

Research on the Paths and Strategies of Chinese Film and TV Dramas' External Communication

Zheyuan Zhang

School of Film and Television, Yunnan Arts University, Kunming 650500, China

Abstract: Under the background of the current global economic integration, different fields of society begin to pay attention to cultural products, cultural products output and other issues, including Chinese films and TV dramas. Film and television drama has a great influence on cultural transmission. At this stage, some film and television drama exist the lack of narrative level and the situation that the traditional cultural content is less involved. This makes the film and television drama in our country lack its own uniqueness and cannot go abroad better, plus the domestic and foreign ideology and cultural differences will also have a negative effect on the construction of Chinese culture soft power. To solve these problems, it is necessary for relevant departments to explore effective improvement measures based on the actual situation, so as to bring into play the cultural transmission value of Chinese film and television drama.

Key words: Chinese film and television drama; External communication; Problems; strategy

Introduction

As an important carrier of China's cultural transmission, Chinese films and TV dramas cover a large number of system culture, behavior culture, mentality culture and so on. However, due to external factors such as values and national culture, some films and TV plays are not recognized by some foreign audiences in the process of external communication, which is not conducive to the spread of our excellent culture, thus affecting the overall construction of our soft culture. In addition, under the current international cultural background, different countries also begin to pay attention to cultural export, so as to enhance their international influence. In order to enhance the social value of Chinese films and TV dramas, and in order to adapt to the development of The Times, it has become a realistic demand to constantly improve the ability of cultural communication.

I. Current situation of foreign communication of Chinese films and TV dramas

Since entering the new era, China's film and television drama market has developed well, with various classic films emerging in an endless stream. According to the analysis of relevant data, compared with the previous 10 years, the number of story films produced in China has been increasing, and the total box office has also increased significantly.

At the same time, as the world's largest producer of film and television dramas, China produces 15,000 episodes of TV dramas every year, but overseas sales account for less than 5% of the total. The major buying countries are concentrated in Southeast Asia, with fewer buying countries in Europe and the United States. Among them, movies and TV dramas with Chinese cultural characteristics and heavy cultural colors have not exerted great influence, which means that China's cultural communication faces great difficulties.

II. Problems existing in the external communication of Chinese films and TV dramas

1. The cultural narrative level of Chinese films and TV dramas is low

Culture is the sum of material and spiritual wealth created by mankind and has a positive impact on the development of many fields of society. Some foreign scholars have pointed out that culture covers the following levels: First, the basic level, which includes the eating habits and customs of different regions and nations; The middle level includes economy, system and so on; The higher level has art, language, literature and so on. In recent years, the content of film, television and audio communication in China is generally at the medium level, but the communication content of some of them is out of touch with reality, god drama does not meet the reality, mystery drama forced to set memories and reveal the protagonist suffering from neurological history at the end, etc., the overall empty and boring, which can not meet the current stage of the masses' demand for positive, innovative content and other related works. In addition, this kind of film and television works do not fully show the image of China's traditional culture, economic development status, and the upward development of cultural industry, which makes some foreign audiences can not have a good understanding of our culture, thus affecting the cultural export.

2. The international recognition of Chinese culture is low and the innovation is insufficient

Combined with the actual analysis, at present, most of China's excellent films and TV dramas are mainly patriotic or traditional culture, but there are certain differences between the cultural background of foreign regions and our country, which also makes some audiences do not understand the content of domestic films and TV dramas. For example, through social investigation, it is not difficult to find that many foreign people's understanding of our country stays in the fields of tea, the Great Wall and so on. The key to this situation is that there are differences in the overall situation at home and abroad, which is also the factor of low recognition of our country's culture.

In addition, in recent years, the content of Chinese film and television works, scriptwriters, lines and other lack of innovation, some works in order to obtain more interests and forced to choose the framework of foreign film and television drama and use is not appropriate, the overall lack of can reflect China's economic strength, cultural connotation of the works. This makes it difficult for our country's culture

to be disseminated, and it also affects our country's development on the world cultural stage.

