" officially entered the ACGN field and spread widely. In 1997, a series of Japanese arcade shooting games represented by <Dodonpachi> developed the style of "local artillery fire is extremely dense". The barrage began to indicate that STG (Vertical Shooting Game) was "a lot of "Attacked by enemy bombs" scene. And this kind of STG game, where a large number of enemy bombs often appear to create scenes similar to carpet bombing, is called "Barrage シューティングゲーム" (Barrage STG).

The word "drag screen" first appeared on the drag screen video website in Niconico, which was the first open beta version of "ニコニコ Animation (仮)" after the site was built from December 12, 2006 to January 15, 2007. During the period, in the submitted song video "Powder Snow" of Remioromen(レミオロメン), a large number of コメント appeared at the same time as a covered video. Because of the formation of a barrage state similar to the horizontal version of STG, it was specifically pointed out by users and triggered targeted discussions. As a result, the term "barrage" spread in Niconico, which is also called "the birthplace of barrage" by Niconico video users. In China, this kind of comment method is called barrage, while in Japan, this kind of comment method is called コメント (Komento).

Around 2007, as Chinese otaku fans were inspired by the Niconico video website and imitated niconico videos from content to form, many emerging otaku terms formed on Niconico videos also became popular. In the process of this cross-cultural communication, there are many cases where the original Japanese characters are copied because of the lack of rigorous translation research, and some unused words in Japanese are also used by Chinese netizens in a way that they take it for granted, and they are widely disseminated. . In the process of cross-cultural communication, the meaning of the word " Barrage" has changed, and it has become a customary term in the domestic otaku culture circle. These new domestically unique interpretations from misuse have gradually been fixed due to consensus.

While these barrage video sites full of home culture elements have emerged in large numbers, traditional mainstream video sites have also begun to pay attention to the user value brought by "Barrage". The basic "Barrage" function was added to the web video player, and the signboard of barrage began to be played. After being localized in China, the form of barrage video no longer stays in the self-entertainment of otaku fans, but accidentally entered the mainstream online cultural circle, and was recognized and introduced by traditional mainstream video sites, and a large number of Promotion.

2.2 Analysis of the Reasons for the Rise of "Barrage"

"Barrage" language, as an online language based on the form of barrage video, most of its communicators have a background of online culture. Therefore, online culture has become the generation framework that exists in this communication process, and the communicators will use this The frame defines the content of the text, that is, the language of the Internet. Therefore, there will be many references and uses of Internet language in the "Barrage" language. As a new form of interactive entertainment on the Internet, "Barrage" has expanded the functions of video media. It materially relies on the technological innovation of barrage players. Users are mostly used for leisure and entertainment purposes, which promotes the use of bullet screens. The screen language is extremely entertaining. At the same time, the market-oriented competition of new media has also promoted the development of this new thing. The rise of barrage is influenced by multiple factors such as technology, Tucao culture, and marketing needs, reflecting the current media choices of users.

2.2.1 New exploration of interaction driven by technology

The release of the barrage relies on the barrage player. In addition to the basic video playback function, the barrage player can also load and save the barrage, realizing the display of the barrage and the playback of the screen at the same time. The released "barrage" is stored in the barrage pool. The complete function of the barrage player makes the way of displaying video information more diversified. Users can choose the presentation form of the barrage by themselves-placed on the top, bottom, or even all "barrage", which has changed the only way in the past. The video dissemination of images has opened up a mode of multi-information presentation. In addition, the barrage player is also designed to block barrage in order to meet different viewing needs.

2.2.2 Interactive entertainment demand in video content

"Tucao" is one of the main motivations for the use of barrage. In the Japanese animation industry, humorous and funny works occupy a considerable proportion. In the early animation products, it was a common way to create laughter by directly using the means of voicing, setting up funny characters in the work, or making fun of the absurd behavior of the protagonist and supporting actors. This type of work mainly uses humor as the content and promotes the development of the plot. Later, in some animation works with other themes or even serious themes, a funny character will be designed to adjust the atmosphere. The creators have two methods in the use of techniques: one is to ridicule the characters in the play by way of narration; It is directly in the play that the two characters complete the complaints during the development of the plot to achieve the entertainment effect. The "irrationality and lack of logic" in animation can be understood as the imaginative component of animation and the need for humor. The dismantling of this "irrational and lack of logic" pulls the audience out of the unreasonable role setting and challenges the authority of the original work. Many anime fans have also formed a spitting behavior pattern out of their love for animation works. They use all the materials they can access to collage and irony, sometimes developing into a spoof effect.

