

Research on the Value Attributes and Paths of International Communication of Chinese Film Culture

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Abstract

Film is a popular form of culture and entertainment. It is an important cultural communication medium that integrates artistry and commerciality. It is an important form of cultural product for countries around the world to conduct external communication. The development of cultural communication and cultural self-confidence and self-improvement promote each other and interact deeply. Modern technology has formed a new complex through integration with art and appears in front of the public in the form of film. Realizing cultural communication through film and television means has become a symbol of a country's cultural soft power. Chinese films in the new era are developing rapidly. Exploring effective paths that can be widely accepted by the world film market and examining the external communication effects of Chinese films from multiple perspectives will help reflect on and improve the international communication ability of Chinese films and explain and recommend more excellent cultures with Chinese characteristics, embodying the Chinese spirit and containing Chinese wisdom to the world.

Keywords

Chinese films, cross-cultural communication, digital media, precise communication.

1. Foreword

Chinese films shoulder the important function of cultural output. How should Chinese films develop in the midst of changes and shape a new national image in communication and exchanges? This is undoubtedly an important and urgent question of the times. Chinese film art and film and television cultural communication need to continuously evolve towards modernization following the development of the times. Based on outstanding traditional Chinese culture, continuously be inclusive, bring forth the new through the old, and continuously enhance the construction of cross-cultural communication influence and broaden the international communication path of Chinese culture to help the international community better understand Chinese culture.

2. Consolidating the practical value of international communication of Chinese films

We must adhere to materialist dialectics when dealing with traditional Chinese culture. Enhance dialectical thinking ability in the process of cultural communication. Treat the huge system of Chinese culture selectively. Adhere to making the past serve the present and bringing forth the new. Inherit traditional culture through sublation. Chinese film culture is rooted in the fertile soil of Chinese culture. Builds a bridge of exchanges and mutual learning with far-reaching cultural radiation. Promotes the spread of traditional Chinese culture. In particular,

the need for the construction of cultural influence provides a new direction for the construction of the international communication ability of Chinese film culture. Taking analyzing the actual international communication of Chinese film culture as the starting point, conducting research relying on formulating influence promotion strategies. Examining Chinese film culture from a communication perspective. Considering the improvement of cultural influence through international communication. In the wave of global communication, Chinese films can contribute to making Chinese culture stand at the forefront of the times.

Analyze the macro theory and digital logic of overseas dissemination of Chinese films. Based on cross-cultural communication, restore the deep connection between human landscapes and digital images in films. Break the "cultural discount" phenomenon. Explore the film attributes and communication paths in a country with strong culture. From a practical perspective, this research aims to focus on the new track of international communication of Chinese film culture. Conduct systematic cultural design in all links from film production to distribution. Fully refine cultural attributes and communication value. Set the international communication model of Chinese films. Conduct specific analysis and construction of platform-based communication influence. Thus providing more possibilities for the construction of international influence and discourse power of Chinese film culture. It has research value at the practical, operational and realistic levels. In terms of cultural exchange and dissemination, the film "Crouching Tiger, Hidden Dragon" has allowed the world to appreciate the charm of traditional Chinese culture with its unique oriental aesthetics and has become an important medium for cultural exchanges between the East and the West. From the perspective of enhancing the national image, "The Wandering Earth" shows the sense of responsibility of the Chinese people for their sense of responsibility, unity spirit, and the community with a shared future for mankind, and sets up a positive, enterprising and innovative national image. The international dissemination of Chinese films can attract overseas investment, promote the internationalization of the film industry, drive the development of related industries, and have a profound impact on strengthening the road of international dissemination of Chinese films, enhancing cultural soft power, promoting economic growth and strengthening international exchanges.

In general, there are related researches on the overseas dissemination of Chinese film culture, the improvement of film cultural influence and the shaping of national images. Existing research can be divided into the following categories: First, in terms of cultural content, clarify one's own responsibility and positioning, excavate universal issues, and have positive significance for enhancing the international influence of culture. Second, in terms of communication ideas, continuously reform and innovate and explore systematic communication. Roughly experiencing a drift from self-communication to mass communication. On this path, many scholars have made painstaking efforts, but there are still some overlooked gems. This research attempts to be inclusive and systematically innovative. Focus on research that conforms to the international communication trend. Integrate and refine the combination of culture and technology in the above research. Conduct a systematic explanation of the construction of the international communication influence of Chinese films in the context of a country with strong culture. Based on the international communication of Chinese film culture, analyze the factors that affect film cultural output. Judge the relevant conditions that affect its international communication. At the same time, find the most valuable communication path according to the data for analysis and practice.

3. Enriching the practical paths of international communication of Chinese films

Under the effects of globalization and pan-media, international communication has become a daily activity in which all people participate. However, different groups have obvious

differences in social class, knowledge structure, and cultural psychology, which puts forward higher requirements for the construction of international communication ability. As the influence of digital media platforms continues to expand globally, it has become a communication carrier for enhancing cultural influence, attracting scholars to continuously pay attention and continuously explore the evolution of communication platforms and channels to take care of the construction of cultural influence.

