

Cross-Cultural Communication from the Perspective of Film and Television Studies: Exploring the Transmission of Cultural Values Through Film and Television Art in the Context of Globalization

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Abstract: The emergence of digital media technologies has fundamentally reshaped the landscape of information dissemination. Our study explored how participants perceive the portrayal of Chinese culture in film and television. A key theme emerged around the accuracy and diversity of cultural representation. Participants expressed appreciation for depictions of Chinese traditions but also noted concerns about perpetuating stereotypes. The vastness and regional variations within China were acknowledged, highlighting the challenge of representing it all in media. Participants observed the influence of Western styles on content and production, evident in comparisons between action films like "Wolf Warrior" and contemporary dramas like "My Sunshine." Participants noted how films and TV shows subtly embed values through narratives, character interactions, and visuals. For instance, "Farewell My Concubine" showcased filial piety. Concerns were raised regarding the potential influence of certain portrayals, particularly nationalistic themes, on younger viewers ("Wolf Warrior"). Finally, the study identified factors contributing to the appeal of Chinese films and TV shows. High production quality, engaging characters, and compelling narratives were highlighted as key draws for viewers of diverse backgrounds (applicable to all films/TV shows). In conclusion, this study provided a nuanced understanding of how participants perceive the portrayal of Chinese culture in film and television.

Keywords: Television, Film, Cultural Values, Globalisation, China, Traditions, Communication

1. INTRODUCTION

The emergence of digital media technologies has fundamentally reshaped the landscape of information dissemination. The previously centralized control of information has given way to a more democratized system, empowering individuals to become active participants in the transmission process (Wu, 2023). According to Aiello, this shift has significantly impacted the dissemination of film and television culture (Aiello, 2014). Cultural products encompass both tangible and intangible assets, including performing and visual arts, heritage preservation, and content media. Pacheco posits that the evolution of media and

communication technologies has demonstrably increased consumption of these products by facilitating access through online platforms (Pacheco, 2020). Zheng et al. suggest that advancements in technology and methodologies have applications in the realm of semantic reasoning (Zheng et al., 2021). Techniques such as natural language inference and the extraction of core information from images and text prove beneficial for knowledge mapping, which serves as a valuable tool for media interpretation. According to Hogan and Strasburger, the distribution channels for film and television content have diversified beyond traditional, single-source models (Hogan & Strasburger, 2018). This has fostered a richer and more varied cultural landscape, encompassing both positive and negative forms of cultural transmission (Hamburger, 2017; Tian, 2021). However, the potential of new media extends beyond mere dissemination. It can also play a crucial role in curating and guiding the consumption of film and television culture. By leveraging the strengths of new media platforms, we can actively promote positive and valuable content that reinforces societal norms and inspires positive social engagement (Li & Tian, 2021). This is particularly relevant in the context of China's socialist development, where new media offers a powerful tool for disseminating cultural products that align with the country's core values and contribute to the nation's continued progress (Yang, 2020). Yu observed that the emergence of new media has fundamentally reshaped the film industry, introducing novel perspectives on filmmaking and distribution (Yu, 2023). These new media platforms have fostered the development of innovative film formats and broadened the avenues for communication around film culture, propelling cinema into a new era. With globalization steadily progressing, Chinese culture has become increasingly prominent in international exchanges. A growing number of Chinese films and television programs, imbued with Chinese cultural elements, are entering the international market and gaining recognition on the global stage. Consequently, the influence of Chinese film and television culture is demonstrably deepening. China has historically prioritized the dissemination and development of film and television culture. However, previous studies by Ljajić and Zhang et al. have suggested that traditional dissemination methods face limitations in audience reach and engagement (Ljajić, 2020; Zhang et al., 2019). These older methods often struggle to connect with audiences on an emotional level. Other studies by Huang, Liu et al. and Mezhyrova suggest that to address this and cater to evolving audience needs, it is crucial to embrace new media technologies and leverage their potential to foster innovation within film and television

