

MASTER'S THESIS

“半符号学”视域下网络短剧的叙事模式与传播空间——以疫情时代国内 12 集悬疑类网络短剧为例

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摘要

本文考察了疫情和 5G 时代背景下中国悬疑类 12 集网络短剧的叙事模式。出于探讨国产悬疑类网络短剧与观众互动的传播策略,探究叙事模式的生成与观众偏好和需求的关系的目的,本文制定了三个研究目标,分别是研究疫情时代 12 集网络短剧的叙事符号,归纳其叙事模式,以及找寻该文本与观众之间的互动形态。本文以半符号学为主建立了理论框架,通过文本分析、网络志和扎根理论等定性研究方法,分析了中国悬疑网络剧的叙事结构、象征语言和观众传播空间,以深入了解这一类型的叙事技巧演变。由于中国影视行业刚刚经历过新冠疫情的打击,而伴随着这一时期第五代移动通信技术的萌生也为其带来了机遇,中国大陆的视听作品有了新的尝试和规律。本研究以互联网新媒体为依托,将文本范围框定在悬疑类型,基于文本叙事、空间叙事与互联网平台的结合,对 12 集网络短剧的创作问题进行深入探索,以此来对当下互联网视听产品的文本叙事模式、特征进行梳理与分析。本文的研究结果证明了中国悬疑网络剧传播策略的重要性,揭示了观众参与和互动在这一不断发展的类型中的重要性。通过对中国悬疑网络剧的叙事模式、传播策略和观众参与的全面分析,本文有助于这一类型的知识体系的不断增长,并为未来的研究和创造性努力提供见解。

关键词: 叙事, 12 集网络短剧, 悬疑剧, 半符号学, 传播空间

Abstract

This thesis examines the narrative mode of Chinese suspense 12-webisodes in the context of the epidemic and 5G era. In order to explore the communication strategy of the interaction between the 12-webisodes and audience, and to explore the relationship between the generation of narrative mode and audience preferences and gratification, this thesis formulates three research objectives, namely, to study the narrative symbols of 12-webisodes in the pandemic era, summarize its narrative mode, and find the interaction between the text and the audience. This thesis establishes a theoretical framework focusing on semio-pragmatics, and analyzes the narrative structure, symbolic language and audience communication space of Chinese suspense 12-webisodes through qualitative research methods such as content analysis, netnography and grounded theory, so as to deeply understand the evolution of this type of narrative technique. Since China's film and television industry has just experienced the blow of the Covid-19, and with the 5th Generation Mobile Communication Technology during this period, it has brought opportunities, Chinese mainland's audiovisual works have new attempts and rules. Based on the combination of content narrative, spatial narrative and Internet platform, this thesis explores the creation of 12-webisodes, so as to sort out and analyze the content narrative mode and characteristics of current Internet audiovisual products. The findings of this thesis demonstrate the importance of Chinese suspense 12-webisodes communication strategies, revealing the importance of audience engagement and interaction in this evolving genre. Through a comprehensive analysis of narrative modes, communication strategies, and audience engagement in Chinese suspense 12-webisodes, this thesis contributes to the growing body of knowledge in this genre and provides insights for future research and creative endeavors.

Keywords: narrative, 12-webisodes, suspense, semio-pragmatics, communication space