"Tucao" has its own characteristics of "venting, exposing, and witty", and it has also developed from the ACG field to the level of social reality, and has become the speaking style and style of many netizens. In the face of unreasonable social phenomena and unpalatable cultural products, when people are unable to change the status quo, complaints have become the most convenient way for people to express themselves. "Tucao" has gradually become an "emotional expression", and this "emotional expression" is spread through the Internet and gains the approval of others, which will produce the pleasure and satisfaction of interpersonal

communication. Due to the low release threshold, immediacy, video-based media, and strong interaction of "bulrage", the pertinence of video barrage fits well with the characteristics of Tucao.

2.2.3 Experiential marketing needs of new media in market competition

The market-oriented operation of new media has created fierce competition among various media. Digital technology has opened up new markets and greatly reduced the production and manufacturing costs of media products. Audiences have more autonomy and choice, so they are more critical and easier to shift their interests. How to attract and get the attention of target audiences is an urgent problem that media marketing needs to solve. Barrage uses video as a medium to provide a visual experience and at the same time create an atmosphere of participation. The barrage itself provides the function of commenting on the video, making the video a trigger point for thinking. Some witty and humorous barrage content not only increases the amount of information of the video, but also enhances the interest of the video. It can bring entertainment experience through barrage ridicule and expressing feelings. While consuming the satisfaction brought by barrage function, users are also producing and disseminating their own barrage text.

The barrage extends the interactive function to the video viewing and playback process, showing the integration of video and the network, and realizes the application in the field of multiple media such as network, theater and TV, from ACG's entertainment means into the field of mass communication. . The popularity of barrage is closely related to its own characteristics. Unlike previous forms of interaction, barrage opens up a situation of interaction between people and screens, and between people and people. It provides screen commenting technology, allowing video content to achieve almost instant feedback. In addition, the barrage conforms to the current trend of media convergence, enabling the integration and interoperability of mobile phone, TV, and PC experiences.

2.3. Analyze the types and characteristics of video websites

2.3.1 Analyze the types and forms of barrage

The current barrage can be basically divided into four categories in terms of content: comment barrage based on video content, small chat barrage that has nothing to do with video content, non-text-type effect barrage, and over-the-air barrage, A homophonic barrage based on the creation of "empty ears" that originated in ACG culture.

Classification	characteristic
Ordinary barrage based on video text	Viewers explain complicated content through comments or appreciation of the video itself.
Small chat barrage that has nothing to do with the video content	Video-related content often appears, and basically netizens are wandering around small talk, gossip, and even advertisements that are far from video content.
Effect barrage without text	It includes letters, symbols, eye letters, facial expressions, and special patterns.
The domineering barrage that enhances the atmosphere	It is used a lot at the same time, appears large, and even covers the entire screen.
"Empty ear" (そらみみ, misheard)	In a transformation, netizens read words (Korean,

lyrics) barrage	Japanese, etc.) in similar pronunciation and speak Chinese that has no different meaning or meaning even if they make them similar to the original pronunciation.
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2.3.1.1. Ordinary barrage based on video text

The barrage in the video first appeared as a kind of moving subtitles. The most basic and main content is the viewer's feelings or comments on the video itself, and there will be explanations on complex content. There are no subtitles for many foreign-language videos. At this time, many netizens acted as subtitle translators, adding subtitles to the video in the form of barrage, or popularizing uncommon knowledge. The pictures below are all comments made by netizens on the characters and plots in the video, and they are barrage closely related to the text of the video.

2.3.1.2. Small chat barrage that has nothing to do with the video content

In most barrage, there will often be some content that has nothing to do with the video, which is basically chatting barrage, controversy, and even advertisements that netizens dissociate from the video content.

