

The Circle Breaking Strategy of "Continuous Narrative" in Nezha 2 from the Perspective of Cross-Cultural Communication

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ABSTRACT

Based on the theory of cross-cultural communication, this paper logically deconstructs the continuous narrative strategy of animated film *Ne Zha 2* and discusses its cultural circle breaking mechanism in the context of globalization. The research finds that *Nezha 2* builds a narrative system that transcends cultural barriers through the modern translation strategy of traditional mythic symbols, the superposition design of multi-time and space narrative structures, and the local expression of universal values, and is universally loved by global audiences. The creative logic of *Nezha 2* shows that Eastern stories realize the internal logic of cultural coding reorganization through narrative continuity, which can form a wider global impact, providing a theoretical reference for the international transmission path of Chinese animated films.

KEYWORDS

Cross-cultural communication; *Nezha 2*; Continuity narrative; Loop-breaking effect

Under the background of the reconstruction of global cultural consumption pattern, Chinese animated films are facing the dual proposition of "telling Chinese stories well" and "realizing cultural breaking circle". As a phenomenal-level IP sequel, *Nezha 2* expands the radius of cultural transmission through narrative innovation, and its breakthrough performance needs theoretical explanation. Most of the existing researches focus on single text analysis, lacking cross-cultural investigation on the continuous narrative mechanism of series works. Based on the theoretical framework of cultural semiotics and narratology, this paper focuses on three dimensions: 1) the dialogue mechanism between mythological archetypes and contemporary contexts; 2) the bridging path of multi-line narration to cultural cognitive differences; And 3) cross-cultural coding strategies for visual symbol systems. By constructing the narrative continuum analysis model, this paper reveals the internal logic of cultural products breaking through the circle barrier, and provides theoretical support for the establishment of the global narrative paradigm of Chinese animation.

1 Definition of Core Concepts and Theoretical Framework

The coupling point between continuous narration and cross-cultural communication lies in the "sustainable transmission mechanism of cultural meaning". Continuous narrative builds a storage system of cultural memory through symbol layers, while cross-cultural communication realizes the circulation and transformation of cultural memory through meaning negotiation. When the two work together, narrative texts can not only break through the circle division by relying on the continuous accumulation of cultural potential energy, but also resolve the transmission loss by using the cross-cultural empathy mechanism. This theoretical framework transcends the traditional duality of "localization and globalization" and regards cultural communication as a dynamic process of meaning negotiation, whose effectiveness depends on whether the narrative system can establish an elastic balance between cultural specificity and human commonality.

1.1 Nature and Function of Continuous Narrative

The essence of continuous narration lies in realizing the dynamic growth of narrative text in the dimension of time and space through systematic and malleable content construction. Its core function is not simply the superposition of plots, but the construction of self-derived narrative ecology through the vertical deepening of world outlook, the diachronic evolution of characters and the horizontal correlation of themes. In the serialized narrative framework, the vertical extension is embodied in the deep mining of the established narrative basis points, such as strengthening the audience's cognitive stickiness to the core setting through the completion of the character's previous history or the extension of the causal chain; Horizontal expansion is the multiple exploration of parallel space and time, and the possibility of interpretation under different cultural contexts is activated by branch narrative or symbol repetition. This two-way extension mechanism enables narrative texts to break through the closed nature of a single work and form an open symbol system that can be continuously decoded. The loop-breaking logic of continuous narrative is rooted in the cumulative effect of symbolic resonance. When the core symbol forms cognitive precipitation in the repeated invocation

of cross-media and cross-text, its cultural signifier gradually overflows from the interpretive community of a specific circle and transforms into a super symbol with wide recognition. This kind of symbol multiplication is not simply repeated reinforcement, but through the adaptation of semantic layers and context, symbols can generate polysemy while maintaining cultural roots, thus triggering differentiated meaning reproduction in different audience groups.