III. The significance of film and television drama external communication to the construction of national image

With the advent of the digital age, film and television series have gradually assumed the important responsibility of shaping the national image and disseminating foreign culture. In order to meet the arrival of the new era, China's higher authorities need to pay attention to the cultural industry, and are deeply aware that film and television drama is one of the important links of China's external communication culture. For example, in the face of the new situation, Chinese local government departments can guide the development of film and television products in a planned way by allocating funds and training relevant talents. Relevant departments can also appropriately open up the content of film and television series, do not be too restrictive, at the same time to increase financial assistance, with the help of subsidies, the implementation of relevant policies, so that relevant enterprises participate in external competition, so as to enhance cultural influence.

Good film and television plays can play a role in promoting the national image, and effective and positive communication can eliminate the negative understanding of China in some areas to a large extent, so as to let the world fully understand China and feel China's unique culture under the background of world culture, which is conducive to the comprehensive development of China's culture and economy.

Especially in the current social background, the influence of big data and the Internet is getting greater and greater, and information is showing a trend of blending. With the help of the Internet platform, the people in different regions can understand certain information. With this advantage to do a good job in China's film and television drama, and then enhance the soft power of our culture, let our country shine on the world cultural stage.

IV. Strategies and solutions for the external dissemination of Chinese films and TV dramas

1. Innovative production is the foundation of external communication of film and television series

Successful films and TV dramas with cultural propaganda value benefit from high-quality creation. They should not only have rich content, but also have positive core values. In this way, the works can realize zero-distance communication with the audience and truly impress the audience. At the current stage, the quality of Chinese films and TV dramas is constantly improving. Various kinds of films, such as science fiction dramas, action dramas, animation and so on, are emerging one after another. However, there is still a certain gap compared with some influential films that are widely circulated in the world. In order to break this pattern, it is necessary to base on the fundamental innovation of production, and the innovative consciousness of film and television series is reflected in the script, theme, shooting, production mode and many other aspects.

Therefore, in the new era, domestic films and TV plays should break the previous restrictions in the process of creation, and actively learn the creative ideas of other countries. For example, Hollywood, the world's film and television giant, can spread widely in the world and is closely related to its scientific and strictly implemented creation mode. While Hollywood has a huge influence on the world, and it has the right to set film production standards and control cultural production. Therefore, domestic films and TV dramas can communicate with leading film and television industries, so as to learn more innovative ideas. Innovative creative skills, etc., but can not blindly pursue imitation to integrate with the domestic culture. In addition, the innovation of film and television series is also reflected in multi-subject cooperation, and multi-subject creation can also realize the integration of films with international standards, so as to integrate different resources and effectively improve the efficiency and professional level of film and television works creation. Multi-subject cooperation is an important way to promote the communication and exchange of domestic films and TV dramas, which can also realize the integration of multiculturalism and push the works to the international stage. This new creation mode can inject impetus into the comprehensive development of Chinese films and TV dramas, so that the films and TV dramas themselves have more connotation and conform to the development of The Times.

2. Cultural display is the soul of the external communication of domestic films and TV dramas

To ensure that the internal factor of the development of film and television drama is traditional culture, film and television drama can fully reflect the country's cultural development, mainstream values, etc., so in the new era background need to actively create film and television works that can reflect China's characteristics of culture, so as to reflect China's cultural confidence, which requires relevant personnel to adhere to China's cultural position on the basis of innovation.

For example, in recent years, some directors in China have chosen to focus on cultural propaganda when creating films, combined with existing literary materials, and applied life details and folk customs in film and television works to reflect China's traditional culture, which points out the direction for deepening the connotation of film and television dramas. Especially in the context of the continuous integration of global cultures, in order to promote Chinese culture, it is necessary for higher departments to make Chinese culture go to the world and face the world with the help of films. As some scholars have proposed, in the new era, Chinese literary and artistic workers need to follow the development of The Times and create works that can reflect the values of China, a big country, and the image of China. Let our country's culture develop further. Combining with relevant survey data, China's drama "Langbangya" has been viewed more than 6 billion times on the Internet. The drama has not only a complete story line and a plot that captures the imagination, but also enough attractive traditional Chinese culture to perfectly represent the beauty of our country's classical culture Set in the Wei, Jin and Southern and Northern Dynasties, the drama demonstrates the idea of "propriety" and "righteousness". At the same time, the drama also fully demonstrates that the scriptwriter

and director had a thorough study and control of Chinese medicine, medicine and etiquette culture, which enables the audience to perceive the features of this dynasty and the profound cultural connotation conveyed in the drama.