culture (Huang, 2018; Liu et al., 2020; Mezhyrova, 2020). Su et al. proposes that to further enhance the effectiveness of film and television dissemination, relevant personnel must acknowledge the significance of new media, comprehend its positive influence, and develop a keen understanding of audience preferences (Su et al., 2020). By strategically utilizing these new media platforms, communication and promotion of film and television culture can be significantly improved. Studies by Winter and Tekdal have highlighted that the advancement of the Belt and Road Initiative has facilitated a growing international presence for Chinese citizens and, consequently, Chinese culture (Tekdal, 2018; Winter, 2021). Film and television productions have emerged as key carriers of this cultural self-confidence, showcasing China's heritage on the international stage and reflecting the depth of its ancient civilizations. These contemporary expressions act as a pioneering and exemplary force in disseminating Chinese culture to a global audience. As Fei Xiaotong aptly stated in his work "On Culture and Cultural Awareness," cultural self-awareness signifies the "courage to make an appearance in the world". This concept translates to the necessity for Chinese film and television to cultivate both cultural consciousness and cultural self-confidence (Yang & Gao, 2020). Cultural self-confidence can be understood as a two-pronged concept. The first layer entails a profound appreciation for one's own culture, while the second layer involves a comprehensive understanding of one's culture's international influence. Truly exceptional film productions transcend the mere representation of Chinese culture through superficial symbols. They establish a connection with the essence of Chinese culture – its underlying spirit and connotations. As Chow argued, "it's not the cultural mark, or the cultural symbols but the true cultural spirit" that elevates a film or television series to a level of excellence (Chow, 2007). Moral ethics and values are the most concentrated expressions of traditional cultural connotations within Chinese cinema. The emphasis on kindness, loyalty, respect for elders, and filial piety, principles championed by Confucius and Mencius, serve as a reflection of the core values of Chinese culture and its people. By embodying these values, films highlight China's rich cultural heritage. China's growing national strength and economic prosperity have demonstrably increased advancements in film production technology. This, in turn, has led to a refinement of the entertainment value and artistic merit of Chinese films. To cultivate a global presence for Chinese film and television, and effectively showcase the confidence and charm of Chinese culture, fostering cross-cultural communication is paramount. Achieving this goal requires the exploration

and development of compelling local and national themes that resonate with audiences. However, equally important is the need for Chinese film and television companies to cultivate a strong foundation in core production skills.

1.1 Rationale and Objective

In the era of globalization, film and television act as powerful tools for transmitting cultural values across borders. Our study examines into the complexities of cross-cultural communication through the perspective of film and television studies. Our primary objective is to explore how films and television productions serve as mediums for transmitting cultural values, examining the various methods employed by filmmakers and the impact these portrayals have on global audiences.

2. METHODS

2.1 Research Design and Participants

Our study employed a qualitative approach, specifically utilizing case studies of Chinese television programs and films to explore the transmission of cultural values (see Figure 1). We conducted in-depth analyses of the chosen media, examining how cultural values are portrayed through narrative elements, character interactions, and visual representations. Furthermore, we also supplemented our analysis with interviews with film scholars and cultural critics based in China. This multifaceted approach allowed us to investigate the complexities of cross-cultural communication as depicted in Chinese films and television programs. In our study, we recruited participants through purposive sampling. We selected eighteen participants, all over the age of eighteen, who had either actively participated in various Chinese television shows or served as hosts on such programs. Prior to commencing the interviews, we obtained informed consent from each participant, ensuring their voluntary participation and adherence to ethical research protocols.

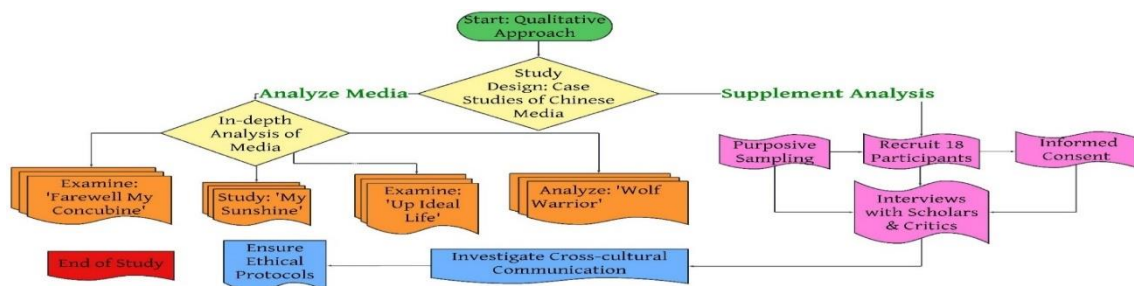


Figure 1: Illustration Flowchart of the Study Research design and Methods of Data Collection

2.2 Case Study Analysis

In our case study analysis, we examined four Chinese films and television shows to explore the portrayal of cultural values. We examined "Farewell My Concubine," a film that poignantly depicts the complexities of filial piety and the sacrifices made in the name of family honour. We also analysed "Wolf Warrior," a television series that embodies the concept of collectivism and national pride. Additionally, we studied "My Sunshine," a drama that explores themes of filial piety and social responsibility within a contemporary context. Finally, we examined "Up Ideal Life," a reality show that showcases the value of hard work and perseverance in achieving personal goals. Through a close examination of these diverse media, we analysed how cultural values are embedded within narratives, character relationships, dialogue, character motivations, historical settings, symbolism, and visual elements, fostering a deeper understanding of their transmission and interpretation.