2.3.1.3. Effect barrage without text

Not only can texts be sent in the bullet screen, but also various symbols can be sent, including character emoticons, emoticons, special patterns, etc. Common emojis in the barrage include (0_0), TT, Orz, etc.,

2.3.1.4. The domineering barrage that enhances the atmosphere

Quoted or adapted from other places, their sources are mainly Japanese animation, Japanese, some popular online words, etc. For example, "Energy Ahead" is a classic line from the Japanese animation "Mobile Suit Gundam", which refers to the scout's energy weapon warning to the enemy to avoid danger. However, when used in the barrage, it is often used by the audience at the same time. , Used for reminders or warnings of subsequent plots. When users watch the video, the real-time re-creation is quickly disseminated and accepted by the carrier of the barrage. For example, "Barrage Guard" refers to the use of a large number of barrage screens to block unpleasant images. This kind of barrage usually appears in large pages, even covering the entire screen.

2.3.1.5. "Empty ear" (そらみみ, misheard lyrics) barrage

The term "empty ear" originated in the ACG culture of Japan, and its original meaning in Japanese is "auditory hallucinations". The current empty ear has evolved into an entertainment spoof in China. Netizens read a sentence (English, Korean, Japanese, etc.) as a similar pronunciation, creating a pronunciation similar to the original sentence, but the meaning is completely different or nothing. The meaning of Chinese, in short, is "homonymous". Especially in the more popular animation works, there will be a phenomenon of domineering screens, just simple language transliteration, the empty ears in the barrage are actually more of a spoof or other effects.

2.3.2 Characteristic analysis of barrage

The barrage itself is also a kind of subtitles and an information product. Before the emergence of barrage,

the use of subtitles was completely added by the video producer in the later stage, and played an interpretive and supplementary role for the video content, and the special effects subtitles in entertainment programs added to the program's highlights. Barrage is inspired by the traditional production of video subtitles, giving users initiative and allowing users to participate in the reproduction of media products. The launch of the barrage function gives users the initiative to participate in the production of video subtitles, allowing users to express their understanding of the video freely, and allowing users to directly participate in the reproduction of media products. The characteristics of barrage mainly have the following three points:

(1). Add interactive effects

Barrage is a video-based interactive method. The user is both a receiver and a provider of information. When watching a video, a dual interaction between the screen and other users is realized. For traditional media, producers must first finalize information products. Information products are disseminated on the premise that they are basically maintained. The audience can basically only be passively accepted. At the same time, they are limited by feedback channels, resulting in slow feedback. Although the development of online video has changed this passive situation to a certain extent, before the emergence of barrage, online video viewing is still a one-way passive acceptance process, a closed personal behavior, and user interaction must be in the video. Realize on social media after watching. The barrage allows users to realize the dual interaction between people and screens and between people while watching the video. The video as the carrier of the barrage is circulated to the masses. The barrage sent by one person will be seen by users at different times, and anyone can comment on the barrage. At the same time, the bullet screen can also present the scene of multi-person conversations at the same time period. Users can find users who resonate with their comments, creating an atmosphere for Yonghua to generate collective identification and participation.

The barrage reflects to a certain extent the audience's cognition and emotions about the video. People have different opinions on the same video due to individual differences in knowledge, age, and status. In addition, some viewers' video-based ideas also bring views beyond the expression of the video to the video, which is a content reproduction activity carried out by users based on the original video content.

(2). Provide screen comment technology

The screen is the information source of the barrage, every detail in the screen may become the object of the barrage comment, and the barrage is the derivative information of the screen. Barrage can be commented on the screen at any time when the video is playing, making the comments more targeted. The screen commenting technology of barrage essentially extends the function of reading annotations. Annotation is an explanation and explanation of a certain segment made by people nearby when reading, and records their own experiences and thoughts. In the barrage video, the original video is equivalent to reading the text, and the barrage acts as an annotation function. Through the barrage, users can obtain multiple perceptions of the same screen, which can help users understand the video content more deeply and comprehensively, and enhance the viewing experience on the basis of the original video content.

