Film language analysis in society news -A case study of The New York Times

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Introduction

According to Bleumers, L. et al.(2014)[1], omni-directional videos make facts from portrayal to veracity. The immersion given by 360 video allows us to judge what is true through our own eyes. Given that the key factors of VR videos differ greatly from that of they used to be, it appears that storytelling is getting much more difficult than before. Film language, in addition, is regarded as one of the most important factors in traditional filming. As a pioneer in immersive journalism, The New York Times has tried out various approaches of filming and ensured its work to attain a certain high level. Due to the authority and experiences, we see The New York Times as a benchmark in VR journalism and conduct a further analysis about its VR film language, expecting a suitable film language for 360 news videos to promote future filming.

Process

Traditional filming

| Composition | Shot size | Motion | Angle | Perspective |

VR filming

| Camera position | Space shape | Guidance | Subtitle | Angle | Perspective |

Analyzing

User study

- Prefer two focuses
- Both have advantages
- No difference demonstrate the context

- Narrow shape evokes stronger immersion
- Open space evokes stronger immersion
- Other factors: motion, distance, preference, experience

- Do not understand the guidance

- 3 subtitles are best
- 2 different subtitles describe different content
- 3 subtitles are good for moving camera
- Subtitle should move with the focus

- no matter what angle only if it is reasonable
- Immersion
- Right of controlling angle by oneself
- Still feel controlled by the director

- Eye contact with characters makes more immersion

| Understanding | Immersion | Understanding | Immersion |