

# Deep-Level Expression of Hidden Narrative Structures in Creative Scriptwriting for Stealthy Film and Television Productions

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**Abstract:** *Script creation has a very important influence on the character setting, character shaping and animation style of an animation work. As one of the drama techniques of script creation, creative scripts can express the true feelings behind the creators in the structural form of creation, as well as give a certain audience reflection on a certain social phenomenon, and can stimulate the ingenious conception of the work in the form of display. Based on the structural technique of straightforward narrative, combined with the expression of highly creative thinking, it can express the hidden thinking structure of the creative work and a certain social feeling placed on the creator, so as to achieve the emotional resonance between the work and the viewer.*

**Keywords:** *Creative scripts, Playmaking techniques, Hidden thinking structures, Emotional resonance, Social-emotional*

## 1. The background of the Creation of "Yao-Chinese Folktales" Chinese Style Animation

At the beginning of 2023, Shanghai Art Film Studio (referred to as "Shanghai Meiying") and the video website bilibili (referred to as Station B) released an original Chinese style animation - "Yao-Chinese Folktales". Up to now, after only five episodes, the film has been broadcast 110 million times on station B, with 426,000 barrage comments, 4.244 million followers, 56,000 ratings, and a score of 9.9 points. This Chinese style original series of animated short films, which have only 8 episodes in total and are only 20 minutes long, quietly "fired" out of the circle.

As we all know, Chinese animation is about to usher in its centennial. It is understood that at the end of 2020, Chen Liaoyu, the general director of Shanghai Mei Film and "Yao-Chinese Folktales", believes that when Chinese animation is about to be born for a hundred years, Chinese animators should make corresponding expressions of Chinese animation, and this expression is to make a corresponding work, in this very significant time node, the birth and release of "Yao-Chinese Folktales" seems to give the most powerful response and gift to this.

In this creative planning, the cooperation between Shanghai Meiying and Station B was a highlight, and after several rounds of communication and negotiation between the two sides, the operation mode of the project was finally finalized. Station B provided financial support for "Yao-Chinese Folktales" and jointly established an animation production committee with Shanghai Meiying. In addition, Shanghai Meiying has coordinated eight animation director teams, and the directors have full creative autonomy, and Shanghai Meiying and Station B are responsible for considering the overall situation, will participate in the plot discussion, and give suggestions. According to relevant reports, when choosing an episode director, he has a qualification, "To choose an animation director between the ages of 30 and 40, the reason why it is so limited is because the director of this age group has completed the accumulation of skills and experience to a certain extent, and at the same time is in the period of the most creative passion." Obviously, the chief planner's judgment was accurate, and when the opportunity was given to these eight "middle-aged animation people" who were not too young, they really gave a masterpiece that lived up to expectations.

Among them, the most repercussions on the Internet are the second episode "GOOSE MOUNTAIN", which is adapted from the Chi Wei novel "Yang Envy Scholar", telling the story of a cargo man who meets a lame fox boy in the eerie Goose Mountain, the work integrates traditional Chinese culture and strange aesthetics, skillfully combines the essence of ancient Chinese paintings and ancient music, creating a strange and flexible picture, although everything seems absurd, the intention

is particularly far-reaching, making people shoot.

## **2. Successful Creation Promotes the Success of Animation Works**

A good script has a very important influence on the animation character setting, animation character shaping and animation style of an animation work. "Yao-Chinese Folktales-GOOSE MOUNTAIN" spent a lot of energy on script creation, just to create a "good script" that can be competent for the whole film. As we all know, a successful animation art work is always provided by the script to provide a rich and solid creative foundation, it can be said that the script is the beginning of the whole story, but also the beginning of the creative extension of the whole film's thinking, the script for an excellent animation work of the creative extension of the foundation paved, whether it is formal or meaning are vividly embodied in it, the script as the first link in the production of animation films, and is the basic link, largely affects the success of an animation work, it can be seen, The importance of scripts in animation creation.

