

The Impact of Sound Design in Film and Television Productions on Movies

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Abstract:

In the current movie and television industry, visual art and aural art are vital components that cooperatively build immersive experiences for viewers. In the aftermath of the epidemic, there has been a resurgence in the production of films and television shows, in addition to rapid advancements in technology, which has led to an increase in the requirements for content development and promotion. The advancement of storytelling and visual effects has led to the emergence of sound design as a crucial component, which enhances the emotional depth and authenticity of each and every scene. Sound design utilizes the delicacy of ambient noises and the intensity of sound effects in dynamic sequences to enhance atmosphere, guide viewer emotions, and bolster narrative arcs. The rise of surround sound and immersive audio formats, like Dolby Atmos, is indicative of a growing need for improved audio that complements visual experiences. As a result, sound design has become an increasingly important component in the production of contemporary works.

Keywords: Floating Life, White Snake, Music Design

1. Introduction

The Chinese movie "White Snake: The Floating Life" is a big animated movie combining animation effects and sound, which attracts people's attention with its grand worldview and exquisite picture production. However, the sound production is still one of the major parts that cannot be ignored. Because of its exquisite dubbing level, sound effects, music production makes its production more perfect and precise.

This article will examine how Whitesnake 2 used the correct and accurate overall sound production to deliver a perfect production and its significant impact in the marketplace. Nowadays, many animated movies are not strictly dubbed and sound-designed, abus-

ing the star effect and inviting unprofessional voice actors to dub the movie, which makes the movie's popularity deteriorate, the success of White Snake 2 cannot be separated from the professional dubbing effect and sound-design.

The success of White Snake 2 cannot be separated from the professional dubbing effect and sound design. In the previous research, there was a focus on the artistic conception of the film and television sound design in the early stage, and utilized the sampling analysis and case study to study how the previous animated films were artistically conceived in the sound design.

Although for the film and television industry sound design and artistic design is more abundant, but due

to the animation of the main sound component is music and dubbing, but at present there is no research on the quality of dubbing in the industry, or in other words, film and television director's cognitive shift cannot keep up with the dubbing and the music market's huge changes. Therefore, gap appears it is needed to make up for the research aimed at the modern professional dubbing and music market, if *White Snake 2* has not been professionally sound designed, will it affect its reputation and sales in the market? Such a study will give the public and film directors more insights and knowledge about the Chinese dubbing industry, which may improve the quality of movie dubbing in the future to a certain extent. This paper will utilize various movie cases, explain the content of the movie, find out the dubbing ideas in the movie "*White Snake: The Floating Life*", and seek the significance of the combination of sound and marketing in the film and television industry.

2. Case Description

The *Floating Life* is a Chinese animated film to be released in 2024. It is the third installment of the *White Snake* series, based on the ancient Chinese myth of the *White Snake* and the *Green Snake*, and tells the story of the love between *White Snake* and *Hsu Hsien*, who travels through space and time. In terms of sound design, the design follows the standard of *Chasing Light Animation*, the sound effects pay great attention to the creation of the scene atmosphere, and the background music is directed by the well-known music production team "*Taomee*", using a combination of traditional Chinese musical instruments and modern music elements. In terms of dubbing, the voices of the movie's main characters are played by well-known domestic voice actors, all of whom have millions of fans. Upon its release in mainland China, "*White Snake Floating*" reached RMB 130 million at the box office in its first month, and its total box office eventually exceeded RMB 400 million. However, its movie received mixed reviews from audiences, with a Douban rating of 6.7/10, with some viewers commenting negatively on the plot. However, as an animated movie based on traditional Chinese myths, it still caused a great impact in both domestic and international markets, spreading and publicizing all over the country and abroad.

3. Analysis on Problem

3.1 The Emotional Impact of Music Design

One of the key factors contributing to the movie's success is the effective music design, which has the power

to evoke strong emotions in the audience. In other words, the sound design can enhance the audience's emotional resonance with the movie and help them better understand the plot's content. Firstly, the well-designed sound environment of *White Snake* plays a crucial role in its success. For instance, the movie employs the "flute" as the primary plot guide more than three times, and from the prelude to the climax, the "flute" serves as the primary melodic instrument in Chinese music. The movie does not present the introductory part to the climax all at once, unlike a traditional musical piece. Instead, it divides into three distinct parts.