3.1. Empowerment of digital media

Today, media information dissemination and audience behavior patterns are rapidly changing, and the global communication landscape is being reshaped. New AI technologies and applications such as social robots, machine writing, algorithmic recommendations, and digital virtual humans have promoted intelligent content production and improved the effectiveness of international communication. The Reuters Institute for the Study of Journalism's "2021 Digital News Report" shows that global news consumption is shifting towards a more digital, mobile, and platform-dominated media environment. People's channels for obtaining news have become more dispersed and are constantly gathering towards closed instant messaging software and more visual social media. Digital platforms are opinion leaders with dual functions of "information intermediary" and "ideological influence" and have a strong guiding role in public opinion. We should use the communication power and influence of mass media to enhance soft power and formulate scientific and reasonable communication strategies from the perspective of external communication. At the opening ceremony of the Hangzhou Asian Games, "black technologies" such as the "digital fusion" ignition method and AR real-time interaction emerged in an endless stream. The extensive application of these digital imaging technologies is a vivid practice of adhering to cultural confidence and strengthening international communication of Chinese civilization. Film and television communication means have international characteristics and play an important role especially in cross-cultural communication. The high carrying capacity and wide communication radius of digital images are in the same line as the development of film technology, which is conducive to cultural dissemination and output and has strong affinity for shaping national cultural influence. Based on this, intervening Chinese film culture into emerging communication media for international communication will help enhance China's cultural soft power.

3.2. Precise communication helps

When social media becomes the main battlefield of international public opinion, it is necessary to achieve precise matching of communication content and user scenarios in a cross-cultural environment. This includes different links such as using big data for collection, following proximity for production, and using perceptual intelligence and computational intelligence for distribution. It involves multiple levels such as precise subjects, precise content, precise objects, and precise goals. Precise communication is an inevitable requirement for realizing cultural precedence and people-to-people connectivity. It is also a practical need to build a new information communication order in the all-media era. For Chinese culture enthusiasts, China Global Television Network first matches them by interest through tags, and then analyzes the browsing and interaction behavior data of the audience on social platforms such as Twitter, Facebook, and YouTube to dig out the problems and contradictions of the existing mechanism. The flat audience portrait is optimized into a three-dimensional audience image that can express behavior and emotion, and the precision of communication is greatly improved. This provides a reference for the communication practice of Chinese film culture on overseas social platforms.

The realization of accurate dissemination of Chinese films is of crucial importance in enriching the practical paths of international communication. It is necessary to deeply study the cultural characteristics, aesthetic habits and viewing preferences of different countries and regions, and

conduct content creation and adjustment based on this. For example, for European and American audiences, the logical depth and visual effects in science fiction and action films can be increased. For Southeast Asian regions, common cultural elements and emotional connections can be emphasized. In addition, by strengthening co-production and distribution of films with film institutions of various countries, and relying on their mature channels and resources, the international influence of Chinese films can be expanded. Based on this, the cross-cultural accurate dissemination of Chinese films will help enhance the international influence of Chinese culture.

4. Improve the quality and effectiveness of the international communication of Chinese film culture

In the construction of the influence of Chinese film culture from the perspective of international communication, we must also adhere to cultural confidence and strength, strengthen the international dissemination of Chinese culture. The use of new information media such as digital imaging, virtual reality, and animation and film and television means can promote the speed and efficiency of communication. This has a profound impact on shaping the influence of Chinese culture and is also an inevitable requirement of the development of the times. China's international influence and discourse power are constantly rising, which also confirms Michel Foucault's power discourse theory. Therefore, it is particularly important to continuously improve the quality and effectiveness of the international dissemination of Chinese culture. As a carrier for spreading culture and shaping images, in order to truly achieve cross-cultural communication effects, the current film system must also be reformed and an industrial strategic concept established. Some scholars have also proposed in their research that films have both artistic attributes, commercial attributes, and media attributes. The cross-cultural communication effect of films is actually restricted by a series of factors such as capital operation, shooting and production, distribution and promotion, and market operation. Scholars such as Mowlana and Everett M. Rogers have also made similar expressions in their research.

Film art is an important carrier for cross-border dissemination of culture, an important channel for exchanges between different cultures, and also one of the important positions for cultural competition among countries. In comparison, when Chinese films face the Western market, they face more cultural discounts and thicker cultural barriers. Therefore, to study the influence of the overseas dissemination of Chinese film culture, it is necessary to conduct analysis and comparison in order to seek the best path and method. In the process of Chinese film culture export, it is necessary to be good at using the systems and mechanisms of overseas dissemination, integrate all forces, build a modern overseas film dissemination system, form a dissemination matrix, and carry out courageous and innovative efforts in cultural inheritance. Continuously write a new genealogy of Chinese film culture. On the basis of adhering to cultural confidence and cultural stance, refine and display the spiritual symbols and cultural essences of Chinese civilization, so that Chinese films can gain a firm foothold in the forest of world culture and art.

For films, we can systematically design the "coat" for the international dissemination of Chinese films. The film "Butterfly Lovers" received extensive attention from international audiences due to Premier Zhou's "internationalized" translation "Chinese Romeo and Juliet". American producers didn't even understand a simple movie line like "Meet under the city of Chang'an". One can imagine how deep the historical and cultural gap between them and us is. Therefore, when exporting film culture, the requirements for language translation ability should also be improved. Vivid and appropriate translations can take the initiative in the process of cultural

output and can improve the quality and effectiveness of dissemination, thus continuously building and enhancing the influence of overseas dissemination of Chinese culture.

5. Conclusions

Film art is an important carrier for cross-border dissemination of culture, an important channel for exchanges between different cultures, and also one of the important positions for cultural competition among countries. In the new era, to achieve innovative breakthroughs in Chinese characteristic international communication theory and practice, it is necessary to focus on the dissemination of Chinese civilization and deepening civilized exchanges. Redefine the relationship between China and the world with independent innovation theories and concepts represented by Chinese-style modernization, and contribute Chinese wisdom and Chinese solutions. Chinese film culture is a carrier and has important practical significance for the dissemination and output of culture. International communication is a field with high political nature, timeliness and practicality. Under the subheading of promoting cultural confidence and strength and creating a new splendor of Chinese culture, we should continuously enhance the dissemination and influence of Chinese film culture and continuously create a new realm of international communication theory and practice.

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