Taking "Yao-Chinese Folktales-GOOSE MOUNTAIN" as an example, through the team's many discussions and revisions, a preliminary creative plan was formulated, and before the creative plan was approved by the executive team, the creative team conducted in-depth discussion and understanding of "a good idea is a prerequisite for a good script". After watching "Yao-Chinese Folktales-GOOSE MOUNTAIN", you can find that the "secret" that helped the film successfully come out of the circle has the following two points:

### ***2.1 "Creative Scripts" Are the Soul of Excellent Animation Works***

There are many creative methods of plays, and the creative team must find the real suitable drama techniques based on the actual situation. Therefore, the team put a lot of effort into the creative work of the play, and a teacher from the China Academy of Art said in the script creation class: "If you don't have a good idea, then find creativity from your immediate life." This sentence has played a great positive role in the guidance of the idea of script creation, any creative team will encounter various difficulties in the early stage of creation, need to find a way to solve the problem, this is a cycle of rotation of new and old things, problems must be solved, but in addition to discovering the key to solving problems, but also have the perseverance and perseverance to solve problems, because everyone will encounter difficulties on their own life path, difficulties are an indispensable stage in everyone's growth process, Just as creative teams face the dilemma of creating a work, both directors and members in other positions need to solve problems and determine solutions that can be implemented based on their existing circumstances.

### ***2.2 Special Techniques Contribute To the Nostalgia of Chinese Style Animation***

The works of "Yao-Chinese Folktales-GOOSE MOUNTAIN" integrate traditional Chinese culture and chi weird aesthetics, skillfully combining the essence of ancient Chinese paintings and ancient music to create a strange and flexible picture. The perfect integration of the basic concept of traditional Chinese painting and modern animation has once again become the key to the film's success. "GOOSE MOUNTAIN" adopts the presentation of Chinese painting, the overall visual gives people a feeling of nostalgia, Japanese animation master Miyazaki Hayao once said: "The world's greatest, best animation in China", in the 80s of last century from Shanghai Art Film Studio born many shocking and influential works in the history of world animation, such as: "Mu Di", "Little Tadpole Looking for Mother", "Nine-colored Deer" and other excellent animation works, but with the development of time and social progress, it seems that it used to be very Chinese characteristics" Animation shadow" gradually faded out of people's vision, so the launch of animation works such as "Yao-Chinese Folktales-GOOSE MOUNTAIN" on the centenary of the birth of Chinese animation seems to let people once again find the most glorious moment in the history of Chinese animation. As the public commented, the "Yao-Chinese Folktales" series, including "GOOSE MOUNTAIN", is a perfect tribute to the centennial history of Chinese animation.

## **3. Description of the Script Creation Plan Using "GOOSE MOUNTAIN" As An Example**

The script of "GOOSE MOUNTAIN" belongs to the short film script in stream-of-consciousness animation, but the only difference between it and the previous is that the story reduces many structured

development plots, and the work wants to highlight a mental journey, perhaps from the professional perspective of script creation, the stream-of-consciousness short film script is indeed slightly empty and simple in terms of creative content, but this type of script is constructed with hidden thinking, through the characters "Cargo Lang" and "Fox Boy" The absurd and strange encounters convey to the viewer the mood and experience of the characters behind the short film, and reflect a certain social reality and thinking about life behind the short film. Therefore, the central theme of this work about script creation is very clear, the whole film through the writing technique of metaphors, combined with creative scripts, the storyline of a main line to the end of the artistic creation technique, very complete to the real people and things metaphors but not obscure exposed.

In addition, the script breaks the previous thought of "good stories can be eye-catching, excellent stories can make people think" creative concept in terms of creative ideas, breaking means innovation, rather than completely denying such creative concepts, the biggest highlight of creative scripts is in the form of plot expression, whether an interesting animated script can be created, the most important thing is the innovation of the form of display. Because creativity gives new vitality to script creation, the previous forms of expression will be subverted, such as: game interfaces with breakthrough plots, musical animations with a sense of musical rhythm, visual animations with rich colors, etc., these diverse expressions are first of all highly artistic, which is not only limited to the visual impact, but also extends to a different sense of experience based on other senses.

It is extraordinary to understand such artistic techniques and design concepts from the perspective of artistic cognition, which can be summarized as follows:

### ***3.1 Has Some Visibility***

Visibility is based on the vivid expression of creative scripts, and visibility directly affects the audience's viewing psychology, because with the help of highly creative performance techniques, the whole film will produce extraordinary viewing effects, and bring a different viewing experience to the audience<sup>[1]</sup>. Some works even set up a sense of experience that can "interact with" with the viewer, and the interactive experience mentioned here is not the physical interaction between the characters in the film and the film, but "sensory interaction", sensory interaction is multifaceted, it is not only limited to the experience of visual interaction, but also the experience of auditory interaction, the experience of psychological interaction, etc., and the highest state of sensory interaction is to obtain the audience's sense of identity through the whole film, that is, emotional resonance.

