

Research on the Current Situation and Solutions of Online Micro-short Dramas in the New Media Environment

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Abstract: *In recent years, with the rise of various new media platforms, all kinds of online micro-short dramas have emerged like mushrooms after rain, generating wave after wave of fan viewing frenzies. However, factors such as shallow themes, repetitive plots, and similar characters have led to viewer fatigue, seriously restricting the healthy development of online micro-short dramas. Therefore, in the new media environment, only by solving these problems that restrict the development of online micro-short dramas can the online micro-short drama industry achieve better development.*

Keywords: New media; Online micro-short dramas; The current state of communication; Solution.

1. INTRODUCTION

Network mini-dramas generally refer to serials that have a short dissemination time on network platforms and social media. Episodes are generally limited to 20 minutes or less. In view of the characteristics of network mini-drama, it is more suitable for viewers to watch on the mobile terminal, compact plot, short episodes, fast update speed, while attracting the attention of the audience, more able to meet the needs of the fragmented life of the public, especially the consumer needs of young people. At the same time, the production cost of network miniseries is small, the production cycle is short, and the capital consumption in actors, shooting venues, costumes, props and other areas is much lower than the cost of traditional film and television dramas, which not only attracts many people to participate in the shooting of network miniseries, but also attracts many viewers to watch network miniseries.

At the beginning of the 21st century, online micro-short dramas gradually rose, and it was a period when online video platforms were just emerging, and many creative creators began to shoot and upload some miniature video works. For example, *Lao NanHai* and *Bai Hua Shen Chu* were popular micro-film works at that time. At that time, the large output of these micro-film works brought a solid practical foundation for the arrival of the era of online micro-short dramas. Especially with the rapid development of information technology, under the empowerment of the Internet, social media platforms have attracted a large number of users to participate in it, and short videos have increasingly become an important part of people's daily life, and the emergence of short videos has changed the lifestyle of many people. The short video platform represented by Kuaishou and Douyin has become the head platform for disseminating short video content, which has laid the foundation for promoting the in-depth development of online micro-short videos. Online micro-short dramas need to be paid to watch, from the earliest single drama payment model, there are gradually a variety of profit models such as free members and advertising unlocking.

2. THE ARTISTIC CHARACTERISTICS OF ONLINE MICRO-SHORT DRAMAS

First of all, it has a clear audience group, a segmented audience group, and focuses on young audiences. Micro short plays are usually transmitted to many social media and video platforms in the form of short video content, and this new mode of communication is more suitable for young people's media information receiving habits. As the main users in the digital age, young people have a natural affinity for and active participation in online content. Young people like to find entertainment and entertainment on social media and video platforms, and the network mini-drama is at the right time. Its short and concise, compact plot, relaxed and humorous narrative characteristics meet the consumption needs of young people to a large extent. At the same time, the aesthetic taste of the young audience is also fully considered in the creation subject matter and narrative style. Many online skits focus on love, youth and other themes, the young people like fashion elements, pop culture multidimensional into them, these

content is closely related to the current young generation's life experience and inner emotions, can cause young viewers sense of identity. In particular, the novelty of narrative means that young audiences are attracted only by online miniseries.

Second, the series is short and compact. "15 seconds to set the conflict, 30 seconds to set the reverse, and the last 10 seconds, in order to be able to tightly attract the audience, the creator left the suspense." To a certain extent, the volume of each episode of network miniseries is small, which is mainly in line with the fragmented acceptance habits of the current audience, so as to facilitate the audience to watch and appreciate at a fragmented and appropriate time. Moreover, the network micro short play generally does not drag mud and water, so that the audience can obtain a large amount of narrative information and plot information in a short time, and the wave of suspense Settings greatly stimulate the audience's curiosity and viewing desire, so that the audience has the motivation to continue watching. Under normal circumstances, many network miniseries creators always set the climax of the plot at the end of the series, this deliberate narrative technique, although it will attract many viewers' aversion, but it can seize the audience within a limited time, tightly attract the audience's viewing enthusiasm, will make the audience can not help but watch episode by episode.

