

Research on the Communication Strategies and Effects of Chinese Film and Television Works in the International Market

BO LYU

Malaysia New Era University, Kuala Lumpur, Malaysia, 410500

ABSTRACT

When Chinese film and television works are disseminated in the international market, multilingual dubbing and subtitles should be used to increase the international acceptability of the works. International film festivals and awards can enhance the international visibility and recognition of works, and collaborate with international streaming platforms for cross-border distribution to expand the audience base. Based on these strategies, the dissemination of Chinese film and television works in the international market has enhanced China's cultural soft power and national image, expanded its international market share, and improved economic benefits. This also enhances the international audience's acceptance and love for Chinese film and television works.

KEYWORDS

Chinese film and television works; international market; communication strategy; global cultural influence

1 Introduction

The acceleration of globalization has promoted frequent cultural exchanges, and Chinese film and television works, as the key to cultural transmission, are gradually occupying an important position in the international market. To enhance its global influence, the Chinese film and television industry needs to continue exploring diversified communication strategies to cater to the needs of audiences from different cultural backgrounds, thereby accelerating the global promotion of Chinese culture. This study aims to explore in depth the implementation and effectiveness of these communication strategies, and evaluate their contributions in enhancing cultural influence, national image, and market share.

2 The Dissemination Strategy of Chinese Film and Television Works in the International Market

2.1 To Increase the International Acceptability of the Work, by Using Multilingual Dubbing and Subtitles

In the context of globalization, language has become one of the obstacles to cultural exchange. In order to promote the widespread dissemination of Chinese film and television works in the international market, it is particularly important to adopt a multilingual dubbing and subtitle strategy. Firstly, multilingual dubbing allows audiences who are not proficient in foreign languages to easily understand and appreciate Chinese film and television works, enabling content to transcend language barriers and provide a more natural and authentic viewing experience. The

target market audience can quickly integrate Chinese film and television works into local mainstream culture through authentic dubbing, becoming an integral part of daily entertainment. But dubbing not only involves language conversion, but also involves conveying culture and emotions. In this regard, the dubbing team needs to have a deep understanding of the cultural background, character personalities, and emotional expression of the original work to ensure that the performance of the dubbed characters matches the original work. At the same time, Chinese film and television companies need to collaborate with experienced overseas dubbing teams to localize based on the cultural characteristics and language habits of the target market. In the selection of voice actors, priority should be given to local actors who match the character's temperament and voice image, in order to reduce cultural barriers caused by natural voice effects. Meanwhile, in the process of dubbing, it is also important to control the tone and rhythm of the voice to ensure that the emotional transmission of the character is not affected during language conversion. This meticulous processing helps Chinese film and television works with dubbed versions to be more easily accepted by international audiences.

Compared to dubbing, the use of subtitles is also an effective communication strategy. Subtitles retain the original sound effects and actors' original performances, which is particularly important for international audiences who pursue an authentic experience. [1] In subtitle translation, in addition to accurately conveying the dialogue content, it is also necessary to handle cultural differences reasonably. For example, for common idioms, slang, dialects, and culturally specific expressions in film and television works, direct translation is often not possible, and subtitle translators need to flexibly adjust or provide annotations based on the context to help international audiences better understand cultural connotations. In practical operation, Chinese film and television production companies need to produce versions with subtitles in multiple languages according to the needs of each country's market. In addition to mainstream international languages such as English, French, and Spanish, subtitles for smaller languages can also be added to attract a wider audience. It is worth noting that the visual elements of subtitles, such as font selection, color, and position, must be consistent with the film style.

The continuous advancement of technology, especially the development of automatic translation and subtitle generation tools, has opened up a new path for the multilingual dissemination of Chinese film and television works. More and more film and television production companies are adopting AI technology to improve the efficiency of subtitle production. However, despite these technologies significantly reducing the time cost of translation, manual translation still has irreplaceable advantages in detail processing and accuracy; Producing multilingual subtitles still requires a large number of linguists and cultural experts.

2.2 To Enhance the International Visibility and Recognition of Works, Through International Film Festivals and Awards

International film festivals and awards play a significant role in enhancing the global visibility of film and television works. Participating in these activities can showcase the artistic level of Chinese cinema and create a stage for Chinese film and television works to compete and exchange with world-class films. This kind of interaction not only allows Chinese creative teams to directly interact with global audiences, critics, and industry professionals, but also to receive professional evaluations and valuable feedback, thereby enhancing their international influence.

When selecting international film festivals to participate in, Chinese film and television teams need to carefully consider the focus and target audience of each festival. Cannes, Venice, and Berlin film festivals emphasize artistic and innovative elements, suitable for works with profound themes and unique audio-visual languages; The Toronto and Sundance Film Festivals tend to support

independent films and emerging directors, providing a platform for showcasing emerging Chinese directors and low-cost films. [2] In short, precise selection of film festivals helps works effectively reach their target audience.