The story begins with a light flute sound, introducing the main emotions of the male and female characters. In the climax part, the orchestral music, featuring the flute as the main melody, propels the plot to its climax, revealing the story of the male hero sacrificing himself for the female hero. The music resonates with the movie's atmosphere, creating a sound effect that the audience can perceive through the sound.

Many researchers and scholars have also proved the importance of music design in reaching the audience's inner emotions. Wang Hua's article highlights the careful selection and innovative use of music elements by designers, such as melody, rhythm, and harmony, to enhance the products' expression from form to content, from senses to emotions [1]. Therefore, sound effects and music can directly affect the audience's emotional resonance [1].

3.2 The Impact of Dubbing Quality on Character Credibility in Film

Traditionally, dubbing plays a crucial role in the sound design of a movie. This thesis posits that the quality of dubbing can bolster the movie's credibility by enhancing the expressiveness of the characters, thereby facilitating the audience's acceptance and identification with the characters. If "*White Snake: The Floating Life*" is not professionally dubbed, the performance of the characters may seem stiff or unnatural; for example, when the voice actor *Yang Tianxiang* interprets the characters of other works, he usually uses a more patterned dubbing method, which, in common parlance, is more "handsome" and popularized. This is to meet the commercial need for publicity. However, in interpreting the role of "*White Snake: Floating Life*," he employed a more straightforward and life-like dubbing method to project the image of an "ordinary person" into the public's field of vision. This approach not only enhances the audience's sense of immersion, but also significantly boosts the credibility of the character "*Xu Xian*." This greatly enhances the credibility of the character "*Xu Xian*". The quality of dubbing, as an important

means of movie characterization, directly affects the character's expressiveness and authenticity. As a result, the quality of dubbing directly affects the character's expressiveness and authenticity, making it an important means of movie characterization.

Other researchers and scholars also share this understanding. According to Li Haochang's article, the assassin Wu Liuqi effectively penetrated the hearts of the people through the integration of Chinese culture, the use of Cantonese accent voice actors, and the overall quality of the dubbing. Therefore, the quality of the dubbing closely correlates with the audience's identification with the characters [2].

3.3 The Impact of Sound Design on Emotional Marketing Strategies in Film Promotion

Furthermore, when it comes to marketing and promotion, the quality of sound design significantly influences the marketing effect. During the marketing stage of *White Snake: The Floating Life*, the presentation of sound design and dubbed clips played a crucial role in drawing in audiences. For instance, Shake posted 603 promotional videos for the movie *White Snake Floating Life*, with dubbed clips accounting for one-third of these. Among these dubbed clips, "Xu Xian" and "White Snake" stand out as the main displays. These are happy love clips with beautifully designed music that allow the audience to indulge in endless reverie. The average number of likes for these types of videos is more than 50,000.

Emotional marketing strategy is widely regarded as a crucial component of brand experience. Xiong Xinyue's "Study on the Advertising Design and Communication of National Beauty Brands—Taking Puraiya as an Example" reveals that Puraiya adeptly employs this strategy, deeply ingraining the brand concept into the hearts of consumers. This is achieved through a keen insight into consumer psychology and a gentle narration style in the advertisement, which embodies the spirit of discovery of the youthful and infinite that Puraiya and its users share, exploring the world with courage and optimism. It expresses the spirit of discovery that Pryor and its users are waiting for, as they explore the world and pursue their dreams with courage and optimism [3]. Similarly, the design of "White Snake: The Floating Life" employs sound and emotion to captivate the audience's hearts. Therefore, sound design has become a key strategy in all forms of marketing to enhance brand awareness and market attraction by evoking an emotional response.

4. Suggestions

4.1 Suggestion on Rethinking Emotional Resonance in Film Music Design

The main component of sound design is still mostly the promotion of emotional resonance for the purpose of quick commercialization, losing the meaning of music itself. For example, in the design of *White Snake: The Floating Life*, the music director used the traditional musical direction of low volume, medium volume, and high volume. While this design has the potential to swiftly strengthen users' emotional connections, its overuse by movie soundtrack directors has made it overly cliched, potentially leading to a decline in viewer interest in future films. Therefore, this thesis proposal will concentrate on novel approaches to movie music production with the aim of enhancing emotional resonance.