(3). Create an instant feedback process

Barrage creates a new form of video feedback. Its own length and specific content reflect the user's attitude towards video. This attribute of barrage provides certain ideas for audience surveys. The feedback of the barrage to the video is instant. This immediacy firstly plays the video screen synchronously, which is to give instant feedback to the video content. Even if the content of the video is inadequate, the presence of the barrage can strengthen the audience. Understanding of video content. In addition, users can post comments

in the process of watching the video, and the comments are displayed on the screen immediately and are seen by the viewers who are watching the video at the same time, so that the communication is also instantaneous.

3. Application and development status of barrage

The so-called "barrage video website", as long as it has both the barrage function and the video website at the same time. Take Bilibili, Tencent Video, and iQiyi as an example. As shown in the figure below, they include animation, music, dance, games, knowledge, entertainment, ghosts, clothing, live broadcast and other functions.

classification	main content
Animation	MAD·AMV, MMD·3D, short animation, dubbing, figure
serial animation	China & Overseas Series and Ending Animation
music	Music remakes, Vocaloid · UTAU, playing, OP/ED/OST, driver's
dance	Home dance, break dance.
games	Console games, online games, e-Sports, electronic sports, mobile games
Knowledge	Documentaries, social sciences, science fiction, lectures, public classes, finance, military.
Entertainment	Comedy, life, animals, restaurants, entertainment, entertainment.
Otomads	Dimension/3D Otomads, music Otomads
film	Chinese and foreign films and dramas.
fashion	Makeup, attire, fitness
Live content	Virtual Caster, Game, Entertainment, Radier

3.1 Analysis of the user group of the bullet screen website

With the development of information interaction methods, especially network interconnection, vocabulary such as "virtual community" has appeared. In the specific contemporary context, especially the context of network culture, the three aspects of the concept of community (커뮤니티) have undergone significant changes. Sexual and spiritual transformation:

(1) The regionality of objective reality has become blurred, and different network platforms and other virtual areas can also be included.

(2) Social communication has expanded from reality to virtual interpersonal relationships based on internet and other interconnected means.

(3) The return of the common bond has become a core element.

As a virtual platform on the Internet, the barrage video website is a virtual area by its nature. From the perspective of positioning and content, the subdivision nature and home content of barrage video sites determine that it attracts and gathers users with specific preferences. Specifically, users who are keen on

home culture have also become The basic unit composed of the user groups of barrage video websites is the primary identity of users.

There is naturally a common bond among the users of barrage video sites, that is, the common value orientation of home culture; secondly, as a user group based on the production and consumption of barrage video sites, they also have a second common bond, that is, the same Accept or love the narrow comment form of barrage. From the point of view of characteristics and functions, the bullet screen comment form featured on the bullet screen video website determines the characteristics of weak radiation from the peripheral population, high stickiness of the central user, and strong centrality. Using the information theory of Claude Elwood Shannon, compared to the traditional video viewing experience, the barrage itself has a certain degree of "noise" nature, and it is similar to any public speech platform in terms of information aggregation. Sex, the information it presents is overflowing and mixed, maintaining a delicate balance between noise and non-noise, which varies from person to person, which determines its individuality and relativity.

For ordinary viewers, under the premise that they are accustomed to the "pure" traditional video viewing experience, the barrage may just be garbled, or obstruct the picture, distract them, or even make them feel physically dizzy. From the context of Edward T. Hall's culture, in addition to the otaku language, the content of the barrage itself, there are also many barrage cultural terms (including some) developed based on specific barrage video websites. Even some fans of otaku culture may not be able to participate in this high-context comment form with a pleasant attitude. The exclusivity of the bullet screen comment form filters out some users and can become a loyal user of the bullet screen website. You must love and enjoy this form.

Barrage can give the audience the illusion of "real-time interaction". Although the sending time of different barrage is different, it will only appear at a specific time in the video. Therefore, the barrage sent at the same time is basically also With the same theme, when participating in a comment, there will be the illusion of commenting at the same time as other audiences. The traditional player comment system is independent of the player, so the content of the comments is mostly centered on the entire video, and the topic is not strong, and there is no feeling of "real-time interaction". From the content point of view, barrage can be divided into barrage based on video text, "chat-style" barrage without text, "effect" barrage without text, and "empty ear" barrage. The form of barrage has brought about innovation in the relationship between the sender and receiver. The barrage is a collective "secondary production" of "transmitting and receiving", making audience feedback more timely and more targeted.

