

# The Interpretation of Contemporary "New Mainstream" Cinema ——The Battle at Lake Changjin and My People, My Country As Examples

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**Abstract.** The new mainstream film is an upgraded version of the main theme film, which is more commercial, entertaining and popular. The themes are more extensive, and the casting is bolder and more grounded. Nowadays, the rise of new mainstream films also means that Chinese films have embarked on a new journey. A new type of film that combines artistry and commercialism skillfully has its unique advantages from both artistic and commercial perspectives.

## 1 Introduction

As an important vehicle for carrying China's dreams and building cultural confidence, cinema has always conveyed mainstream ideology and conceptual values with its rich and vivid content and forms. Since the 21st century, as the overall industrialisation of Chinese cinema has become more mature and the marketisation process has gradually advanced, melodramatic cinema has begun its own transformation and innovation. As melodramatic films have begun to pay real attention to the sense of cinema, experimenting with genre expression, balancing ideology, artistry and spectacle in narrative and characterisation, they have become the new mainstream commercial films, gaining high reputation and box office, and the industry has formed a consensus that "melodramatic" is moving towards "new mainstream". The industry has formed a consensus that the "main theme" is moving towards the "new mainstream".

## 2 The present theory

### 2.1 Definition and explanation of "new mainstream" films

When it comes to "new mainstream" films, we have to mention "theme" films and "mainstream" films. These three types of films all play an important role in carrying the Chinese dream and establishing their own cultural confidence. They always convey the mainstream ideology and ideological values in vivid content and form. But they are also very different from each other. This type of film is constantly developing and progressing. "Main melody" is originally a term from the music field, which refers to the main tune of a voice part in music performance. In 1987, at the National Feature Film Creation Conference, the Film Bureau put forward the

word "theme" for the first time, and encouraged filmmakers to create "theme" films with the idea of "sticking to the theme and sticking to the diversity". During that period, the birth of a large number of films with revolutionary historical themes also laid the keynote of Chinese theme films. In 1988, the film *Founding Ceremony*, which recorded the founding moment, was born and became the landmark work of the theme film. In the 1990s, with the rapid development of social economy and popular culture, the disadvantages of theme films began to appear. First, political expression was greater than artistic expression, and the theme was turned into a textbook of sound and painting; Secondly, too much emphasis is placed on creating the perfect hero image and the completely negative villain image. The characterization of the character image is single and unrealistic. As a result, the industry began to propose "mainstream film", which, on the one hand, continued the valuable character of the traditional theme film in advocating the mainstream cultural route, on the other hand, actively adapted to the new era of market economic conditions and the development mode of film industrialization reform. The commercialization of traditional theme films, that is, the commercialization of theme films, has become a good strategy for the film and television industry to deal with the drawbacks of theme films. After entering the 21st century, with the overall level of the Chinese film industry rising and the growing maturity of marketization, "mainstream" films have begun their own innovation and transformation, breakthrough and innovation. The narrative mode of the "new mainstream" film has gradually changed in recent years. Instead of outputting various grand political ideas in a condescending manner, it has made the audience resonate in the historical moment reappearance of the national memory through the shaping of civilian heroes in the background of the great era, and realized the collective memory of building social identity. In recent years, a large number of new mainstream films have

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# New Mainstream

**Huangqi Zhang**



**New Mainstream:**

## **New Mainstream** Book Review: Unveiling the Magic of Language

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