

How do new media technologies play a role in the innovation of horror genre screenplays

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Abstract:

Script killing, as an interactive entertainment game, has become very popular in recent years. With the continuous enrichment of its content types, its forms of expression are also constantly innovative. Among them, horror script killing is favored by players. It adds a lot of color to the tense and exciting atmosphere and the game's design, giving the player a better game experience. This paper explores innovative applications of new media technologies in the horror genre, including Sound and Light Show interaction and augmented reality (AR). By analyzing how these technologies can improve player immersion, interactivity, and the gaming experience, this paper proposes a series of innovative strategies designed to drive the further development of the horror genre.

Keywords: script killing, new media technology, horror genre, immersive experience

1. Introduction

In recent years, with the diversification of forms of social entertainment, the interactive game that combines reasoning, role-playing, plot experience, and other elements has become rapidly popular, especially among young people in China. Its type has gradually evolved from the early simple search and reasoning into a variety of immersive entertainment forms such as hardcore, mechanism, emotion, and horror.

Among the many script kill genres, the horror genre occupies a considerable part of the market share, it can bring players a strong visual impact and emotional stimulation, and also in the process of development constantly improve the story form, which is

welcomed by players. However, the traditional paper script has some limitations, such as lack of participation and weak immersion experience. With the development of new media technologies, especially the popularity of sound and light show interaction and augmented reality (AR), the experience of horror genre script killing has greatly improved. These technologies not only enrich the interactive form of the game but also provide the player with a more realistic sensory experience, increasing the complexity and variety of the plot.

The purpose of this paper is to study the innovative application of new media technologies in horror screenplays, explore how these technologies can enhance player immersion and interactivity, and propose strategies for further optimization.

2. Literature review

2.1 Origin and development of script killing

As a role-playing game, script killing originated in the 20th-century tabletop role-playing games (RPG). Players move the plot forward by taking on the role of a character and interacting within a pre-set backstory. This form is gradually becoming popular all over the world. In China, with the improvement of the economic level and the development of entertainment methods, script killing as a new entertainment game has gradually occupied an important position in the entertainment market. Script killing has gradually become the main entertainment mode for young people, and they seek identity and social motivation in this game. [1] The rapid development of script killing industry is based on the diversified and personalized demand of the public for spiritual and cultural products.[2] Horror script killing is also developed from traditional horror stories, relying on the narrative strategy of visual, auditory, and psychological tension. Through the application of new media technology, the horror atmosphere and game interaction in script killing have been significantly enhanced, making the emotional experience of players more real and rich.

2.2 Narrative characteristics of horror screenplays

Horror screenplays share many similarities in narrative structure with classic horror films and novels. The author must mobilize all the plot means to cause the reader's insecurity, so that the reader is psychologically stimulated by high-intensity fright, and readers also expect terror in their acceptance psychology [3]. These narrative devices are especially important in script killing, as they determine the tension and tension of the game. The plot development of a horror genre script kill is full of unknown and unpredictable events, which further enhances the game's sense of participation and immersion.

In addition, horror genre scripts often increase the complexity of the story through "multiple endings" and "character reversals" in the plot design, such as the interactive video segment in the script "Ring", where the player's choice directly affects the development of the plot, and these choices often determine whether they can eventually "escape" success.

2.3 Application of new media technology in script killing

The rapid development of new media technology has brought a wealth of innovative elements to interactive entertainment. New media technologies such as instant mes-

saging, audio and video interaction, VR/AR technology, and multimedia integration have significantly improved the user's sense of immersion and participation. These technologies are widely used in script killing, especially in terror-themed script killing. These technologies can not only enhance entertainment experience but also better promote works and optimize content recommendation and user experience through data analysis. [4]

Sound and Light Show, as a new media technology, integrates visual and auditory elements, and may even combine projection, VR, and AR elements to interact with players through multimedia integration, which can effectively enhance the immersion in the script, especially in the horror type of script killing. It creates a unique atmosphere and psychological pressure that helps the player experience the story more deeply. The core value of a sound and light show is that it fully integrates the player into the story situation through dynamic lighting and sound effects. For the horror genre, creating an environment full of tension and fear of the unknown is crucial. Dynamic lighting changes and environmental sound effects enhance the sense of reality of the space, synchronizing light effects with the story can create a huge emotional impact.