2.3 Interviews

We conducted semi-structured interviews with eighteen participants, averaging twenty-five minutes in length, focused on participants' perspectives on globalization, cross-cultural communication, and the transmission of cultural values through Chinese television and film. A total of fifteen open-ended questions were posed, prompting participants to elaborate on their experiences and interpretations. Prior to commencing the interviews, we ensured informed consent through a detailed information sheet and secured voluntary participation through adherence to ethical research protocols. Following the interviews, participants were thanked for their valuable contributions and provided with a debriefing to address any remaining questions. We complemented our participant interviews with focus group discussions involving film scholars, cultural critics, and even filmmakers based in China. These discussions, lasting approximately fifteen minutes, centered on the portrayal of cultural values in Chinese cinema and television. A set of ten pre-determined questions guided the conversation, prompting the experts to share their insights on how cultural values are embedded within these media and interpreted by audiences. Following informed consent and adherence to ethical protocols, the discussions provided valuable insights from industry professionals, enriching our understanding of the research topic.

2.4 Data Analysis

We employed thematic analysis to synthesize the data collected from

various sources. This involved a meticulous process of coding and analysing the interview transcripts, focus group discussions, and film/television show analyses. Through this process, we identified recurring themes related to the transmission of cultural values in Chinese media.

3. RESULTS

The study recruited a total of 18 participants, with ages ranging from 18-24 (22.2%) to 45+ (16.7%). The gender distribution was nearly equal, with 44.4% male and 55.6% female. In terms of education, 11.1% held a high school diploma, 66.7% possessed a college degree, and 22.2% had a postgraduate degree (see Figure 2).

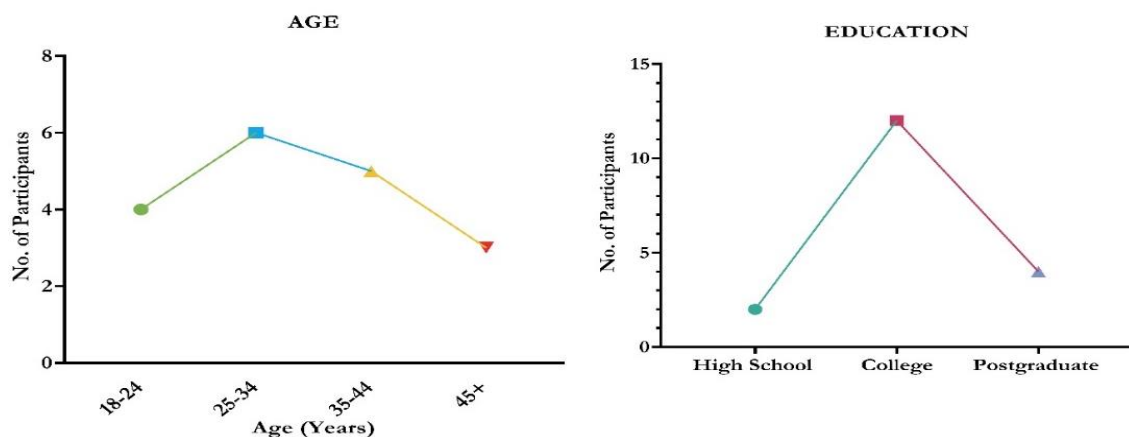


Figure 2: Line Chart Distributions of the Participant Demographics Based on Age and Education.

