

Analysis of the effect of Chinese films' overseas Communication in the cross-cultural context

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ABSTRACT

In the context of the new era, "telling Chinese stories well, spreading Chinese voices well, showing the true, three-dimensional and comprehensive China" is an important task in the international communication of Chinese films. As an important representative of national soft power and one of the carriers of foreign cultural exchanges, Chinese films play an increasingly prominent role in global cultural exchanges under the background of strengthening China's international communication power. By analyzing the current situation of Chinese films' overseas communication effect and the factors affecting it, this paper explores the theoretical path of Chinese films' overseas communication strategy, value shaping and communication effect improvement in the cross-cultural context.

KEYWORDS

cross-cultural context; Chinese film; overseas communication; communication effect

In recent years, along with the improvement of China's comprehensive strength, the status of China's international community has been continuously enhanced. The construction of international communication has put forward new standards and requirements to form a matching international communication power and international discourse power. How "Telling the Chinese story well, spreading the Chinese voice well, showing the real, three-dimensional and comprehensive China" is an important task to strengthen the construction of China's international communication power, and is an important task we face in the new era. On November 9, 2021, the State Film Administration issued the "14th Five-Year Plan for the Development of Chinese Film", which clearly put forward the development goals and tasks (1) of "deepening and expanding foreign exchanges and cooperation and enhancing the international influence of film". As an important representative of national soft power and one of the carriers of foreign cultural exchanges, Chinese films play an increasingly prominent role in global cultural exchanges under the background of strengthening China's international communication power. As an important channel for cultural export, Chinese films have been breaking down cultural barriers through transnational cooperation in recent years, showing the unique charm and profound heritage of Chinese culture to the world. By analyzing the characteristics and status quo of Chinese films' overseas communication and the factors that affect the effect of Chinese films' overseas communication, this paper explores the theoretical path of Chinese films' overseas communication strategy, value shaping and communication effect improvement in the cross-cultural context.

1 The current situation of overseas dissemination of Chinese films

In the context of globalization, the international status of Chinese films is undergoing significant changes and improvements. China's film market not only ranks among the top in the world in terms of box office revenue, but also shows strong vitality and potential in terms of cultural influence and international cooperation. In recent years, the size and growth of China's film market has been among the world's leading. At the same time, the total number of screens and moviegoers in China has surpassed the North American market, which has huge potential for development. At the technical level, Chinese films are in line with international standards, and the visual effects and sound design are on par with the international advanced level, which not only improves the overall quality of films, but also enhances their competitiveness in the international market. Works such as Legend of the Condor Heroes: Heroes of the Great are in line with international standards in terms of visual effects and sound design, demonstrating the technical strength of the Chinese film industry. This technological advancement has not only improved the quality of works, but also enhanced the competitiveness of Chinese films in the international market.

Chinese films have also made remarkable achievements in international expression. Through the construction of a cross-Chinese story framework, the selection of a global theme, and the innovation of narrative techniques, he gradually crossed the cultural gap and won the recognition of international audiences. This diversified narrative strategy not only shows the unique charm of Chinese civilization and our excellent traditional culture, expresses our cultural confidence, but also paves the way for the future development of Chinese films on the international stage. The promotion of cultural self-confidence is the key for Chinese films to break through the cultural barriers. The uniqueness of Chinese culture is

displayed in various ways in Chinese film creation, which has gradually won wide recognition from the international community.

Chinese films have made remarkable progress in international cooperation. China has signed film co-production agreements with many countries, including the United Kingdom, France, Russia, New Zealand and Japan, and by the end of 2019, 244 films had been co-produced and released in China and other countries (2). Such cooperation not only improves the quality and competitiveness of Chinese films, but also better meets the increasing aesthetic needs of global audiences. In addition, the active participation and awards of Chinese films in international film festivals have further enhanced its international status. Chinese films have not only won many awards at international film festivals, but also won the appreciation of international judges in terms of narrative techniques and technological innovation. Under the background of globalization, the international status of Chinese films is gradually improving. Through the efforts of box office performance, production level, international cooperation and cultural integration, Chinese films are becoming a force that cannot be ignored in the global film market, contributing Chinese wisdom and Chinese strength to the diversified development of world films.

