

# Analysis on Cross-Cultural Communication Strategies of Film and Television Plays——Taking "Léon" as an Example

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**Abstract:** Cross-cultural communication of film and television dramas is one of the important trends in the development of the global film market. With the advancement of economic globalization and cultural diversification, more and more film works interact and influence each other in different languages and cultural backgrounds, and become an important part of international cultural exchanges. Taking The Killer Not Too Cold as an example, this paper deeply discusses the cross-cultural communication strategy of movies, and obtains enlightenment from it to meet the challenges and opportunities of the global film market.

**Keywords:** Film and Television Drama; Cross-Cultural Communication; Film Market

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## 1. Introduction

The cross-cultural communication of movies and TV dramas has become a hot issue in the current cultural field. Cultural differences in different countries and regions have a great impact on the communication of movies and TV dramas, especially in overcoming language and cultural barriers, and communication strategies are particularly important. With the acceleration of globalization, more and more film and television works begin to cross the national boundaries to enter the market of other regions, which makes the cross-cultural communication strategy of film and TV dramas become an important issue with practical application value. At the same time, cross-cultural communication strategy is also a complex subject covering multiple disciplines. It is necessary to conduct comprehensive research on cultural, social, economic and other factors, explore the communication mechanism and influencing factors of film and TV dramas under different cultures, and carry out interdisciplinary in-depth research. Therefore, analyzing the cross-cultural communication strategy of film and TV dramas is a research frontier and hot issue in the current cultural field.

"Léon" is an action film written and directed by Luc Besson, starring Natalie Portman, Jean Reno, and Gary Oldman. The film was released in France on September 14, 1994. The story mainly follows a professional killer named Leon who accidentally saves a family and meets a rebellious girl named Mathilda. Although the film is 22 years old, it remains a famous classic in the history of film and has an 87% high score on IMDB and a 71% freshness rating on ROTTEN TOMATOES.

## 2. Localization and globalization of film themes

In terms of localization and globalization of film themes, it is mainly based on the analysis that film themes are understood in different countries and regions, and how to be localized and global in overseas markets:

### 2.1 Localization

"Themes of violence, sin, love and sacrifice are global themes that can be understood by audiences in different countries and regions." The film was a huge success in French soil as it showed the French culture, landscape and lifestyle. These include the streets, cafes, restaurants and museums in central Paris. In addition, the film also shows the French lifestyle, such as their eating habits, fashion style and language characteristics. These elements made the film receive extremely high reviews among native French audiences.

The film is so popular in France, partly because it is a film directed by French directors and played by French actors, so it has a high reputation and is well-known in France. In addition, the story and characters are very attractive, and the touching connection between the hero Leon and Matilda deeply touched the hearts of audience.

In addition, the film depicts a violent and gangster New York City, and many of the scenes and scenes in the film are wonderful, which also attract the attention of French audiences. In addition, "Léon" also covers universal themes such as love, friendship and sacrifice, which also provides the audience with the opportunity to feel, think and resonate.

## **2.2 Globalization**

In European and American countries, people pay more attention to the plot and visual effect of the film, while in Asia, especially in China, the audience pays more attention to the emotional expression and implied moral meaning in the film. Therefore, in the overseas market, the theme of the film needs to be localized to meet the needs of the target audience, and at the same time to maintain the overall style and theme of the film. The film was not only a success in France, but also gained worldwide popularity. This is mainly because the film has universal themes and emotions, such as friendship, love and sacrifice. In addition, the film also shows the life and behavior of a professional killer, which is a common phenomenon around the world. Therefore, the audience can gain resonance and understanding from it.

## **2.3 Combination of localization and globalization**

The film "Léon" has aroused different reactions in different countries and regions. In China, the audience pays more attention to the characters of Leon and the appearance of Chinese elements. Among them, the family decoration and furniture design adopt some traditional Chinese painting and decorative elements, such as red dragon wallpaper, screens, etc. When Leon and eat a set of tableware on the table in the movie has Chinese style in shape and the Chinese details in a Chinese snack shop, although the scene only appears as a background, but the lanterns, signs and other elements strongly suggest that this is a Chinese restaurant.

In European and American countries, audiences pay more attention to the action scenes and plot Settings in the film. This shows that film themes are understood differently in different cultural backgrounds. In order to succeed in the global market, film producers also need to consider how to integrate local elements into the film, while maintaining certain global characteristics to attract more audiences. The film successfully combines localization and globalization, allowing it to be both successful locally in France and popular worldwide. The key is the emotions and themes in the film, which is universal and also locally French. Furthermore, the film adopted a unique language style, namely French accent English, which gives the film a unique style and characteristics on a global scale.