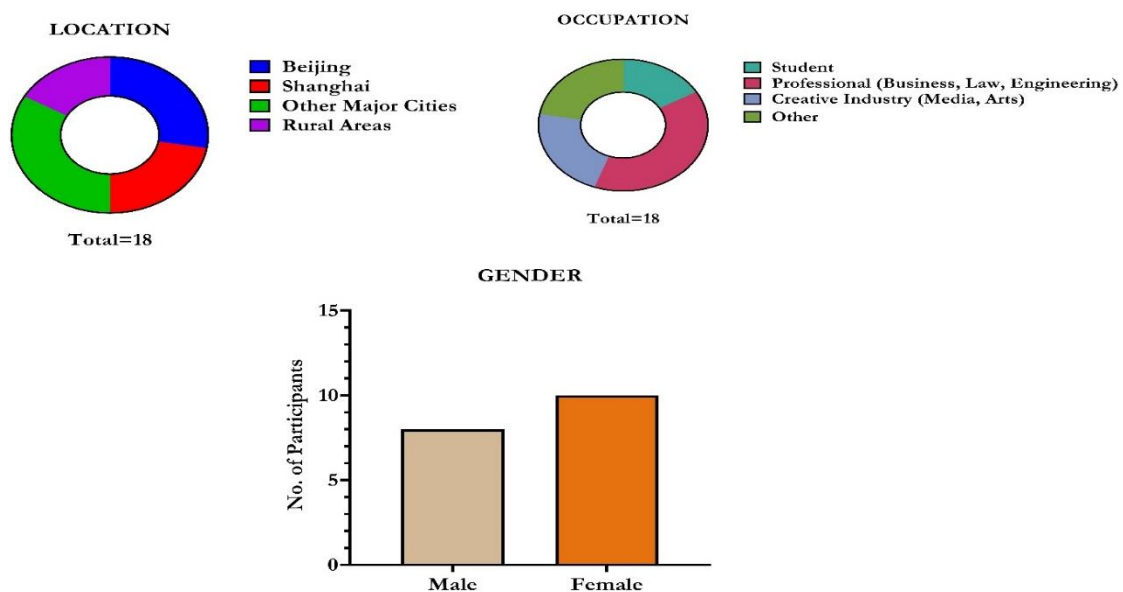


Figure 3: Analysis of the Distribution of Participants Based on Location, Occupation and Gender

In Figure 3, Occupationally, the participants were divided between students (16.7%), professionals (business, law, engineering) (38.9%), creative industry (media, arts) (22.2%), and other occupations (22.2%). Geographically, participants came from Beijing (27.8%), Shanghai (22.2%), other major cities (33.3%), and rural areas (16.7%).

Table 1: Cultural Values Identified in Case Study Analysis of Chinese Films and TV Shows

Film/TV Show	Cultural Value(s) Portrayed	Examples from the Media
Farewell My Concubine	Filial Piety, Sacrifice	Characters prioritize family obligations above personal desires.
Wolf Warrior	Collectivism, National Pride	Emphasis on national unity and the strength of the collective.
My Sunshine	Filial Piety, Social Responsibility	Characters navigate family dynamics while contributing positively to society.
Up Ideal Life	Hard Work, Perseverance	Characters overcome challenges through dedication and resilience.

Distribution of Perceived Entertainment Value

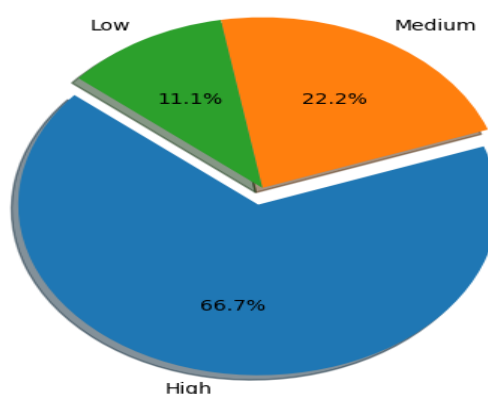


Figure 4: Distribution of Perceived Entertainment Values of the Chinese TVs/Films.

In Table 1 and Figure 4, the case studies examined four Chinese media sources: Farewell My Concubine (portraying filial piety and sacrifice), Wolf Warrior (emphasizing collectivism and national pride), My Sunshine (exploring filial piety and social responsibility), and Up Ideal Life (highlighting hard work and perseverance).