1.2 Challenges and Paths of Cross-cultural Communication

The essential dilemma of cross-cultural communication stems from the structural contradiction between cultural discount and narrative universality. When the cultural specificity carried by the text exceeds the decoding ability of the target audience, the narrative efficiency will be attenuated due to symbol misreading or meaning loss. This kind of decay is not only manifested as the barrier of receiving symbols on the surface, but also the cognitive dislocation of value logic on the deeper level. The traditional "cultural export" paradigm often falls into a duality: or to reduce the cultural discount, excessive dilution of the cultural core, resulting in the narrative out of focus; Or in order to maintain the purity of culture, it strengthens the heterogeneous symbol and intensifies the communication barrier. The key to break through the dilemma is to realize the paradigm shift from "cultural export" to "cultural empathy". Cultural empathy requires the narrative text to have dual penetration: to maintain the uniqueness of narrative by maintaining cultural subjectivity, and to activate the cognitive empathy and emotional projection of cross-cultural audiences through the construction of emotional grammar and value generalization. This transformation relies on the creative use of "cultural distance" -- turning cultural differences into narrative tension rather than communication barriers, and guiding audiences from different cultural backgrounds to reach a common emotional landing point in a differentiated symbolic system by setting up meta-propositions of universal human significance. In this process, the narrative text neither passively ADAPTS to the interpretive framework of the cultural other nor one-way inculcates cultural particularity, but contributes to the dynamic reproduction of cultural meaning by constructing an open space for meaning negotiation.

2 Cross-cultural Adaptability of Narrative Continuity in Ne Zha 2

2.1 Nezha 2's Deepening Motif and Communication Reconstruction

The cross-cultural communication effectiveness of the myth motif depends on its ability to extract the common value of mankind. The narrative practice of Nezha 2 deconstructs the closed cultural context of traditional mythology and elevates the archetype of Nezha from a single national cultural symbol to a heroic narrative carrier with universal explanatory power. This reconstruction process takes "the growth of heroes" as its main narrative line, transforming the binary opposition between fatalism and the spirit of resistance in Eastern mythology into a metaphorical expression of the dilemma of modernity. In the traditional narrative, Nezha's rebellion is limited by the ethical loop of patricide, suicide and rebirth, and its tragedy stems from the irreconcilability of individual will and patriarchal system; By endowing the characters with more complex levels of motivation, Nezha 2 narrates the philosophical proposition of "the destiny of Heaven cannot be disproved" in Eastern fatalism with the value logic of "self-defined destiny" in Western individualism. This stitching is not a mechanical collage of cultural elements, but by constructing a meta-theme of "resisting authority" that transcends cultural barriers, transforming the differences between Eastern and Western value systems into narrative tension, so that the logic of character behavior not only retains cultural roots, but also triggers universal empathy for oppressive structures among global audiences.

2.2 Narrative Structure Design of Nezha 2

The cross-cultural adaptability of continuous narrative relies on the flexible design of text structure. While inheriting the worldview infrastructure of its predecessor, Nezha 2 realizes the defamiliarization iteration of IP symbols by introducing new narrative fulcrum. The visual symbol system established by the previous game is retained as an anchor for cultural recognition in the sequel, but its functional meaning is re-coded -- talisman is no longer just an instrumental presence for mythological battles, but is transformed into a metaphorical carrier for the psychological externalization of characters. This two-track strategy of "symbol continuation-meaning renewal" not only strengthens the cognitive coherence of the core audience, but also provides a new entrance for cross-cultural interpretation. At the level of multi-line narration, the text constructs the undefined point of meaning through the white space strategy: the background stories of secondary characters and the potential clues of parallel time and space are implied rather than expressed. This structural gap forces audiences from different cultural backgrounds to actively invoke their own cultural experience to complete the text, thus allowing the coexistence of multiple interpretation paradigms on the premise of maintaining narrative unity. The compatibility of narrative structure is essentially to establish a dynamic balance between cultural specificity and openness and inclusiveness by controlling information density and explanatory freedom.

2.3 Cross-cultural Translation of Nezha 2's Symbol System

The cross-cultural translation of visual symbols needs to take into account the dialectical relationship between cognitive efficiency and cultural depth. Ne Zha 2 adopts a two-way translation strategy of "dimensionality reduction and dimensionality enhancement": On the surface symbol level, it lowers the threshold of cultural decoding by strengthening the commensurability of visual wonders. The design logic of traditional talisman is infused with technological aesthetic elements to make its form language more closely resemble the futuristic imagination of global pop culture; At the deep symbolic level, the Taoist philosophical concept of "Yin and Yang producing" is refined into more abstract visual motifs, such as the dynamic entangling of energy forms of Nezha and Ao Bing in the film, showing the conflict and fusion of opposing colors. This de-contextualization process frees cultural metaphors from the shackles of specific doctrines and transforms them into symbols that can be interpreted in multiple ways. The explicit and implicit balance of cultural metaphors is reflected in the flexible setting of the relationship between signifier and signified. The core cultural images, such as the "mixed Yuan pearl" referring to the Taoist concept of "Qi" (Primordial Qi), always exist as the narrative power source, but their interpretation path does not rely on the prior knowledge of the monocultural system, but through the synergistic effect of character behavior logic and visual dynamic presentation. To guide the audience to spontaneously construct symbolic meanings in the narrative process. This translation mechanism enables the symbolic system to not only carry the function of cultural identity, but also avoid falling into the interpretation dilemma of cultural essentialism.