Such an extreme creative technique is actually spliced together by multiple emotional resonance points, which won the 91st Academy Award for Best Animated Short Film "BAO" is a perfect expression of this, "BAO" can win the Oscar animation award, not only because of its "Chinese elements" that have attracted much attention this time, but more because of the strong Chinese family story it expresses and arouses the emotional resonance of the audience. The English name of this movie is "BAO", which is not only the "bag" of the bun, but also represents that the child is the "treasure" of the family, such a small cartoon, containing growth, pain, and parents' love and tolerance for their children, the whole film carries the confusion and struggle in the cultural collision of two generations, the love and dedication of Chinese parents to their children is condensed in the story of the baby, it is such a strong Chinese family story, which successfully resonates with the emotions of the audience. Only resonance can integrate the viewer and the work, which has the special effect of "grooving and drawing water" for the viewer to understand the true meaning hidden behind the work, and once again truly feel that family affection is the most difficult to give up feelings in Chinese through "BAO", such a concept has long been carved into the bones and blood of the Chinese people and remembered in their hearts, an animated short film can convey such an emotional concept and make people empathize, which is based on the final effect of creative dramas.

### ***3.2 It Has A Certain Authenticity***

Authenticity is because creative dramas take the narrative type with emotions as the main line<sup>[2]</sup>, emotions are a very special thing, but also the most elusive thing, perhaps unable to directly define emotions with words, let alone touch it with hands, and there is no specific object can be shown in front of the eyes, but the power of emotions is huge, it can make people surpass themselves and exist. The so-called emotions can make people happy, sad, resentful, melancholy and other emotional states, in fact, emotional states are also different styles of artistic expression, through emotions to convey the artistic cognition that the creator wants to express is the key to arouse the emotional resonance of the

viewer, emotion is the essence of communication between people, it is real, and through the communication of art works can be perceived by people, and positive emotional performance will directly affect people's cognition of the outside world, which can drive the audience's heart, Trigger the same emotional cognition as the work, at which point the viewer has fully integrated into the artistic conception of the work, that is, emotional resonance.

Also the Oscar for Best Animated Short Film, "Wingless Bird" tells the story of a wingless bird that finally leads to heaven through repeated failures and attempts, the whole story is simple and ingenious, extending directly from a plot line to the end. About dreams, a topic that is almost rotten, sometimes people because they are not willing to be ordinary will also try to ask themselves whether they still have dreams, maybe dreams are really more than insisting on so simple, in different countries and different social environments, dreams can be luxurious and helpless. Just like what happened to the bird in the short film, the "ugly" bird used its efforts to create a false forest for itself, and at first the viewer may not know what it is for, until it jumps and understands that it just wants to experience the feeling of flying.

### ***3.3 It Has A Certain Reproducibility of Time And Space***

Due to the particularity of the animation discipline, the creative drama gives the whole film a special reproduction of time and space. Compared with other art forms, the expression of animation art has a certain degree of malleability, and other art forms are difficult to reproduce a certain time and space scene, but animation works use unique artistic expression techniques to create through diversified artistic expression techniques, and reproduce various scenes of time interlacing. Usually when creating a script, in order to make the script have an aesthetic space, it is often necessary to analyze the whole film from the perspective of space and time, so as to ensure that the created script can meet the audience's spatial aesthetic psychology<sup>[3]</sup>, and then the audience's emotional identity can be obtained at the fastest speed at the key nodes of the whole film, laying a good foundation for the next emotional resonance in advance.

### ***3.4 Have Some Emotional Activity***

Since the script creation is presented in the form of text, it is necessary to clarify the aesthetic characteristics of the animation script when creating the script<sup>[4]</sup>, and the animation script can be made more attractive and attractive through a variety of artistic expression techniques, so as to ensure that the animation script can quickly grasp the psychological world of the audience after creation, and then promote the development of the whole plot, show the psychological characteristics of the characters in the play, and reflect the emotional world that the creator behind the work wants to convey to the viewer, which is the so-called emotional activity. It is not difficult to find that each creative script has ups and downs in the emotional world, only in this way can it obtain the attention and gaze of the viewer, and the jump of emotions can help the work achieve the artistic effect of emotional resonance.