Table 2: Perceptions of Cultural Representation

Theme	Description	Participant Quotes	Film/TV Show Examples
Accuracy and Stereotypes	Views on how accurately Chinese films/TV shows portray Chinese culture and whether they perpetuate stereotypes.	* "I appreciate seeing Chinese traditions depicted, but sometimes it feels exaggerated." * "It's great that global audiences can learn about us, but I hope they don't think everyone acts like that."	*"Farewell My Concubine" (historical accuracy) vs. *"Wolf Warrior" (potential nationalistic stereotypes)
Diversity within Chinese Culture	Recognition of the vastness and diversity of Chinese culture and how media portrays this.	* "China has so many regional cultures. Can one film represent it all?" * "I like shows that showcase different parts of China and their unique traditions."	*"My Sunshine" (contemporary urban setting) vs. *"Up Ideal Life" (focus on rural entrepreneurship)
Universality of Cultural Values	Participants' views on whether the cultural values portrayed resonate with audiences from different backgrounds.	* "Family themes are relatable, no matter where you're from." * "The struggles of hard work are a universal experience."	*"Farewell My Concubine" (filial piety) vs. *"Up Ideal Life" (perseverance)

In Table 2 and Figure 5, A central theme emerged around the tension between accuracy and stereotypes. While some participants appreciated the depiction of traditions, others expressed concerns about exaggeration or perpetuating stereotypes (e.g., "Farewell My Concubine" vs. "Wolf Warrior"). One participant highlighted this concern: "I appreciate seeing Chinese traditions depicted, but sometimes it feels exaggerated." Another voiced a desire for balanced representation: "It's great that global audiences can learn about us, but I hope they don't think everyone acts like that." The vast diversity within China was also a point of discussion. Participants acknowledged the limitations of portraying such a rich cultural landscape in a single film or show. One participant questioned the ability to represent everything: "China has so many regional cultures. Can one film represent it all?" Another participant valued diverse portrayals: "I like shows that showcase different parts of China and their unique traditions." ("My Sunshine" offered a contemporary urban setting, while "Up Ideal Life" focused on rural entrepreneurship). Despite the diversity, participants found common ground through universal values. They noted that themes like family and perseverance transcended cultural backgrounds. One

participant emphasized this universality: "Family themes are relatable, no matter where you're from." Another echoed this sentiment regarding a different value: "The struggles of hard work are a universal experience." These findings suggest that Chinese media can resonate with audiences from different backgrounds by exploring both cultural specificities and universal human experiences.

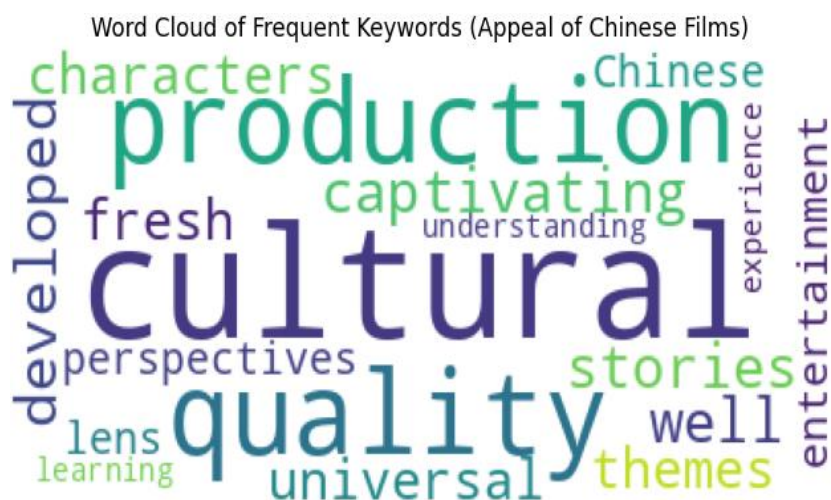


Figure 5: A word Cloud of Frequently Occurring Keywords based on Appeal of Chinese Films and their Embodiment of Cultural Values.

Table 3: Impact of Globalization on Chinese Media

Theme	Description	Participant Quotes	Film/TV Show Examples
Western Influences	Views on how globalization has impacted the style and content of Chinese films/TV shows.	* "Some Chinese shows seem to copy American trends now." * "It's good to see Chinese stories told in new ways, even if influenced by the West."	* "Wolf Warrior" (action genre with Hollywood influences) vs. * "My Sunshine" (contemporary social drama)
Global Audiences in Mind	Perceptions of whether Chinese media is increasingly created with a global audience in mind.	* "Filmmakers are definitely thinking about international markets now." * "I hope Chinese stories can still be authentic even if they're for everyone."	* "Wolf Warrior" (nationalistic themes with potential global appeal) vs. * "Farewell My Concubine" (art-house film with international acclaim)
Opportunities and Challenges	Views on the opportunities and challenges of globalization for Chinese media.	* "More opportunities to share Chinese culture, but also pressure to conform." * "Globalization can lead to cultural homogenization, which is a concern."	All four films/TV shows can be analyzed here considering the potential opportunities and challenges of globalization they represent.