Third, the network micro short play is cost-effective. Generally speaking, the production cycle of network mini-plays is relatively short, and the cost of producing network mini-plays is also relatively low. From the plot planning to the actual shooting on site to the post-editing of the video content, the creators of online microdrama can usually complete these tasks quickly within a few days. The creation of the story content can be modified at any time according to the audience's aesthetic preferences, and always attract the audience's desire to watch. This innovative and flexible strategy has further stimulated the vitality of the network micro short play market, making micro short play a new driving force for film and television creation. Compared with film and television drama creation, the cost of costumes, props, venue selection and other aspects of network short plays is significantly lower than that of traditional film and television drama creation, and the cost of post-editing is also relatively small.

3. THE CURRENT SITUATION OF THE DISSEMINATION OF ONLINE MICRO-SHORT DRAMAS

At present, as a form of film and television works with massive user viscosity and great influence, network mini-plays have attracted the attention of a large number of audiences and met the fragmented audiovisual needs of audiences in the new media environment, especially welcomed by many young groups. However, with the passage of time, the network miniseries industry has gradually exposed some problems, such as similar plots, similar content, shallow themes, and low production quality, which seriously restricts the healthy development of the current network miniseries. These problems not only bring visual fatigue to the audience, but also affect the reputation of the network micro short play.

3.1 Narrative Content is Repetitive

At present, driven by huge economic interests, once a network mini-drama quickly becomes popular on the Internet, many similar network mini-dramas will follow. Although the increase in number enriches the audience's vision to a certain extent, similar plots and similar character Settings give the audience a feeling of "visual fatigue". Although these network mini-plays can attract a large number of viewers in a short time, in the long run, the problem of similar plots will not only cause visual fatigue to the audience, but also seriously affect the healthy and long-term development of network mini-plays.

3.2 The Subject Matter is Superficial

Themes are at the heart of film and television production in general. Excellent film and television works can often leave a deep impression in the hearts of the audience, and the theme of the film and television works has a deep memory. And that memory doesn't fade over time. However, at present, although there is a relatively popular watching trend, there are massive audience groups, from the young group to the old group, are fans of network micro plays. However, the superficiality of the theme is still one of the important problems faced by the network mini-drama. Some network miniseries creators blindly pursue traffic, the pursuit of commercial interests, excessive pursuit of entertainment effects, resulting in the shallow theme of network miniseries, lack of humanistic care, "due to various reasons, the protagonist unexpectedly inherited property", "the protagonist became famous overnight", "the love story of the overruling president", etc., are currently common plot Settings of network

miniseries. The rendering of "quick success and quick profit" and "money worship" made the audience very disgusted. In particular, the subject matter is superficial, which is extremely unfavorable to the healthy growth of young people, which restricts the healthy development of the current network micro-short play.

3.3 Harming the Lawful Rights and Interests of Consumers

At present, the realization of the network micro drama involves e-commerce sales, copyright account sharing, advertising placement, paid recharge and other aspects. Among them, the payment and recharge mode is one of the important ways for the producers of network micro drama to obtain commercial benefits. In this mode, the creators will deliberately set up some free episodes and provide viewers to watch. After watching these episodes, if the audience is very interested in the network mini-drama, it can only recharge to watch the remaining episodes, and then complete the consumption behavior of the series. However, this payment model has many drawbacks, causing many viewers to dislike, many viewers said that when they pay to watch, they sometimes encounter repeated charges and unclear prices. This makes consumers unconsciously deduct a lot of money in the process of watching, and these "routines" make many people very disgusted. In particular, some network micro-short play platforms take advantage of the fact that the elderly group is not familiar with smartphones to push a large number of network micro-short play works to the elderly group, and use low prices as a gimmick to attract the elderly group. Unknowingly watching the process, many elderly people have checked the password-free payment option by default, resulting in the loss of funds for this group and violating the legitimate rights and interests of many elderly consumers.