In short, "The Killer" is a successful film, which embodies both localization and globalization. This makes it a classic masterpiece and a worldwide popularity.

## **3. Cross-cultural communication strategy of film and TV series**

By watching "Léon", it not only triggers the thinking of cross-cultural communication of movies and TV dramas, but also analyzes the depiction method of characters in movies from the perspective of audio-visual language. This paper mainly analyzes the cross-cultural communication strategy of "Léon" from the following aspects:

### **3.1 Communication subject: cross-cultural communication in the context of globalization**

As a cultural product, its role in international cultural exchange should not be underestimated. With the continuous advancement of globalization, film has become one of the important media for people in the world to communicate with each other. However, in the cross-cultural communication, due to the cultural differences between different nationalities and countries and the different political systems of different countries, there are certain obstacles in the cultural communication. Therefore, the subject of cross-cultural communication needs to find appropriate and effective communication strategies, so as to reduce or eliminate the barriers brought about by cultural differences as far as possible, so as to achieve successful cross-cultural communication. As an international film, "This killer" has achieved great success in overseas markets, in addition to its own quality, but also closely related to its ability to attract global audiences to participate in it.

### **3.2 Communication content: story-based narrative strategy**

"Léon" uses the story narrative technique, let the audience follow the perspective of the hero Leon, step by step into the whole story, feel the emotional tension and conflict. Story-based narrative means that the theme of the film is not presented by the logical

structure of the story, but through the detailed treatment of the story plot, the comprehensive display of the story content, character relationship and environment elements, so as to realize the visualization of the story. Story-based narrative is one of the important strategies for cross-cultural communication of movies and TV dramas, and also an important way to enhance the communication effect of movies and TV dramas.

In the film "The Killer," the director uses a lot of spatial images to depict the character and plot development. The film begins with a killer mission from Leon, leading to a chain of reactions, including his connection with Matilda, the gang chasing them, and more. The whole story is compact and climax, the film besides reflects the relationship between the killer, Leon, and Matilda, also presents the relationship between the killer and the little girl, and the image of the two characters is very bright. Matilda as a simple, innocent, lovely little girl, Leon is a "cold-blooded", cold killer, each scene around the plot development, showed a strong dramatic and visual impact. There are both conflicts and cooperation between the two people, and the story plot and characters are shown through this kind of constant conflict and cooperation process.

In addition, the film also runs through the emotional clues between Leon and Matilda, running through the emotional main line of the whole film, showing the complexity and multifaceted nature of human nature. Leon is a ruthless killer, but he has a deep emotional world in his heart, and this contrasting character shaping is very successful in providing more cultural value and emotional depth for the whole film.

In short, "Léon" uses a story-based narrative approach to bring the audience into a visual world full of emotional tension and conflicts, reflecting the filmmaker's elaborate design and deep performance of the plot and characters, making the film a popular and popular classic.

### **3.3 Communication audience: differentiated communication of audience groups**

In the context of globalization, the differences of audience groups are also expanding, and the communication strategies adopted for different audience groups will also be different. With the gradual diversification of the audience group, the communication subject will also diversify. Different from traditional media and mass communication, film and television works are more owned by the elite class. In cross-cultural communication, the elitist characteristics will be gradually weakened, so the audience groups attracted by film works will change accordingly. In the process of cross-cultural communication, film works will involve the integration and collision between different cultures. Therefore, the differentiated communication of audience groups should be fully considered in the cross-cultural communication of film works.

"Léon" is mainly aimed at young people. For the young and middle-aged audiences, they have a unique ideas and behavior modes. For this film, its main audience group is young audiences, so the age characteristics and ideas of the audience group should be fully considered in the process of communication.

### **3.4 Communication channels: the joint role of traditional media and new media**

As a special mass culture product, film will also be affected by many factors in the process of communication, such as the time, cost and content of film production, which will have an impact on the dissemination of film. At the same time, in the process of film dissemination, audiences in different countries and regions also have different needs for films, so it will also have an impact on the dissemination of films. As a classic film, "This Killer" has not only achieved great success in France, but also received high reviews worldwide. This is because the crew did a lot of publicity and promotion work in the early days of the film. First, the crew has conducted extensive and in-depth publicity work around the world, and broadcast it on channels such as TV and the Internet. Secondly, after the film was shot, the crew also carried out extensive publicity work. Finally, the film also participated in many international film festivals, such as the Cannes International Film Festival. In addition, in order to pay tribute to the classic, many cinemas will rearrange the past classic films, and conform to the development of The Times, to promote the classic films. Therefore, in the era of new media, there are also various new media forms such as short videos and network drama to promote "Léon".