In Table 3, Participants expressed mixed views on Western influences. Some observed a shift towards emulating Western trends ("Some Chinese shows seem to copy American trends now"), while others saw this as an opportunity for fresh storytelling ("It's good to see Chinese stories told in new ways, even if influenced by the West"). This debate extends to the potential focus on global audiences. While some participants believe filmmakers are increasingly targeting international markets ("Filmmakers are definitely thinking about international markets now."), others voiced concerns about sacrificing authenticity ("I hope Chinese stories can still be authentic even if they're for everyone"). The participants acknowledged both the opportunities and challenges presented by globalization. One participant highlighted the potential for wider cultural exchange: "More opportunities to share Chinese culture, but also pressure to conform." Another expressed concerns about cultural homogenization: "Globalization can lead to cultural homogenization, which is a concern." These contrasting views underscore the complex relationship between globalization and Chinese media, with the potential for both cultural exchange and a loss of distinct cultural identity.

Table 4: Themes Related to the Transmission of Cultural Values Through Media

Theme	Description	Participant Quotes	Film/TV Show Examples
Subtle Reinforcement of Values	Participants discussed how cultural values can be subtly embedded within narratives, character interactions, and visuals in Chinese films and TV shows.	"The way characters treat their elders reflects the importance of respect in Chinese culture."	Farewell My Concubine (filial piety through sacrifice)
Impact on Younger Generations	Participants expressed concerns or hopes regarding the potential influence of films and TV shows on the values of younger generations.	"I wonder if historical dramas with strong nationalistic themes might influence young people's views on war."	Wolf Warrior
Evolution of Cultural Values	Participants noted that films and TV shows can also reflect and contribute to the evolution of cultural values over time.	"Modern Chinese dramas often portray family dynamics differently from traditional portrayals."	My Sunshine (contemporary family relationships)

In Table 4, examining the transmission of cultural values through Chinese media, the study identified three key themes. Firstly, participants noted the subtle embedding of values within narratives, visuals, and character interactions ("Farewell My Concubine"). Secondly, concerns arose about the potential influence of media, particularly nationalistic themes, on younger generations ("Wolf Warrior"). Finally, participants acknowledged that media can reflect and contribute to the evolution of cultural values, with modern dramas portraying family dynamics differently from traditional norms ("My Sunshine"). These findings highlight the multifaceted role of Chinese media in transmitting and shaping cultural values.

Table 5: Themes Related to the Appeal of Chinese Films and TV Shows

Theme	Description	Participant Quotes	Film/TV Show Examples
Quality Storytelling and Production Values	Participants highlighted the importance of compelling narratives, engaging characters, and high production quality in attracting viewers from diverse cultural backgrounds.	"Chinese films are getting better at telling stories that are both entertaining and thought-provoking."	All films/TV shows
Universal Themes with a Chinese Lens	Participants appreciated how Chinese films and TV shows explore universal themes through a unique cultural lens, offering fresh perspectives.	"I enjoy seeing familiar stories like coming-of-age narratives presented in a Chinese setting."	My Sunshine, Up Ideal Life
Entertainment Value and Cultural Insights	Participants expressed that Chinese films and TV shows can be both enjoyable forms of entertainment and provide valuable insights into Chinese culture.	"It's a great way to learn about China while being entertained at the same time."	All films/TV shows

In Table 5, participants emphasized the allure of Chinese films and TV shows for international audiences. Compelling narratives, engaging characters, and high production quality were seen as key factors (all films/TV shows). Participants particularly enjoyed how universal themes were explored through a unique Chinese lens, offering fresh perspectives on familiar stories ("My Sunshine," "Up Ideal Life"). Notably, the ability to be entertained while gaining valuable insights into Chinese culture emerged

as a significant draw (all films/TV shows). These findings suggest that Chinese media is successfully attracting international audiences by combining high entertainment value with opportunities for cultural exploration.