2 Factors affecting the overseas dissemination of Chinese films

With the continuous change of information technology, today's media environment has undergone great changes, and the field of mass communication has been continuously broken through the previous category. Looking at the changes of the global society in the era of information revolution, the communication path in the field of audio-visual culture has been greatly expanded. The overseas transmission of Chinese films is inevitably influenced by different media environments, and its transmission is a complex process involving multiple levels. As an important part of audio-visual culture, film is an important carrier to show the culture, ideology and life of a country and a nation. Chinese films are affected by many factors in the overseas communication, and analyzing these factors is of great significance for us to improve the communication effect.

2.1 Cultural factors

Cultural differences are a key factor in the overseas dissemination of Chinese films. The cultural background, values and aesthetic standards of different countries and regions may lead to understanding obstacles in the process of overseas transmission of Chinese films. To overcome this obstacle, Chinese films began to transform their symbol system and discourse system, focusing more on cultural confidence and innovation. For example, the film *Ne Zha* takes a unique Chinese fairy tale as the core, attracts the attention of global audiences through high-quality animation production and highly characteristic characterization, and was nominated for the Best International Film at the 92nd Academy Awards. This shift enables Chinese films to better connect emotionally with overseas audiences, especially by focusing on the narrative of everyday scenes while adhering to the essence of culture, thus enhancing cultural resonance. While inheriting national culture, Chinese films are constantly exploring the integration with modernization. This convergence is not only reflected in the content of the film, but also in the way the film is made and promoted. Through this fusion, Chinese films are better able to adapt to the tastes of global audiences, which is mainly reflected in the selection of themes, characterization and narrative strategies, combining traditional Chinese values with global perspectives to create works with broad appeal, while also being able to spread the unique charm of Chinese culture globally.

2.2 Industrial factors

With the improvement of Chinese film production technology, especially in science fiction, action and other themes, Chinese films have begun to meet international standards in terms of production quality. This improvement not only meets the expectations of domestic audiences, but also makes Chinese films more competitive in the international market. In terms of subject matter, Chinese films have attracted audiences from different countries and regions through diversified subject matter choices. This diversity includes not only traditional martial arts and historical themes, but also realism, love, comedy and other themes, which meet the needs of different audiences. In addition, the cooperation between Chinese films and film production companies in various countries has enhanced the technological level and opened the door to the international market for Chinese films. Such collaborative projects have helped Chinese films better adapt to the cultural backgrounds and audience tastes of different regions. For example, the science fiction action film *"Megalodon"*, Warner Bros. Pictures participated in its production and distribution work, the film box office in the North American market exceeded 140 million US dollars, the box office in 6 overseas markets exceeded 10 million US dollars, and won the weekend box office in 29 markets around the world. In the end, *Megalodon* won a worldwide total of votes(3).

2.3 Market factors

Chinese films have made great progress in terms of plot, characters and emotional expression. In the creation process, producers pay more attention to the audience's emotional resonance, through the real emotional portrayal and in-depth characterization, so that the audience can have a better emotional resonance, which is also an important reason for Chinese films to win praise from overseas online audiences. From the aspects of media attention, social platform performance, secondary communication effect and professional platform evaluation, this paper comprehensively evaluates the communication effect of Chinese films on overseas networks. According to the semantic analysis of media reports, it can be observed that Chinese films receive more praise in the international mainstream media. The strong involvement of Internet platforms in the field of film investment and production has injected new vitality into China's film industry and provided a strong boost to the improvement of film productivity. The development status and trend of Chinese films in overseas markets, and how to enhance the global competitiveness and influence of Chinese films through content innovation, precise market positioning and deepening international cooperation.

The communication effect of Chinese films overseas is influenced by many factors such as cultural differences, production level, diversification of themes, international cooperation, word-of-mouth effect, media attention, the role of Internet platforms and global communication strategies. In order to improve the overseas communication effect of Chinese films, it is necessary to consider these factors comprehensively and formulate corresponding strategies to achieve the wide spread and influence promotion of Chinese films in the world.

