

Analysis of the international communication path of Chinese documentaries from the perspective of deep media integration

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Abstract: The iterative upgrading of contemporary communication technology has given birth to the deep integration of media forms, which has opened up a new space for Chinese documentaries to enter the international stage. Based on the perspective of media integration, this paper systematically examines the phenomenon of transnational communication of documentaries, conducts in-depth research on the international communication mode of documentaries, and discusses innovative strategies to enhance the global influence of Chinese documentaries.

Keywords: Deep media integration; Chinese documentaries; International Communication

Foreword: The global communication ecology is ushering in an unprecedented period of change, and the media transformation triggered by digital technology has made the form of communication present a multi-dimensional interweaving. As a masterpiece of cultural export, documentaries carry the important task of transcending geographical boundaries and promoting dialogue among civilizations. The continuous evolution of the media environment has given birth to the deep linkage between traditional and modern communication systems, broadened the communication channels of documentaries, and had a fundamental impact on the creative concept.

1. The impact of in-depth media integration on the international dissemination of Chinese documentaries

(1) Diversification of communication channels

The deep integration of media has broken the boundaries of traditional media, allowing Chinese documentaries to be disseminated through various channels such as television, the Internet, and social media^[1]. First, the communication carriers are diversifying. Television media and Internet platforms are deeply integrated to build a comprehensive international communication network. Overseas video websites and social media platforms have set up a broad stage for the cross-cultural dissemination of Chinese documentaries, and the diversification of channels has become increasingly prominent. Second, the mode of communication reflects the characteristics of three-dimensionality. The all-media era has given birth to a cross-platform linkage communication model, and various emerging media platforms collaborate with each other to jointly promote the international communication of Chinese documentaries. Diversified communication channels have greatly expanded the contact reach of overseas audiences. Third, terminal devices promote the transformation of viewing habits. The wide application of mobile terminals such as smartphones makes it more convenient and flexible to watch documentaries.

(2) The quality of the communication content

The deep integration of media has prompted Chinese documentaries to pay more attention to quality in content production to meet the needs of the international market^[2]. First, in the era of convergent media, documentary production standards have been brought closer to international standards. Media convergence

has given rise to the demand for cross-platform communication, and documentary creators have begun to pay attention to the viewing experience of global audiences, and fully consider the aesthetic needs and cognitive habits of audiences with different cultural backgrounds in the production process. Second, the in-depth application of digital technology has promoted the improvement of the quality of documentary creation. New communication technology has brought a new form of expression to documentaries, and the use of advanced technologies such as high-definition photography, aerial photography, and three-dimensional animation has made the film picture more visually impactful. Sound design and post-production have also been improved due to technological advances, and the overall quality of documentaries has been significantly improved. Third, multi-channel broadcast platforms incentivize the production of high-quality content. The demand for high-quality content from international mainstream media platforms has inspired Chinese documentary creative teams to strive for excellence in material selection, shooting, and production. Major video websites and TV stations have established strict content evaluation systems, which forces documentary production to develop in the direction of high-quality products.

(3) Interaction of communication methods

In the context of the deep integration of media, the international communication mode of Chinese documentaries presents significant interactive characteristics. First of all, the all-media communication environment has given rise to a diversified audience interaction mechanism, and overseas audiences can discuss documentary content in real time on digital platforms, which effectively shortens the distance between Chinese documentaries and international audiences. Second, the commenting system on social media platforms has created a convenient channel for cross-cultural dialogue, allowing international audiences to express their unique insights during the viewing process, and driving more audiences to pay attention to Chinese documentaries. Thirdly, innovative functions such as barrage comments supported by Internet technology allow the audience to share their views and feelings when enjoying documentaries, thus forming a benign interactive atmosphere. In addition, documentary filmmakers can adjust their communication strategies and content expressions in a timely manner according to the feedback from overseas audiences, so as to make their works closer to the viewing habits and cultural perceptions of international audiences.