## **4. The Relevance of the Creative Script of "GOOSE MOUNTAIN" To the Animation Creation Steps**

Creativity is the soul of an animation work, an excellent animation work needs a creative theme line, and the creative theme line needs to be presented in a creative way of expression, with a certain uniqueness to leave a deeper impression on the viewer. Therefore, "GOOSE MOUNTAIN" is very concise in the narrative method of the story, and has made a relatively big breakthrough in the form of the story, expressing the main story in segments, and each short "chapter" has a clear and clear content explanation, which makes the original "interspersions" that may have been due to countless creative "interspersions" have a node-like coherence and implementation.

### ***4.1 Associations with Roles***

Character design is the first step in animation creation after the animation script is decided, and it belongs to the "main play" of animation creation. "GOOSE MOUNTAIN" features "Cargo Lang" and "Fox Boy" as the main characters throughout, and many auxiliary characters are added in the middle chapter. You know, the flexibility of the character's life is inseparable from the characterization in the script, but for a creative script without too many storylines, the character needs to have outstanding personal characteristics and eye-catching appearance characteristics. In "GOOSE MOUNTAIN", the eyes of "Cargo Lang" who are addicted to troubled times and appear melancholy make his hesitant and

unsuccessful character particularly prominent; And "Fox Boy" adopts Chinese opera-style facial shaping, which makes the whole film exude absurd and treacherous emotional colors. This is where creative scripts give animated characters special flexibility and meaning.

#### **4.2 Associations with Character Actions**

Action design, that is, the drawing of the original painting part is extremely critical, which directly affects the overall quality of the finished film, especially the problem of smoothness, if the action is not handled well, the animation effect of the whole film can be imagined. "GOOSE MOUNTAIN" adopts the traditional ink expression, which gives the flexibility of the characters' actions to a certain extent, and is more free in the relationship between the characters and the space scene. It is not difficult to find from the work that the creative team has referred to the movement law and walking mode of mollusks to some extent, thus setting the animation effect of the whole film, so as an audience, you can directly capture the extraordinary atmospheric scene world from the screen. Through absurd and witty plot development and interaction between the two main characters, the social problems hidden behind real life are revealed.

#### **4.3 Association with Background Mood Music**

"GOOSE MOUNTAIN" combines traditional Chinese musical instrument tunes, through the familiar and unfamiliar interaction between the two characters, enriching the storyline and emotional tone of the whole film. Although it is a fragmented storyline of "big and small", the text screen designed at the end of each section makes the whole film close and natural. If you take reality as a reference, it can be seen that the creative team has paved the way for the emotional resonance of the ending from the source as much as possible. For example, when "Fox Boy" is about to wake up, the sound effects and the camera switching of auxiliary characters enhance the tension of the rhythm of the whole film, and at the same time lay the groundwork for the next "Cargo Lang" and "Fox Boy". Although the background music makes the storyline become ups and downs, in such a creative script, it inadvertently adds a bit of lively and flexible to the plot ending of the two main characters, weakening the hostility between the two sides, especially the "fox boy" to "Cargo Lang" to strengthen the connection between the two and gradually integrate the two, strengthen the viewer's sense of investment when watching, and help the viewer to establish a bridge of emotional resonance with the animation work at the fastest speed. In order to further enhance the fun and witty of the whole film, a strong stroke is given.

### **5. Conclusion**

On the occasion of the centenary of the birth of Chinese animation, it is very gratifying to see a series of works like "Yao-Chinese Folktales", starting from the film itself, the background meaning that the work wants to express can be conveyed to the public in the most familiar way to the public. From the perspective of the audience, Chinese animation is breaking through the limitations of age audience, which is worth making every animator proud. In the creation of animation scripts, often the same theme has two meanings, that is, surface theme and deep theme, in the case of "GOOSE MOUNTAIN", the surface theme of the script is whether the development of Chinese animation is worthy of the attention and deep thinking of creators, and this is also a metaphor at the social level. The deep theme of the script is whether the situation that everyone ushered in in after every external struggle and internal struggle in the process of making every life decision is a real victory. Any creative team and animation work can reflect the value of animation and the meaning penetrated in it through the deep theme, so that the audience is moved, excited and shouted, and the emotional resonance of people from other fields is the ultimate destination of every art creator in different fields.

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