### **3.5 Communication effect: the positive effect of audience feedback**

From the spread effect of "Léon", the film has not only set off a movie boom in China, but also set off a boom abroad. The film grossed 72.77 million yuan at the box office in China and received a score of 8.7 points on Douban, earning a very good reputation. But the film's domestic box office revenue was far below expectations, at just 8.27 million euros, and more than 70 percent of its

viewers received very low film ratings. However, the film earned much above expectations in the US, reaching \$16.5 million and scoring a score of 9.1 points on Douban. The film in the foreign box office income is very considerable, and the reputation is also relatively good, which shows that the spread effect of the film is relatively good. But for such a film with the characteristics of cross-cultural communication, why is its communication effect so much different in different countries? This is mainly related to the development trend of film cross-cultural communication.

## **4. The development trend of film cross-cultural communication**

As an important phenomenon in the era of globalization, film cross-cultural communication lists several major development trends as follows:

### **4.1 Regionalisation**

With the deepening of globalization, the demand and consumption habits of films in different regions have gradually formed, which leads to the rise of some regional markets, such as the film markets in Asia and Latin America. Film producers need to adjust the film content and publicity strategies according to the market needs of different regions to meet the needs of local audiences. It can also be co-produced. In order to better adapt to the global market, more and more film production companies began to conduct transnational cooperation and co-production, to jointly create films with a global vision. Hollywood, for example, has already had a lot of cooperation with the Chinese film industry, such as Transformers 4 and Kung Fu Panda 3.

### **4.2 Finance and economics**

With the rising cost of film production, the film producers began to regard film production as a commercial investment, focusing on the commercial efficiency of the film. This has led to a financial trend in the film industry, where film producers need to achieve higher returns on investment through huge marketing campaigns and international partnerships. In addition, with the progress of technology and the continuous upgrading of special effects technology, the cost of film production is also increasing. This has led film studios to create global market values for greater commercial success.

### **4.3 Diversification**

As the film spreads across national boundaries, the integration of multilingual and multicultural elements has become a trend. For example, transnational collaboration and global cast, which often appear in Hollywood films, are all designed to attract global audiences and improve the box office. Due to the different languages of audiences in different countries and regions, film studios have also begun to pay attention to multilingual distribution. For example, Hollywood films in the Chinese market usually have Chinese dubbing or subtitles. At the same time, the diversified story themes are due to the different cultural background, history, social system and life style of different countries and regions. Therefore, the films also need to choose diversified story themes to meet the needs of the audience. For example, Hollywood's superhero genre is popular around the world, while Chinese films often cover many other elements of history, culture, love and family.

### **4.4 Effect**

With the continuous development of technology, the application of film visual effects and special effects is more and more extensive, which leads to the trend of effect in the film industry. Through high-quality visual effects and sound effect design, the film can better attract the audience's attention and emotional resonance, and improve the transnational communication effect of the film. It also includes local adjustment. Although film is an art form of cross-cultural communication, audiences from different regions and cultural backgrounds have different reception and understanding of film works. As a result, studios have generally adopted local adjustments to adapt to the needs of audiences in different regions. For example, Hollywood films usually make some local adjustments to the Chinese market, such as adding Chinese actors and adding Chinese cultural elements.

In short, the cross-cultural communication of films has become an important trend in the era of globalization. With the further development of technology and market, this trend will become more and more obvious. At the same time, the cross-cultural communication of films is faced with various challenges and opportunities, which requires the producers to have global thinking, pursue innovation and quality, and adjust the film publicity strategy and content according to the local market demand.

## 5. Conclusion

From the above analysis, it can be seen that the film "Léon" has certain advantages in cross-cultural communication. First of all, it has achieved great success with its wonderful plot, achieved high popularity in the global scope, and won extremely high evaluation, bringing more attention and influence to the film itself. Secondly, the film has a high artistic value and appreciation in the character image shaping, plot setting, narrative techniques and other aspects, which is in line with the current people's pursuit of "beauty". In addition, the film also uses some traditional artistic means to show the characters and plots in the film, such as using a large number of symbols, using montage techniques to create the characters, using traditional drama stage scenes to create a story atmosphere. All these artistic techniques, to some extent, meet the audience's demand for appreciating the aesthetic feeling and cultural connotation of film and television works.

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