Domestic film and television drama is a powerful means to export our culture and effectively improve our cultural influence. In order to ensure that the film and television works have their comprehensive value, it is necessary to properly bring into the traditional culture, which can gradually influence the audience, give the soul of the film and television drama, and let the audience understand our country and our culture. In order to achieve this goal, directors and screenwriters can draw nourishment from China's excellent culture and achieve cultural innovation, so as to give the audience a fresh and refreshing feeling, inject inexhaustible impetus for the development of Chinese film and television dramas, and constantly improve the influence of Chinese culture in the world.

3. High-quality translation is the basis for the external dissemination of domestic films and TV dramas

Language plays a crucial role in the dissemination of films and TV series, which is also a decisive factor for films to enter the international stage. An important reason why some Chinese films and TV plays cannot be widely disseminated is that the audiences in foreign regions cannot understand the content of films and TV plays well. In the process of translation, it is necessary to combine the characteristics of regional languages to translate them into languages conducive to audience understanding, so as to reduce the difficulty of understanding without losing their original meaning.

In fact, in the process of external communication, movies and TV plays are mostly translated into English, and the title of movies and TV plays has an important influence, which can give the audience a general understanding of the content of movies and TV plays. Therefore, many aspects need to be considered in the translation process of the title. For example, the title of the source language should be re-created from multiple aspects such as content, style, image and effect, so as to ensure that the title can be understood by the audience. To achieve the intended effect. For example, paraphrasing *Ashes of Time* as "Ashes of time", in which time plays an important role, captures the essence of the film and gives it an English poetry; Translating "Ashes of Time Part One: Pandora's box" and "Ashes of Time Part Two: Cinderella", *Odysseus*, *Pandora's Box* and *Cinderella*, which are well known in the West, are used as the film titles, which can enhance the popularity of the film and attract the audience's interest in watching.

At the same time, subtitle translation of movies and TV dramas should also ensure its artistry and simplicity. Translation is an important carrier of cultural export. Translation with connotation needs to contain hidden information and conform to the audience's cognition. Therefore, in the process of content translation, translators should combine the local culture to accurately reflect the cultural connotation, so as to ensure that the translated content is simple and easy to understand and has certain guiding value. Cultural discounts and cultural barriers are influential factors that restrict the dissemination of films and TV dramas and their participation in the world cultural competition. Therefore, in the process of the creation and improvement of films and TV dramas, it is necessary to dig deep into China's traditional culture, so as to obtain high-quality translation and deeply restore the content of films and TV dramas. This way can make Chinese films and TV dramas gradually enter the international stage. And win the recognition of domestic and foreign audiences. Moreover, film and television translation should take into account the acceptance habits of overseas audiences. Cultural differences cannot be eliminated, but translators can narrow the gap by using a deep understanding of both cultures and express Chinese stories in a language that can be understood by the whole world.

V. Conclusion

To sum up, it is crucial for films and TV dramas to go global and give full play to their cultural communication value, which is also not an easy task. In the face of the new background of The Times and the international situation, it is necessary for the creators of film and television dramas to base on the reality, deeply analyze the cultural and historical differences between different regions, and adjust the communication of film and television dramas according to the regional characteristics. In this way, the target audience can better accept the Chinese culture and core value system we convey, so as to establish a friendly and positive image of a big country in the international environment.

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Author: Zheyuan Zhang 1994.06 Graduated from: School of Film and Television, Yunnan Arts University Major: now a full-time teacher in Yili Normal University