3 Innovative strategies for overseas dissemination of Chinese films

In the global film market pattern, the domestic box office of Chinese films has ranked among the top in the world, and the total number of Chinese cinema audiences and the number of screens are also among the top in the world, which shows the huge potential of the Chinese film market. China's film output also ranks among the top in the world, but the number of released films is low, indicating that Chinese films are highly dependent on the local market, and overseas markets need to be further expanded to open up communication channels and improve communication effects. Based on the above analysis of the factors affecting the overseas communication effect of Chinese films, in the context of the new era, the overseas communication effect of Chinese films can be innovated from three main aspects: channel and cooperation innovation, content and narrative innovation, technology and policy innovation.

3.1 Channel and cooperation innovation

With the streaming of global media, Chinese films have opened up new international distribution channels through cooperation with platforms such as Netflix and Amazon Prime. This cooperation model can improve the exposure and acceptance of Chinese films in the international market, making it more convenient for global audiences to watch Chinese films. In overseas dissemination, Chinese films can adopt localized marketing strategies, cooperate with internationally renowned film companies, and bypass market barriers in the form of co-production. For example, the Sino-US co-production of "Megalodon", "Venom" and other films are well received in the market. In addition, by participating in international film festivals/exhibitions and overseas film festivals, Chinese films enhance the publicity and professional level of local international film festivals/exhibitions, and actively showcase Chinese film culture.

3.2 Content and narrative innovation

In terms of international expression, Chinese films mostly adopt the construction of cross-cultural story framework and choose themes of universal significance, such as love and family, to cross cultural boundaries and strike a chord with international audiences. In terms of narrative, the use of diversified narrative methods, such as two-line narrative, to increase the appreciation of the work and the depth of thinking, attracting the attention of international audiences. At present, Chinese films are actively exploring transnational co-production models, improving production levels through joint investment, resource sharing, talent exchange and other ways, so as to expand international influence.

3.3 Technological and policy innovation

The Chinese film industry actively promotes the deep integration of technological innovation and artistic creation, and has made the latest progress in the fields of ultra-high-definition video technology, AIGC, metacomes and digital people, which has enhanced the visual effects of films and brought more interactive and personalized movie-watching experience to the audience. In terms of policies, the international community helps the international dissemination of Chinese films in various forms, such as the establishment of the "Special Project for the International promotion of

Chinese films", the successful holding of film festivals to expand overseas markets, and so on, to promote the global dissemination of Chinese culture.

Under the background of the new era, the cross-cultural communication of Chinese films is faced with the dual challenges of production innovation and the multi-cultural impact of the Internet. Online media and social media have gradually become important channels for film communication, which have a profound impact on the international communication and publicity of Chinese films. Drawing from these experiences, we can summarize the practical lessons in the cross-cultural communication of Chinese films in some aspects. First, Rooted in "Chinese Story ". Chinese films should delve into the rich fabric of excellent traditional culture and social life to produce movies that authentically, vividly, and comprehensively portray the image of China. By leveraging international media coverage, the global impact and recognition of "Chinese stories" can be enhanced, allowing a broader audience to better understand and appreciate Chinese culture. For instance, films like "The Wandering Earth" have successfully showcased Chinese values and perspectives on global screens, while "Ne Zha" has resonated with international audiences through its unique mythological narrative and high-quality animation, earning a nomination for the Best International Feature Film at the 92nd Academy Awards. Second, Strengthening the Technical . Chinese cinema requires innovation on the technical front. Cultivating and encouraging technical talent in the film industry is essential to reinforce the "Made in China" brand and to support the international communication of Chinese stories with technological prowess. An example of this is the film "The Eight Hundred," which utilized cutting-edge visual effects and production techniques to depict a historical event, gaining international acclaim and recognition for its technical achievements and storytelling. Chinese films should dig deep into the rich materials of fine traditional culture and social life, and produce more films that are true, three-dimensional and fully show the image of China. In the face of the tendency of Western centrism, Chinese films should build an open and inclusive narrative system based on cultural self-confidence and combine Chinese stories with international film language. The international communication power and influence of Chinese films are growing rapidly, and important data such as film output, number of theaters and screens, film box office, and the number of moviegoers are among the best in the world. The development achievements of Chinese films have prepared and created the necessary conditions for Chinese films to enhance their international communication and influence. With the continuous development and innovation of China's film industry, Chinese films will occupy a more important position in the global film market, continue to spread Chinese culture, tell Chinese stories, and let the world better understand China.

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