2.3 Collaborate with International Streaming Media Platforms for Cross-Border Distribution and Expand Audience Base

Chinese film and television production can effectively expand its global audience base through cross-border distribution strategies in cooperation with international streaming platforms. For example, partnering with major platforms such as Netflix, Amazon Prime Video, Disney+ , and leveraging their extensive global subscriber network and technological infrastructure can accelerate the entry of Chinese works into the global market. Collaboration usually includes joint production, exclusive content licensing, and collaborative distribution, which helps film and television works to be more widely accepted by international audiences.

In joint production, Chinese companies and international platforms jointly invest and produce content, which not only helps to share costs, but also takes into account the aesthetic standards of the global market in the early stages of production, thereby enhancing the global appeal of the content. Exclusive content authorization allows a single platform to utilize its marketing resources and distribution network to promote specific works, thereby strengthening the platform's commercial promotion of the works. Collaborative distribution combines the resources of producers and platforms, and enhances the international visibility of works through diverse global promotion methods, including online and offline channels.

In addition, Chinese film and television production also needs to engage in differentiated distribution cooperation with specific regional platforms, such as iFlix in Southeast Asia and Hotstar in India, to effectively expand the international influence of their works. These regional exclusive platforms, with their precise insights into the local market, implement customized promotion plans to help Chinese film and television content become more relevant and integrated into the local cultural environment. [3]

Through the dual track of international cooperation and regional strategies, Chinese film and television works not only reach a wide global audience, but also utilize the big data analysis tools provided by streaming media platforms to carefully collect and analyze audience feedback. This enables Chinese film and television works to more accurately adjust and optimize their works, thus better catering to the cultural preferences and aesthetic expectations of audiences in various regions.

2.4 Strengthening the Dissemination Policies and Management of Chinese Film and Television Works in the International Market

Firstly, Chinese international film and television works should accurately connect with culture under the premise of openness. The core ideas of Chinese film and television works should be clear and concise, highlighting the essence of Chinese culture and ensuring the representativeness of the works. In this regard, the team needs to delve into the rich history of Chinese culture and extract the most distinctive and representative elements.

Secondly, new media makes the audience's thoughts more active and their behavior more open, and traditional censorship models are difficult to adapt to new audience needs. Therefore, the censorship system for film and television works disseminated to the outside world should be more open and inclusive, making it easier for overseas audiences to accept. This requires that the censorship system for film and television works should allow for more diverse forms of expression

while ensuring the transmission of core ideas. In this regard, the management agency can establish an international communication review team and introduce experts with a deep understanding of overseas culture to conduct work review, so that the work meets national standards and can resonate internationally.

Thirdly, efforts should be made to promote the localization and adaptation of works. By adjusting the characters and plot, while keeping the core idea unchanged, the work is made more in line with the taste of local audiences. [4] Management agencies can encourage production teams to collaborate with overseas teams through financial support or international cooperation incentive policies to carry out more targeted localization adaptations.

Fourthly, it provides creators with greater freedom in choosing themes. The demands of international audiences are diversified, and the viewing preferences of different markets are different. However, China's traditional approach is to focus on showcasing works that are "high-end" or have "ethnic characteristics", which is not in line with the mainstream culture of the international market. In this regard, China should promote the diversified development of film and television themes, encourage creators to explore more down-to-earth realistic themes, modern themes, and emotional stories with universal resonance, and attract more international audiences.

In short, the successful dissemination of Chinese film and television works in the international market depends not only on the quality of the works themselves, but also on the effective implementation of policies and management. By establishing clear communication directions, an open censorship system, promoting localization and adaptation, and supporting diversified themes, Chinese film and television works will broaden the scope of their dissemination.

3 The Dissemination Effect of Chinese Film and Television Works in the International Market

3.1 Expanding International Market Share and Improving Economic Efficiency

After Chinese film and television works entered the international market, they brought significant economic benefits. The dissemination of Chinese film and television works in the international market has increased the market share of Chinese film and television products in the international market and built a globally influential brand. The increase in market share has directly boosted the revenue of the film and television industry, and stimulated the development of related cultural industry chains such as games, books, and cultural and creative products, enhancing the economic strength and cultural influence of China's film and television industry.

3.2 Enhancing the Acceptance and Love of Chinese Film and Television Works among International Audiences

Chinese film and television works have gradually established a good reputation internationally with their unique narrative style, visual effects, and profound cultural heritage. The increase in audience popularity is not only reflected in the increase in viewing numbers, but also in the widespread discussions on social media and positive reviews from the international film critics. [5] Especially those Chinese film and television works with novel themes and exquisite production have won widespread attention and love from young audiences around the world. This emotional resonance deepens the cultural exchange role of Chinese film and television works in the international market, making them an important bridge for promoting cultural exchange between China and foreign countries.

4 Conclusion

The international dissemination strategy of Chinese film and television works has achieved significant results, promoting the cross-border dissemination of Chinese culture and enhancing China's influence on the international cultural stage. This paper proposes utilizing multiple channels such as multilingual dubbing and subtitles, international film festivals, and streaming media platforms; The share of China's film and television industry in the international market will continue to expand, while also helping to enhance the country's cultural influence. In the future, facing competition in the international market, Chinese film and television works need to continue to innovate communication strategies to continuously enhance their global competitiveness and influence.

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