3 Cross-cultural Communication Strategy of the Circle Breaking Effect in Ne Zha 2

3.1 Two-way Path of Circle Penetration

The essence of cross-cultural circle breaking communication is a directional breakthrough of cultural circle barriers, which needs to build propagation potential energy through the dual-track strategy of vertical deep cultivation and horizontal expansion. Vertical deep farming focuses on the systematic activation of local cultural genes, the core of which is to transform isolated cultural symbols into an endogenically related narrative ecosystem. Through the continuous expansion of the world view structure, the intergenerational extension of the role relationship and the spiraling deepening of the value motif, the text can accumulate cultural potential energy in the vertical dimension, and form the audience's cognitive dependence and emotional affiliation to the IP symbol. This kind of in-depth cultivation is not a mechanical reproduction of cultural traditions, but a reconstruction of cultural memory through modern narrative grammar, enabling local audiences to gain new meaning in the familiar symbol system, and at the same time providing a stable meaning anchor for cross-cultural communication. Horizontal expansion emphasizes the strategic grafting of global pop culture grammars. The key is to identify the "greatest common divisor" of different cultural circles and embed local narrative elements in the cognitive comfort zones of global audiences. This grafting is not the dissolution of cultural subjectivity, but the compatibility transformation of local narrative modules to lower the acceptance threshold of cross-cultural audiences. Vertical deep cultivation and horizontal expansion constitute dynamic complementarity: the deep development of local cultural genes provides differentiated content capital for horizontal communication, while the moderate adoption of global grammar inversely strengthens the modern narrative ability of local IP, and finally forms a virtuous circle of "local roots - global expression".

3.2 Empathic Mechanism of Emotional Mobilization

The circle breaking effectiveness of cross-cultural communication depends on the intensity and breadth of emotional resonance, and the underlying generality of human emotions needs to be activated through narrative strategies. The narrative interweaving of collective memory and individual trauma constructs a dual dimension of empathy: collective memory gathers group identity by invoking cultural archetypes, while individual trauma penetrates cultural boundaries by depicting universal human dilemmas. When the intertext is formed, such as the survival of civilization, the fate of an ethnic group and the micro-experiences of loneliness, betrayal and redemption, the text can not only meet the needs of the local audience for cultural belonging, but also guide the audience of other cultures to find the entrance of emotional projection at the level of individual experience. This interweaving requires narrative logic to transcend the limitations of specific cultural contexts and focus instead on the common emotional structure and existential anxiety of human beings. The emotional resonance of high-concept scenes further strengthens the spreading and penetrating power of empathy. By transforming the conflict of abstract values into concrete visual wonders, the text can realize the lossless transmission of emotional efficacy in the cross-language and cross-cultural communication environment. Narrative means such as the ritualized presentation of battle aesthetics and the physical expression of the spirit of sacrifice reduce the dimension of philosophical debate to sensory impact, so that audiences from different cultural backgrounds can capture the emotional core without relying on complex cultural decoding. This emotional resonance is not the resolution of depth, but through

the universal grammar of audiovisual language, to build a bridge for the transmission of deep meaning.