Augmented Reality (AR): AR technology enhances the player's interaction with the real environment by superimposing virtual elements on real-world scenes. For example, the script of "Heavy Snow, Detective, and Unlucky Man" was once designed by some stores to add AR technology when it was released, players can "see" virtual killers and victims in real space, this technology makes the horror atmosphere combined with the real space, bringing unprecedented horror experience to players.

The combination of these new media technologies makes the horror genre script kill not only a single plot experience but a multi-sensory, multi-dimensional immersive entertainment form. Not only are players engaged through role-playing, but they are also able to deeply interact with the game world through technical interaction, feeling the horror of realism and unpredictability.

3. Research methods

3.1 Research object and design

This study adopted a qualitative research method, mainly through semi-structured interviews to collect data. The study subjects were 8 script-killing DMS (hosts) and 2 script-killing shops, all from well-known script-killing shops in first-tier cities in China. The criteria for selecting a DM is that they have at least two years of experience as a script-kill host and have previously hosted a horror

script-kill game. The selection criteria were that the store had been in business for more than a year, had experience introducing new media technologies, had played multiple horror screenplays, and had collected player feedback.

The interview questions mainly focus on the following aspects:

1. Whether the DM will use new media technology to enhance the player's immersion when hosting horror screenplays.

2. How the store uses narrative and interaction to enhance the scary atmosphere and attract more players.

3. In actual operation, the acceptance of DM and store owners to new media technologies (such as Sound and Light Show and AR) and their feedback on game effects.

4. Whether the introduction of these technologies has had an impact on operating costs or player satisfaction.

3.2 Data collection and analysis

Table 1 Data collection and analysis

	DM(8)	Store Owner(2)	Degree
Sound and Light Show	30	18	30 Highest
AR Technology	20	8	
Horror Atmosphere	15	7	
Player Reactions	10	6	0 Lowest

The interviews were recorded and transcribed verbatim. Subject analysis was used for data analysis, which mainly extracted the key views of the interviewees on the use of new media technology, the creation of a terror atmosphere, and the reaction of players. By comparing the experience and views of different DMS and stores in actual operation, this study tries to find out the innovative strategies of new media technology in the horror genre script killing. This paper mainly extracts "new media technology application", HorrorAtmosphereCreation, and Player Reactions as keywords to build a model, and conducts a comparative analysis of DM and store owner cognition.

3.3 Summary of interview results

Through interviews, it is found that the use of new media technologies (such as sound and light show, AR, etc.) has a significant impact on the horror genre script killing. Most DMS mentioned the importance of sound and light show and AR technology to enhance immersion, especially in horror scenes, where sound and light show interaction can enhance the player's sense of engagement through both visual and auditory stimuli. AR technology, while less frequent, is also believed to provide a more interactive environment for players, such as real-time generated virtual elements that can enhance the player's scare experience. After all, the application of new media technology has greatly improved the deductive effect of script killing, which is of great help to attract players and enhance market competitiveness, but the technical cost and maintenance difficulty has become one of the main obstacles for them to consider whether to introduce new technology on a large scale. Both DM and store owners mentioned that while these technologies can enhance the

player experience, they require a large initial investment and later maintenance costs, even if both stores are already at the top of the local industry, but this cost is also a hindrance to some extent.

In the horror script killing, the creation of a terror atmosphere is the theme that all the interviewees pay attention to. Most DMS mentioned that sound is one of the key elements to enhance the atmosphere of horror and visual lighting design also plays a significant role, especially for the dark, shadows, and light switches in horror scenes, which are generally considered by DMS to be an effective way to create tension. The store emphasizes that by combining new media technologies (such as dynamic light effects, intelligent sound control, etc.), it is easier to create changing horror scenes so that players have a new experience every time they enter.