3.4 Low Production Quality

Compared with the traditional production cycle of film and television works, the production time of online micro-short dramas is shorter, and the time cost is relatively low. Sometimes, some online micro-short dramas can produce several episodes or even dozens of episodes in a fairly short period of time. Although this kind of production speed is very fast, it is difficult to ensure the quality of the work due to the rough production quality and goofy details. At the same time, due to the shortage of professional talents, some online micro-short drama production teams are deficient in theory and practice, and many online micro-short dramas with worrying quality have been produced, which has aroused criticism from many audiences. Like the superficial theme and similar plot, the low quality of production is also an important problem that restricts the healthy and sustainable development of the online micro-short drama industry.

4. SOLUTIONS TO THE DILEMMA OF ONLINE MICRO-SHORT DRAMA DISSEMINATION

Nowadays, in the face of problems restricting the healthy and long-term development of online micro-short dramas, such as superficial themes, similar plots, and low production quality, only by deepening the theme connotation and using touching and positive works to attract audiences, online micro-short drama creators must have a sense of innovation, apply modern technology, improve audio-visual effects, and bring visual aesthetics to the audience.

4.1 Deepen the Connotation of the Theme

For film and television works, theme creativity is particularly important, it can arouse the audience's resonance, give people a positive energy, and always leave a lasting impression on the audience. However, as mentioned above, many network miniseries creators excessively pursue commercial interests and ignore the theme connotation of network miniseries. Therefore, in order to ensure the long-term attraction of network mini-plays, the creation of network mini-plays should dig deeply into the theme of the works and attract the audience with touching and positive works, which is one of the important ways to solve the current predicament of online micro-short dramas.

4.2 Creators of Online Micro-short Dramas Should Actively Innovate

Online micro-short drama creators should have a positive sense of innovation, and while giving people healthy and positive values, online micro-short drama creators can also actively try to integrate modern technology with modern elements such as music and games with literary works, apply modern technology, improve the audio-visual effect of online micro-short dramas, bring visual aesthetics to the audience, and meet the audience's demand for high-quality content. In addition, "art comes from life, but it is higher than life", online micro-short

drama creators should have a sense of originality, look for new themes from life, use original works to impress and attract the audience, bring more exciting audio-visual experience to the audience, and ensure the long-term attraction of their works.

4.3 Online Micro-short Drama Dissemination Platforms Need to Increase the Extent of Regulation

Improving the supervision of online micro-short drama communication platforms is an important part of ensuring the healthy ecology of the online micro-short drama industry. Online micro-short drama dissemination platforms should take certain punitive measures against infringing online micro-short drama creators, such as removing illegal online micro-short dramas from the shelves, so as to enhance the rigorous creative awareness of online micro-short drama creators and ensure that online micro-short dramas have a sense of innovation and originality.

4.4 Set up a Reasonable Payment Model

Relevant departments should strengthen the supervision of online micro-short drama platforms, supervise the inducement of payment by online micro-short drama platforms, and implement punishment mechanisms, which is an important method to solve the problem of online micro-short drama platforms charging fees and consumption traps, and at the same time, online micro-short drama platforms should publicize the details of fees, actively respond to the doubts of online micro-short drama audiences, and safeguard the lawful rights and interests of online micro-short drama audiences. While improving the audience's viewing experience, the online micro-short drama platform should strictly open the automatic deduction function without the consent of consumers, so as to build a transparent online micro-short drama consumption environment for online micro-short drama fans.

5. CONCLUSION

As a new star in the current film and television industry, network miniseries indeed attract a large number of viewers, meet the needs of the fragmented life of the public, and have a good film and television market. However, network miniseries have superficial themes and similar plots, and in the new media environment, only by solving these problems can it be conducive to the construction of healthy communication ecology of network miniseries.

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