3.2. the presentation form of the barrage

3.2.1 The presentation of ordinary barrage and advanced barrage

In terms of form, a variety of barrage forms and contents enrich the expressive power of video information, and at the same time pose challenges to users' viewing habits. For users who have just come into contact with the barrage, they often feel uncomfortable, which poses a challenge to the traditional video viewing habits. In fact, from the perspective of people's physiological functions, since what our eyes can present is like three-dimensional and multi-dimensional, the effect of separating the picture and the comment can be achieved when watching—the barrage is overlaid on the picture, and the audience thinks Just watch the screen when you see the screen, and just watch the comment if you want to see the comment.

Due to the continuous improvement of the function of the barrage player, the barrage can take many forms. At present, the presentation forms of the barrage include the following: rolling captions, fade at the top, fade at the bottom, and reverse subtitles with four barrage performance functions and multiple barrage color adjustments.

Scrolling barrage is the most common form of barrage, which is emitted from the right side of the video and then slowly slides across the screen. The information it publishes is generally about real-time complaints about video content, which is also the most basic function of barrage.

Fade at the top and fade at the bottom means that the subtitles can stay at the top or bottom of the screen for a period of time and then disappear. When most of the subtitles are presented in rolling form, the faded barrage is very eye-catching when it is still on the screen.

In addition, in addition to the above-mentioned barrage, there is also a "SuperChat" from the live broadcast. SuperChat is different from ordinary barrage. It uses a fee-based form. This type of barrage combines text and symbols in the middle of the video to form an image, which can achieve many different artistic effects.

The unique content and form of barrage enriches the expressiveness of video interaction, promotes the popularity of barrage, increases the highlight of the video, and also shapes a new form of media products.

3.2.2 The relationship between video text and barrage text

After the audience publishes the barrage, the barrage is automatically presented in the video screen, and with each playback of the video, the historical barrage appears in the screen at its respective moments and becomes a part of the video content. At the same time, all barrage texts are arranged in chronological order in the "barrage pool" on the right side of the video. No matter the audience chooses to watch the video with or without barrage, they can search for barrage published by other viewers. comment. Therefore, the barrage text and the original video text form a new content; at the same time, the barrage text can also be separated from the original video text and presented with different text content.

Once a barrage is added to any video, the text of the barrage will interact with the original video content. Before the barrage appears, people can only speak in the comment or message area at the bottom of the video. The text of the video and the comment itself are presented in different areas, and the two are separate. Since the appearance of the barrage, the audience's comments and viewing behavior can be carried out at the same time, which can instantly express the audience's personal views. Since the first bullet screen appeared, the video is no longer the original video itself. The bullet screen has become a part of the video content. The audience is not only watching the original video content, but the combination of the video content and the bullet screen content.

Barrage video sites attach great importance to the audience's viewing experience of barrage, and are constantly improving the system of blocking and reporting barrage. First, the user can selectively block the barrage according to the display and function of the barrage, such as scrolling, reverse, top and bottom barrage, etc. Users can also block keywords that they don't want to see. At the same time, the cloud shielding function is also working. If a barrage sent by a user is blocked by many people, even if the user does not actively block it, the barrage will not be displayed: if a barrage sent by a user is blocked by many people, Then all the barrage of the user will be blocked. Cloud shielding strength is also divided into three types: light, medium, and heavy. For users who don't like barrage, just to watch the video, you can also choose to hide all barrage.

4. Analysis of the spread value of barrage

4.1 The value of barrage to users

The popularity of barrage has its own attributes and cultural influences. As its platform continues to expand, its communication power is increasing. As a new form of interaction, the barrage satisfies the user's desire for novelty. As a new thing, barrage attracts more and more users, and it essentially depends on its

value to users. Under the video viewing demand with entertainment as the main motivation, humorous barrage content has even more satisfied the entertainment needs of users. At the same time, in today's era when the user's personality is becoming more and more prominent, the barrage also satisfies the user's need for self-expression. In terms of practical value, the bullet screen, as subtitle text, enriches the information of the video, and sometimes helps users understand the video, bringing users a brand-new entertainment experience.