4. DISCUSSION

Our findings showed a central theme emerged around the tension between accuracy and stereotypes. While some participants appreciated the depiction of traditions, others worried about exaggeration or perpetuation of stereotypes (e.g., "Farewell My Concubine" vs. "Wolf Warrior"). The vast diversity within China was also acknowledged, with participants noting that media can only capture a slice of this rich cultural landscape ("My Sunshine" vs. "Up Ideal Life"). Despite this diversity, viewers found common ground through universal values like family and perseverance, suggesting that Chinese media can resonate with audiences from different backgrounds. Previous studies by Fontana and Liu suggest that the 16th century witnessed a significant exchange of ideas, with Matteo Ricci and other missionaries playing a pivotal role in introducing Chinese Confucian culture to Europe (Fontana, 2011; Liu, 2014). This encounter sparked a wave of fascination, even termed "China hit" or "Chinoiserie." The 18th century saw French writer Voltaire become deeply enamoured with Confucianism. Voltaire's adaptation of "The Orphan of the Zhao Family" into "Chinese Orphan" exemplifies this influence. Staged in France, the play garnered critical acclaim both domestically and internationally. Significantly, Voltaire departed from the original work's theme of revenge, opting instead to portray the tyrant experiencing remorse in the face of Confucian moral principles as proposed by Laven (Laven, 2011). We noted globalization's influence on Chinese media sparked discussions. Some participants observed a shift in style and content, potentially mirroring Western trends ("Wolf Warrior"). The growing focus on global audiences also raised questions about authenticity. While some saw it as an opportunity to share Chinese stories worldwide ("Wolf Warrior"), others expressed concerns about losing cultural distinctiveness ("Farewell My Concubine"). Overall, the study highlights the opportunities and challenges that globalization presents for Chinese media, with participants acknowledging the potential for wider cultural exchange but also voicing worries about homogenization. Film has emerged as a dominant cultural carrier for disseminating Chinese culture on a global scale. The film

"Operation Red Sea" exemplifies this trend. By adopting the production methods of Hollywood blockbusters, the film delivers a realistic portrayal of war through its action sequences. This emphasis on visual spectacle has garnered critical acclaim from mainstream film critics on platforms like Timeline and Rotten Tomatoes, both domestically and internationally. Reviews often laud the film's "first-class production," commending its adherence to "international standards" and its emulation of the "Hollywood blockbuster style." However, "Operation Red Sea" surpasses mere commercial entertainment and artistic merit. The film weaves in themes of patriotism, collectivism, and socialist values, subtly promoting a sense of Chinese cultural confidence. The climactic scene, where Chinese forces vow to prevent the proliferation of nuclear material by terrorists, can be interpreted as the director's artistic representation of a "realistic mission" that falls upon major powers – the responsibility to build a "community of shared future for mankind." In our analysis, participants noted the subtle embedding of values within narratives, character interactions, and visuals ("Farewell My Concubine"). Concerns arose regarding the potential influence of media on younger generations, particularly with regards to nationalistic themes ("Wolf Warrior"). However, participants also recognized that media can reflect and contribute to the evolution of cultural values over time. Modern portrayals of family dynamics in Chinese dramas, for instance, were seen as a departure from traditional representations ("My Sunshine"). Therefore, this finding suggests that Chinese media plays a complex role in both transmitting and shaping cultural values. A study by Mendes et al found that foreign audiences are increasingly viewed as potential targets for international cultural product promotion (Mendes et al., 2017). In response to this trend, brands and destination managers are forging collaborations with producers to capitalize on these consumers' interests. Beyond their entertainment and educational value, cultural products like television shows and movies can, when facilitated by online accessibility, significantly contribute to a nation's domestic economy. Similarly, Lee asserted that this can be achieved by fostering a favourable environment for international trade, employment, and tourism (Lee, 2022). This translates to increased revenue in sectors like fashion, entertainment, food, and travel. The widespread and simplified access provided by digital channels has demonstrably led to a significant rise in cultural product dissemination. The concept of leveraging creativity for economic and cultural benefit has gained significant traction in recent decades. This is due to the recognition that creativity not only generates financial value but also contributes to the