2. The international communication path of Chinese documentaries from the perspective of deep media integration

(1) Dissemination through international platforms

As an important carrier of cultural exchange, the choice of international communication path directly affects the communication effect, taking “Aerial Photography China” as an example. First of all, the international media platform cooperation model is an important way for Chinese documentaries to go global. The strategic partnership between Aerial Photography China and Discovery Channel is exemplary, as the program leverages Discovery Channel’s global network to give international audiences a glimpse of China’s majestic landscapes. Secondly, the diversified layout of digital communication channels has become the key. With the rapid development of new media technology, Chinese documentaries need to fully consider the characteristics of various digital platforms when choosing international communication paths, such as establishing special channels on mainstream video platforms such as YouTube and Netflix, and creating a content matrix that meets the viewing habits of international audiences. At the same time, with the help of social media platforms such as Facebook and Twitter, precise promotion is carried out to form a multi-level communication pattern. Furthermore,

the precise positioning of cross-cultural communication strategies cannot be ignored. Content creation requires a deep understanding of the cultural background and aesthetic preferences of the target audience, an international narrative style, maintaining Chinese characteristics, and conforming to international expression habits, which requires full consideration of the characteristics of cross-cultural communication in topic selection and planning, shooting and production, post-packaging, etc. Finally, the synergistic development model of the industrial chain is becoming increasingly important. In order for Chinese documentaries to occupy a place in the international market, it is necessary to establish a complete industrial chain coordination mechanism, including the overall planning of pre-investment, production team, distribution channels, copyright operation and other links, and form an industrialized operation model.

(2) Use social media to disseminate

In the current digital media environment, the strategic value of social media platforms in the cross-cultural communication of documentaries, take “Let’s Go to China” as an example. The first dimension is the multi-communication characteristics of social platforms. Twitter, Instagram and other international mainstream social platforms have gathered a huge global user base, these platforms have content distribution functions, and more importantly, they have created a highly interactive communication ecology. Documentary filmmakers are able to reach audiences around the world and create direct dialogue with audiences. The second dimension is innovation in the form of content presentation. The success story of “Let’s Go to China” on Twitter and other platforms shows that the core content of the documentary is edited into a short video unit, maintaining the artistic value of the work and fitting the viewing habits of social media users. The third dimension is the precise communication effect brought by the algorithm distribution mechanism. The intelligent recommendation system of the social platform can push the documentary content to the most suitable target audience according to the user’s interest characteristics. Production agencies can use the data analysis tools provided by the platform to gain a deeper understanding of the cultural preferences of overseas audiences, and then adjust their creative direction and communication strategies. The fourth dimension is the creation of a space for intercultural dialogue. The commenting function of social media platforms provides a place for international audiences to communicate deeply and users can start multi-dimensional discussions around documentaries. The fifth dimension is the diversified development of communication forms. In addition to short videos, new forms of communication such as live broadcasts and topic discussions have also opened up a broader communication space for documentaries. Production organizations can plan a series of themed events to cultivate a stable international audience and make the documentary have a sustainable impact in overseas markets.

(3) Carry out international cooperation projects

Chinese documentaries take advantage of the new opportunities of media integration to open up new paths of international communication, among which international cooperation projects have significant advantages, such as the documentary “Flying Over the Ice and Snow Line”. First, the documentary “Flying Over the Ice and Snow Line” is co-produced by China and the Netherlands, and the joint project shows its unique social value, and the project makes full use of multi-media platforms to convey the story of China’s ice and snow development to the world. The participation of international media organizations in the production and distribution process has promoted cross-cultural communication and understanding. Second, the models of international cooperation are diverse. In addition to content creation, the above-mentioned cooperation also extends to commercial fields such as market development and copyright trading, creating a sustainable industrial chain. Third, digital technology

innovation helps upgrade the communication effect. With the help of new media technologies such as 4K, documentaries are becoming more and more abundant, and the audience experience is significantly enhanced. Multilingual dubbing and subtitling eliminate language barriers and expand audiences. The introduction of social media platforms has created a new communication ecology for documentaries. Fourth, the in-depth integration communication strategy has achieved remarkable results. Traditional TV stations and new media platforms work together to form a three-dimensional communication matrix. Overseas film festivals and cultural exchange activities have been intensively carried out, and multi-level communication channels have been built. The evaluation of Chinese documentaries by international professional institutions has gradually improved, and the recognition has been continuously enhanced. Fifth, humanistic values highlight cultural charm. The documentary tells the story of China's ice and snow development, showing oriental wisdom and contemporary values. The use of cross-cultural storytelling techniques makes the works more resonant with international audiences, cultural differences are resolved through dialogue and exchange, and mutual trust and understanding are deepened through real records.

Epilogue

The all-media era has given birth to innovative breakthroughs in communication forms, giving Chinese documentaries a broader space for international communication. With its rich expressive techniques, sophisticated production standards and unique two-way interaction characteristics in the Internet era, documentary works are accumulating more and more attention in the field of international cultural communication.

References

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