

Group 3--Film Director

Introduction:

The topic called Film Director, MC Pinhui and MC Jiahao host. The show is called Beidou Seven Stars and features seven people.

This is one of the podcasts I chose because it teaches me how the Chinese directors view their film industry and its future.

Content Analysis:

In this interview, the director talked about his journey in the career, problems such as the change of the modern film industry, among others such as the short videos. “A director has to have both artistic and creative skills, but also communication and organisational skills,” he explained, adding that he hires interns because he has more than enough to do with the current staff. He also had a positive outlook to shorter videos on the rise, saying that as long as they do not encroach on the territory of traditional films, they can actually even serve as a means to promote films.

It includes director's thoughts on films and the competition to China's short videos. Short videos and those films can be complementary, says the director, short video could push films and films can offer material for creative short video.

This talk is inspiring for film professionals or new directors. This provides bit like insight from the director's individual enjoyment and utilizing new media like short videos as somehow opportunities as opposed to threats.

Engagement Techniques:

With guided questions, the hosts began by approaches the audience with the director's achievements. Next, they escorted the visitor into important points in terms of fleet, advertising and film. They actually asked him to share real life experiences (outside of the office) to explain these terms, so it's more relatable and engagingly than the 'industry talk.'

Real examples of film-making and real challenges directors face were also part of the podcast and helped listeners better understand complex topics.

For instance, the director spoke about his early experiences of creating the ads. Making ads, he said, is a great way to hone storytelling and visual skills. The challenge of creating a 30 second ad is to have to tell people something and make that interesting. “It’s really hard to write a short story but it’s even harder to write a short story because you have to tell a complete story in a very short time, and it’s like making an ad.”

He also explained how he liked to use humor with clients. Clients continue to disagree with creative ideas in ads, to name one example. The director said he was often in 'battles with clients' to balance art and commercial needs.

In this fast moving information age, where people often choose short videos and podcasts can sometimes seem too long. Humor and our story add interesting stories to keep our listeners waiting as we take turns.

Personal Reflection and Application:

This podcast is well worth listening to. It’s an impressive performance from the hosts: they speak fluently, ask questions to the guests clearly, and arouse the listeners' interest and stimulate their thinking through questions asked to the guests. That became a takeaway for me on why clear and efficient communication is a skill that podcast hosts simply must have. Starting from there I am going to work towards my communication skills so that my content output will be more Engaging.