Morten Tydum takes a unique approach to film music in "The Space Traveler," employing various instruments in various scenes to steer the main theme rather than solely relying on the "flute" as a guiding melody as in *Whitesnake*. Simultaneously, during the shocking scenes, the film solely employs orchestral music to accentuate the picture and the plot, rather than relying on the traditional method of music guidance to elicit an emotional response from the audience. Therefore, Chinese animated movie soundtracks should more often use the picture as the main guide and the soundtrack as the secondary guide to guide the plot. Instead of rigidly using distinct soundtracks, especially those with low, medium, and high-volume music [4].

4.2 Suggestion on Enhancing Voice Acting Authenticity in Contemporary Animation

The contemporary film industry exhibits a marked concentration on audience preferences about the perceived quality of a voice actor's performance, rather than prioritizing the authenticity and ease of the dubbing process.

This is apparent in films such as "White Snake: The Floating Life," where, despite the male protagonist Xu Xian employing a more authentic and natural voice acting approach, other characters display excessively contrived and unnatural vocal performances, undermining the believability of the animated figures. Xie Junwei's "30,000 Leagues of Chang'an," an animated film by Light Chasing Animation, serves as a notable example. It employs a more natural dubbing approach that mimics authentic human speech while preserving the integrity of voice acting. This method garnered significant acclaim, with the film achieving an 8.8 rating on Douban.

To boost film production quality and assessment, the busi-

ness must promote normalized dubbing processes, augment voice actor training, and concentrate on delivering authentic, credible performances that engage with spectators.

4.3 Suggestion on Enhancing Box Office Success through Comprehensive Marketing Strategies

Another effective method for improving social media marketing in the film business is to establish strategic alliances and collaborations. Filmmakers can use current audiences to increase their promotional reach by collaborating with influencers, companies, and other content providers, resulting in a win-win situation for their marketing efforts. Collaborating with social media influencers who share the film's ideas or target demographic can greatly boost views. Influencers have established followings and credibility, making them perfect promotional partners for films. For example, if a film is about fitness or adventure, collaborating with prominent fitness influencers can engage their fans while exposing the film to a relevant audience. Marketers may provide influencers with unique content, sneak peeks, and even invitations to film premieres, allowing them to generate authentic promotional content that resonates with their target audience [5].

Filmmakers can also consider collaborating with brands that suit the film's themes. For example, a romantic comedy may work with a lifestyle brand or a dating app to create co-branded content that appeals to both groups. Such collaborations may result in cross-promotional opportunities, allowing both the film and the brand to profit from each other's reach. Collaboration-focused social media efforts, such as prizes, special events, or collaborative advertising, can increase enthusiasm and audience engagement. Furthermore, collaborating with nonprofit groups or issues relevant to the film can help to strengthen its story and generate effective marketing campaigns. For example, a film about environmental issues could work with environmental organizations to promote the film while also promoting a local or worldwide cause. This not only appeals to socially concerned people, but it also deepens the film's narrative by spotlighting real-world situations, allowing viewers to relate more deeply.

5. Conclusion

This article examines the successes and challenges of the

film *White Snake: Floating Life*, with particular emphasis on its sound design and its influence on audience participation. The study emphasizes that the film's sound design, particularly the incorporation of traditional Chinese instruments such as the flute, is crucial in augmenting the emotional connection between the audience and the narrative. The musical aspects enhance the audience's connection to the film's setting and characters, reinforcing the assertion that sound and music profoundly affect emotional engagement in cinema.

Moreover, the analysis indicates that expert voice acting augments character believability and audience involvement, as demonstrated by the nuanced depiction of the characters, especially Xu Xian. Excessive dependence on standardized voice-acting methods and conventional musical frameworks may undermine the film's distinctiveness and enduring allure.

This study highlights the significance of innovation in sound design for the future of animated films. The study indicates that subsequent research should investigate the equilibrium between auditory and visual components in storytelling, along with the potential enhancement of audience involvement through more authentic and varied voice-acting strategies. Additionally, investigating diverse marketing strategies beyond audio samples may yield insights into more effective advertising techniques for films. This study facilitates further exploration of the interplay between sound, story, and audience perception in animation.

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