3.3 Ecological Integration of Communication Media

Circle breaking communication needs to break through the limitation of a single text carrier and build a multi-media collaborative communication ecology. Intertextual communication of film texts and derivative texts the proliferation of meaning through narrative complementarity: the main text provides worldview structure and core conflict, while derivative texts such as animated shorts and prequels fill in the gaps and expand the boundaries with fragmented narration. This intertextuality not only consolidates the stickiness of core audiences, but also provides diversified access points for cross-cultural audiences, so that they can choose meaning decoding paths according to their own cultural cognitive preferences. The narrative division of different media forms a transmission matrix, which strengthens the cognitive precipitation of IP symbols in repeated exposure. the memetic propagation of social media turns cultural symbols into mobile and reproducible digital genes. Through the extraction of iconic actions and lines with strong visual recognition and emotional contagion, text fragments are removed from the original context in the spontaneous secondary creation of users and enter the meaning circulation network of cross-cultural circles. This memetic transmission not only accelerates the viral spread of symbols, but also endows the text with new cultural annotations through the user's participatory interpretation, transforming the transmission process from one-way indoctrination to multi-directional negotiation. In essence, the integration of media ecology is to upgrade cultural communication from text output to meaning co-creation, and release the derivative potential of cultural symbols while controlling the narrative core.

4 Research on Strategies of Cultural Communication from a Cross-cultural Perspective

4.1 The Dialectical Relationship Between "Sustainability" and "Translatability" of Cultural IP

The core contradiction of cross-cultural circle breaking communication lies in the fact that cultural IP must establish a dynamic balance between the adherence to cultural roots and the expansion of communication efficiency. sustainability points to the vitality of cultural IP in the dimension of time, requiring the narrative system to continuously activate the cultural identity of local audiences through the extension of world view, the multiplication of symbols and the iteration of values; transfixability emphasizes the adaptability of cultural IP in spatial dimension, which needs to break through cultural barriers to realize the circulation of meaning through the reconstruction of narrative grammar, the resetting of signifier and the purification of emotional grammar. The two factors constitute the internal tension in the development of cultural IP. Overemphasis on sustainability may lead to the closure of the narrative system and fall into the narrative pattern of cultural essentialism; One-sided pursuit of translatability will easily lead to the hollowing out of culture, making IP become a generalized symbol that loses its identity.

The real efficiency of breaking the circle comes from the dialectical unity of the two. Sustainability provides the cultural gene pool for translatability and ensures the stability of core values in the process of cross-cultural translation. Translatability injects external kinetic energy into sustainability and forces the creative transformation of narrative system through heterogeneous cultural feedback. This kind of interaction requires cultural IP to build a two-layer structure of "elastic core -- open interface" : The core layer precipitates the incommensurable cultural code through continuous narration to form differentiated content assets; The interface layer builds a symbolic bridge of intercultural dialogue through modular narrative unit and universal emotion grammar. Only through continuous local narrative cultivation and strategic global meaning negotiation can cultural IP realize the communication paradox of "the more local, the more global".

4.2 The Essence of Breaking the Circle: Building a Dynamic Narrative Community in the Midst of Cultural Differences

The essence of cross-cultural circle breaking is not the elimination of cultural differences, but the transformation of differences into dialogue resources through narrative mechanism, and the construction of a dynamic meaningful community among multicultural subjects. This kind of community is different from the traditional paradigm of cultural integration. Its foundation lies not in the reaching of value consensus, but in the narrative negotiation of differences coexistence. Continuous narration contributes to the formation of community through three mechanisms: first, shared storage of cultural memory, elevating the dimension of regional cultural symbols into the common theme of human stories; Second, the participatory mechanism of meaning production allows audiences from different cultures to participate in narrative reproduction with the help of open text structure; Thirdly, the topological link of emotional value activates the common deep psychological schema of human beings while maintaining the culture-specific expression of

emotion. In cross-cultural communication, cultural differences are no longer a barrier to communication, but a catalyst for the appreciation of meaning. This kind of community is neither a static cultural Mosaic nor a one-way cultural colonization, but a temporary consensus network formed through narrative flow -- cultural subjects constantly redefine the relationship between themselves and others in the collision of differences, and realize the flexible reconstruction of cultural identity in narrative interaction.

5 Conclusion

To sum up, *Nezha 2* constructs a triple narrative continuity to realize cultural disruption: in the time dimension, it awakens mythological memory, creates a more complete realistic dilemma and suggests people's projection of future imagination; In the spatial dimension, *Nezha 2* dispels the cultural context division through a scene-symbol system of virtual reality; In the value dimension, *Nezha* uses individual growth narrative to wrap the essence of Oriental philosophy and form cultural commonality. This narrative strategy essentially reconstructs the encoding and decoding process of cultural transmission, transforming traditional IP into a cultural medium with lasting vitality. Based on this continuous narrative strategy, Chinese animation creation should pay attention to the dynamic activation of cultural gene pool, and build an open meaning production system while maintaining narrative continuity.

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