establishment of a nation's soft power. According to Nye soft power, the ability to influence through cultural attraction rather than coercion, has garnered increased scholarly attention (Nye, 2021). This focus stems from the belief that cultural influence can engender internal persuasion without resorting to force or financial incentives. The cultural sector demonstrably fosters economic growth across various industries and activities, including tourism, creative industries, fashion, and food exports. Culture, therefore, emerges as a critical factor in a nation's development across multiple dimensions. Gong alludes that in the 21st century, director Chen Kaige's film adaptation of "The Orphan of the Zhao Family" garnered significant critical and commercial acclaim both domestically and internationally (Gong, 2021). The film's enduring appeal lies in its powerful portrayal of traditional Chinese cultural values. By embodying the concepts of righteousness, courage, and benevolence, the characters, particularly the heroic figures like Chengying, exemplify the essence of Chinese cultural spirit. Analysis by Ford and Fei suggests that the documentary "Born in China" effectively conveys the essence of Chinese culture through the symbolism of its featured animals – the panda, Tibetan antelope, and snow leopard – even in the absence of explicit portrayals of Chinese martial arts (gongfu) or Buddhist philosophies (Ford & Fei, 2023). This is further substantiated by the positive reception accorded to the film by Rotten Tomatoes, a respected platform for international film critics. The critical acclaim suggests that the documentary has demonstrably woven Chinese culture and its traditional spirit into the narrative of a captivating nature documentary. Furthermore, fostering international co-productions with foreign film and television companies presents a promising avenue. A prime example of this strategy's success is the documentary "Born in China," which achieved significantly higher box office sales overseas compared to its domestic performance in 2018. This co-production, spearheaded by the China Radio and Television Group Co., Ltd. and other entities, exemplifies the potential of deeper cultural exchange between China and the United States within the film industry. It serves as a model for future collaborations that can enrich cultural understanding on a global scale. Analysis of The film "Red Sorghum," by Li adapted from the novel by Nobel laureate Mo Yan, exemplifies the use of colour as a potent cultural symbol in Chinese cinema. Director Zhang Yimou imbues the film with a predominantly red colour palette, drawing upon the symbolism of red in Chinese folk culture. Through meticulous filming techniques, he captures the red sorghum swaying in the wind, evoking a range of emotions. The final scene, where the sorghum appears stained red,

poignantly reflects the characters' fear of death and their tenacious will to live. Furthermore, the protagonist's grandmother's red dress, the red sedan chair, and the ritual of breaking the sedan chair all contribute to the film's rich tapestry of Chinese cultural symbols. However, the film "Red Cliff," while featuring numerous Chinese cultural symbols like dumplings, tea ceremonies, and Kongming lanterns, presents a more complex case. While these elements establish a distinct Chinese cultural identity, the film's concluding emphasis on the Western concept of "chivalry" creates a sense of discord. This suggests that the effective deployment of cultural symbols in film requires a deeper understanding of the underlying cultural connotations. Only through a nuanced exploration of these connotations can films effectively transmit the essence of Chinese culture. Our study identified key factors that contribute to the appeal of Chinese films and TV shows for international audiences. High production quality, captivating stories, and well-developed characters were consistently highlighted (all films/TV shows). Participants also appreciated how these films explored universal themes through a unique Chinese lens, offering fresh perspectives on familiar narratives ("My Sunshine," "Up Ideal Life"). The ability to be entertained while gaining valuable insights into Chinese culture emerged as a significant draw for viewers (all films/TV shows). These findings suggest that Chinese media is successfully attracting international audiences by combining high entertainment value with opportunities for cultural exploration. To elevate the global competitiveness of Chinese film and television, increased investment in film education is crucial. By enhancing the quality of film production itself, Chinese productions will be better positioned to capture the attention of international audiences. This, in turn, will empower Chinese cinema to assert a confident voice within the global film industry. Ultimately, these efforts can lead to Chinese film and television becoming a true benchmark and pioneer for disseminating Chinese culture worldwide. Hollywood's growing engagement with Chinese culture is evident in productions like Disney's "Mulan" and DreamWorks Animation's "Kung Fu Panda." While the portrayal of a heroine prioritizing self-preservation over filial piety in "Mulan" may deviate from some traditional Chinese cultural interpretations, it underscores the undeniable appeal of China's rich history and culture. This fascination compels foreign audiences to embark on a journey of cultural discovery through Chinese film and television, fostering a deeper understanding and a broader dissemination of Chinese culture on a global scale.

5. CONCLUSION

This study investigated the transmission of cultural values through film and television media, specifically focusing on the perspectives of industry participants recruited from the Chinese film and television landscape. We explored the various methods employed by filmmakers, as perceived by these participants. Key findings highlight the diverse approaches used to transmit cultural values, including subtle integration within narratives ("Farewell My Concubine"), exploration of universal themes with a Chinese perspective ("My Sunshine," "Up Ideal Life"), and the potential influence on younger generations ("Wolf Warrior"). These insights offer valuable starting points for further exploration. Future research could analyse the specific techniques filmmakers use for value transmission through textual analysis of the media itself. Additionally, investigating the long-term influence of these portrayals on audience values and behaviour, beyond the perspectives of industry participants, would provide a more comprehensive picture of the impact of Chinese film and television on a global scale. By exploring these avenues, we can gain a richer understanding of how film and television function as powerful tools for transmitting cultural values in a globalized world.

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