Barrage provides great freedom for users to comment on videos, and users enjoy complete autonomy in sending barrage. The use of barrage allows users to generate their own entertainment experience. The barrage function allows the control of the content to be transferred from the video producer to the video user. Users can not only customize the form of the barrage, but also spread themselves through the barrage. Interested content meets various psychological needs. Barrage users participated in the re-creation of the video during the process of publishing the barrage, which increased the highlights of the video and also expanded the user's communication capabilities.

4.2 The value of barrage to the platform

Barrage meets the new needs of users. In today's segmented communication, the platform pays more attention to the number of daily active users. Barrage websites, mainstream video sites, movie theaters, and TV stations have all introduced the function of barrage. For these platforms, barrage plays a unique value. During the development period, Bilibili attracted repeated use of ACG users with high-quality barrage, ensuring the number of daily active users.

Barrage played a role in creating an ACG social circle for the barrage website. On the Internet, viewers tend to create communities in their favorite spaces. If they want to attract the attention of the surrounding communities, they must provide some novel things, some high-quality things that can attract enough interest from the audience, and integrate their creations. Barrage websites use barrage to increase their popularity while paying great attention to the creation of ACG social circles. The content on barrage websites is based on ACG. The bullet screen website has the advantage of timely updated animations. By raising the entry threshold and stipulating the bullet screen etiquette to create an ACG circle, it has attracted a group of characteristic users and laid a user foundation for precision marketing.

5. Analysis of the future development of barrage

5.1 The dilemma of the future development of barrage

The development of barrage started from barrage websites and expanded to mainstream video sites, catering to the new needs of current users. For platforms and video creators that launched barrage functions, barrage showed unique value and potential. It can be said that the development of barrage shows that the era of interactive, personalized, and instant communication is coming. However, there are some problems in the barrage itself, which restricts the further development of the barrage.

The narrative structure, shooting composition, and editing of film and television works follow certain rules, which constitute the integrity and aesthetic value of film and television works. Film and television works are purposeful to choose different sceneries, shooting angles, and shooting methods. The intervention of the barrage will disrupt the original rhythm and beauty of the video, destroy the original composition effect, and threaten the integrity of the plot.

In addition, the film and television works produced by the professional team follow the audiovisual rules in the use of subtitles, which not only takes into account the needs of content expression, but also ensures a comfortable viewing effect. The font size, font, color, position, and word count of the bullet screen are freely

set by the bullet screen users. This gives users a lot of freedom, but because users have not received professional training, they often show random characteristics in the use of subtitles. The fonts are too large, the colors are not coordinated, the number of words is too much, and the content is duplicated. It violates the law of video transmission. The behavior of using can be seen everywhere in the barrage, causing discomfort in the viewing experience.

As a video-based interactive method, it should follow the basic rules of video dissemination, but the audience of the barrage video needs to pay attention to the two objects of the barrage and the video, which makes the original attention of the video distracted by the barrage and ignores it. The detailed part of the content of the film and television, so that the audience's understanding and experience of the beauty and meaning of the work will be greatly reduced. As a form of group viewing, barrage also affects the aesthetic independence of users. Similarly, the tendency of barrage to be too entertaining is not suitable for serious and elegant video themes. When the barrage is no longer entertaining and forms a negative discourse, its negative effects should also arouse vigilance.

5.2 Analysis of the development strategy of barrage

Barrage is a new exploration of the interactive form of video, but the emerging problems in its own development are also affecting its future development. In order to better serve users, create value, and develop in an orderly manner, the bullet screen should be improved in the following aspects.

5.2.1 Realize the coexistence of interaction and aesthetics by adjusting the presentation form of barrage

Barrage damages the video composition and plot integrity to a certain extent. First of all, in terms of the presentation form of the barrage, the display range of the barrage text is too large, and there are too many barrage, which can easily block the video screen. In order to realize the comfort of viewing, the bullet screen website needs to regulate the way the audience uses the bullet screen, while ensuring the integrity of the screen, ensure that the number of bullet screens is appropriate. Or by adjusting the transparency of the barrage, the barrage can be hidden in the screen. By adjusting the display position of the barrage, the normal viewing of the video is ensured.