In terms of player reaction, both DM and store owners mentioned that the player's acceptance of technology directly affects the experience of horror script killing. DM pointed out that some players have shown great interest in sound and light shows and AR interaction, while some players like horror books but are sensitive or resistant to sound and light, and players have different expectations for the horror and rhythm control of the plot itself. Both stores mentioned that the difference in player response has a certain impact on the choice of operating model. For different types of player needs, the store needs to balance the script setting and the introduction of technology.

3.4 Analysis of the influence of new Media art on Horror Script Killing

The creation of the killing atmosphere of the horror script relies on the synergy of multiple senses, and the combi-

nation of the narrative structure of the horror story and new media technology further enhances the emotional impact and interactive experience of the game. Through sound and light interaction and AR technology, the horror scene can be highly restored visually and aurally, forming a comprehensive horror experience environment, and enhancing the player's sense of autonomy and participation. Interviews revealed that the combination of sound and lighting played a central role in creating the sense of horror. Audio-visual interaction technology and AR provide more possibilities for the interpretation of NPC, but the technical stability it relies on remains a challenge, and issues of technical delay and interaction lag can ruin the immersive experience of players.

The results show that the application of new media technology can improve the immersion of horror script killing, but it also faces the challenge of huge economic and technical costs. For DM, the combination of new media art and script killing brings more diverse means of story expression, but the need to constantly update equipment and learn how to operate may increase the workload. In addition, whether the player has the mentality to accept these new technologies is also an important factor affecting the effect of technology application. For the store, the development of future technology may reduce the cost of equipment, and encourage more small stores to adopt VR and AR technology to attract customers, in the development of a new horror genre script kill, it is necessary to use technology to enhance the immersion, but can not ignore the traditional player's needs for plot and human interaction. This also suggests that play-kill operators should be flexible when introducing new technologies to adjust the depth and breadth of their application based on player feedback.

4. Innovative development of new media technology in horror script killing

4.1 Technology integration and innovation

Both script killing and new media art are in the process of continuous development and progress, and the horror script killing industry will eventually usher in a new road, just as Xiaoqiang, a professional horror script killing DM I interviewed, said that as a host, he hopes that more advanced new media technologies can be integrated into the future horror script killing. Some existing interactive technologies are still too simple due to cost and venue limitations (for example, "Ring" uses the interactive video of Station B as the player's choice), resulting in a boring process that players can not fully immerse themselves in. If VR and AI technology can be developed and applied to

horror script killing in the future, then the script-killing industry will move to the next stage.

Technology integration is the first choice for innovation. Sound and light show, AR, VR, and AI have their own advantages. Integrating VR, AR sound and light shows can provide players with a comprehensive and multi-level immersive experience, and even introduce tactile sensory systems, break the boundary between the virtual world and reality in the script, and increase the horror atmosphere and sense of reality. Add the application of AI technology, monitor the player's behavior and emotions through AI, adjust the horror scene and plot trend in real-time, and provide a personalized horror experience; The combination of VR and AI technology, through AI control of NPC intelligent interaction, to provide different players with unique horror events, increase the interactive experience of the game.

4.2 User Experience Optimization

On the basis of technology integration and upgrading, the store can develop more capabilities of new media art, use AI and VR technologies to adjust different forms according to different players' preferences and states in the same game, achieve independent personalized experience, and ensure that each player can get unique interactive effects; Optimize the comfort and operating experience of VR, AR, and other technical equipment, reduce the technical threshold, so that players can more easily enter and exit the virtual environment, improve the overall game experience; At the same time, collect the feedback of different players to establish an intelligent database, the store according to this database for player personalized experience design, but also for similar players to match each other, to achieve better game effects.

5. Conclusion

By studying the application of new media technology in horror script killing, this paper discusses how to use Sound and Light Show interaction and augmented reality (AR) technology to enhance players' immersion, interactivity, and emotional experience. The research results show that the application of these new media technologies significantly enhances the player's sense of game immersion and horror atmosphere experience, and provides a new direction for the innovation of horror script killing.

In the future, the design of script kills can be further introduced by multi-sensory technology and dynamic storytelling, providing a richer interactive experience and personalized horror plot to meet the changing needs of players. The continuous advancement of new media technology will also provide more possibilities for the development of

script killing, driving further innovation and development of this form of immersive entertainment.

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