5.2.2. Strengthen the matching of data and content, and dig deeper into the data value of barrage

The era of big data has arrived, and saving user-published barrage through the barrage system will become an invisible wealth. Filter and delete meaningless content through technical design, and analyze effective barrage content. On the one hand, the barrage can be used to analyze the audience's viewing behavior and psychology. For the producer, it is possible to measure the popularity of the video and use multiple indicators to measure whether the video has achieved the desired effect. For video service providers, they can provide accurate video push services by studying the audience's preferences through the content of the barrage.

On the other hand, the wonderful barrage is the crystallization of the wisdom of the audience, which can provide ideas for the content production of the next video. For example, in the creation of the animated film "Qin Shiming Moon: Dragon Rising Ten Thousand Miles", the producer adjusted the plot length of the positive and negative characters in the animated characters through the barrage data accumulated by AcFun and Bilibili. In the future, the film and television industry, including the short video industry, can adjust script creation, plot development, and editing effects based on the big data generated by the barrage, forming

a new film and television production method.

5.2.3. Improve the review system for barrage

When watching online barrage videos, formulate a reasonable barrage control mechanism. Filter the vulgar and low-quality barrage content, and formulate complete control standards and mechanisms for the curse and offensive content in the barrage to form a reasonable and orderly barrage publishing atmosphere. The audience should also consciously improve their own media literacy, speak in a civilized manner, use the barrage rationally, and fulfill their social responsibilities while enjoying the experience of the barrage, and purify the environment where the barrage is used.

At present, barrage has great potential in the video field because of its unique interactive value. The new form of video interaction opened by the barrage has shifted people's attention from the video itself to the content of comments and personal opinions. In the context of commercialization of 5G technology, the application of barrage is infiltrating into various fields, and its marketing value will also be further explored.

6. Conclusion

This article sorts out the development history of Danmaku in China, analyzes the status quo of Danmura video sites, and understands how Danmura culture, as a subculture, a new form of video interaction, is specific to specific platforms. To realize the organic cycle of cultural production and consumption in the group, at the same time, it focuses on three aspects related to its communication characteristics, methods and effects. One is the unique comment form of barrage, and the other is the barrage video website and culture as its platform. The core of production and consumption-the identity and psychology of the audience, and based on this to explore the formation method and motivation of the barrage culture, the third is the reference value and foresight of the development path of the barrage culture.

Barrage culture is created by barrage video website users based on barrage, which is an information technology-based online commentary form, in the network community communication. The audience uses the barrage as a means of expression of network culture. Through production Consumption activities construct a cultural form with a relatively independent structure and user groups. Among them, the audience is the core. The bullet screen comment form and the bullet screen video website users consolidate and amplify the audience's behavior psychology with their own communication characteristics. Therefore, this audience-led cultural production and consumption model can be extremely powerful. Creativity and vitality, and provide useful reference for other cultural production and consumption activities.

As a new form of interaction, barrage satisfies the user's desire for novelty, and the stimulus during communication can particularly arouse the audience's special attention and interest. As a new thing, barrage attracts more and more users, and it essentially depends on its value to users.

This article believes that under the video viewing needs with entertainment as the main motivation, humorous barrage content meets the entertainment needs of users; the "surrounding" experience shaped by barrage meets the needs of users for self-identification. At the same time, when the user's personality is becoming more and more prominent, the barrage also meets the needs of users' self-expression.

In terms of practical value, the bullet screen, as subtitle text, enriches the information of the video and sometimes helps users understand the video.

For the development of China's cultural industry, especially the animation industry, in the era of new media, it is difficult to grasp the audience's needs and grasp the audience's psychology, which is a long-term dilemma. This article uses a series of analysis on barrage, barrage video websites, and barrage culture. At the same time, from the core perspective of the audience's production and consumption behavior and psychology,

it explains the new choices and new characteristics of the development of otaku culture under the new media environment, as well as the cultural production and consumption activities and cultural construction. Analyze the value of the diversity of the development of the new media network cultural industry in the audience group, in order to provide a reference for the production of animation film and television works on the network platform or independent original videos.

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