

An Analysis of Ideological Intention of Using Chinese Elements in Hollywood Films Based on Multi-strategy

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Abstract: Since the 1990s, Hollywood's "China Fever" has lasted for a long time. Chinese stories, actors, Kungfu and other elements have become common factors in Hollywood films. However, at one time, Chinese actors were treated unfairly in Hollywood, but there are also many Chinese actors in Hollywood to lay a solid foundation. Therefore, based on multiple strategies, the author makes an analysis of the ideological intention of using Chinese elements in Hollywood movies. Through research and analysis, the author believes that ideology is an important perspective for reflecting and evaluating Hollywood films to show Chinese cultural intentions. Nowadays, Hollywood is constantly integrating into Chinese cultural elements, which also represents the international recognition of Chinese culture. Therefore, it is undeniable that as China's comprehensive national strength is increasing, the Chinese elements are increasingly occupying an irreplaceable position in the world cultural value stage.

1. Introduction

"Culture, as a kind of human living environment, affects all aspects of human life. And the changes in human life also change with the change of culture" [1]. It can be said that any symbol that is universally recognized by most Chinese and highlights the traditional Chinese cultural spirit, which clearly reflects the image and customs of the country and the nation, can be regarded as the "Chinese element" [2]. The use of Chinese elements in Hollywood movies is mainly reflected in the use of Chinese/Chinese actors and the storytelling and borrowing of Chinese stories. As mentioned above. In addition to the common supporting role, the chances of Chinese actors appearing in the protagonist are more than the original [3]. Others have adapted successful Chinese films into Western stories for remake. In recent years, more and more Chinese elements have been used in Hollywood. Including Chinese scenery, Chinese actors, Chinese themes and stories to promote the development of these aspects, experienced a trend from fragmentation to systematization, from the implantation of Chinese symbols to learn from Chinese culture and spirit [4]. In Hollywood, the commercial attributes of movies are the first. At the same time, Hollywood is also the direct expression and symbol of American culture and spirit. [5]. Looking at the history of using Chinese elements in Hollywood movies, we can find that Hollywood has also made various changes in the light of the changes in the relations between China and the United States. The political intention of this ideology is very obvious.

In order to make screen stories related to China, besides telling Chinese stories, Western stories can also be filmed against Chinese backgrounds. [6]. Nowadays, many factors of Chinese Kungfu are also included in Hollywood action movies. As a special cultural product, movies are symbols and ideological beliefs composed of sound, image, picture and text. [7]. However, it should not be neglected that the diversity of world culture is caused by many factors, such as geographical environment, the origin and development differences of different races, and the historical evolution of thousands of years. It also determines that the differences between different cultures can not be eliminated [8]. Therefore, ideology is an important perspective for reflecting and evaluating Hollywood films to show Chinese cultural intentions. As China's economy continues to reform and develop, it is now the second largest economy in the world [9]. With the increasingly active and deepening of cultural exchanges between China and foreign countries, China's film market has attracted the attention of Hollywood. More and more Chinese elements have appeared in

Hollywood movies, and the image cognition of Chinese elements has also been continuously developed [10]. Faced with a large number of Chinese elements, how to select and apply is not only the film creator's cognition and attitude towards Chinese culture, but also the exploration and reflection of cultural communication activities in the film media. Therefore, this article will analyze the intent of using Chinese elemental ideology in Hollywood movies based on multiple strategies.

2. Cultural hegemony and Hollywood movies

2.1 Cultural hegemony concept

Talking about cultural hegemony, culture and hegemony are important sub-concepts. The word culture comes from the Latin verb Colere, which means farming land. The term hegemony originates from ancient Greece, and Chinese interpretation is the dominance and leadership. Cultural hegemony was first proposed by Antonio Gramsci in the “Prison Notes” in the 1930s. At the beginning of the 20th century, the victory of the October Revolution marked the birth of the world's first socialist country and set off a wave of proletarian revolution in the world. The bourgeoisie suppressed the regime to suppress the proletarian movement, and a large number of workers' movements went to a low point. And Gramsci is thinking about the reasons for the failure of the revolution. The reason why cultural hegemony can become a new way of rule in capitalist countries lies in its outstanding concealment. Gramsci made a comprehensive and systematic exposition of leadership in Notes to Prison. He believed that the civil society, ideology and culture in the superstructure played a more important role than the political society. Gramsci's cultural hegemony is essentially the leadership of knowledge and morality. It advocates that one social group should make other social groups recognize and believe their own cultural value system through ideological struggle. Then consciously accept and maintain the group's culture, so as to achieve the legitimacy and legitimacy of the group's rule. Hidden behind the mature Chinese culture is that we are sometimes influenced by cultural products imported from abroad, and Chinese thoughts are branded by the West.

The author tries to make a quantitative analysis of the public's perception of foreign cultural hegemony after 50, 60 and 70 years of age in China. According to statistics, the preferences of foreign cultures are different. Fig. 1 shows the preferences of Chinese people for American culture.

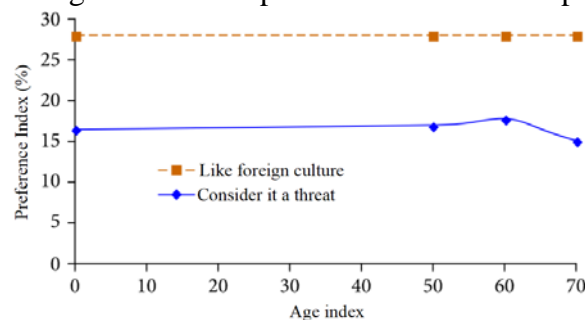


Fig.1. Chinese people's preference for foreign culture

In the early Hollywood movies, the use of Chinese elements can only add some mysterious color to the film, satisfy people's curiosity, and make the audience have strong visual impact through exotic sentiment. However, the profound connotation of Chinese elements can not be fully demonstrated in Hollywood movies. From Bruce Lee, a famous Chinese Kungfu star in early Hollywood movies, to the introduction of Chinese faces widely known by Chinese audiences such as Jackie Chan and Jet Li, the martial-arts male actors became “frequent visitors” in Hollywood movies. Film production is not a simple linear component, but a multi-level ideographic generation system with complex structure, which consists of two functional units and three levels of generation step by step. Only in the process of specific sensory enjoyment can Westerners recognize the symbols of Chinese culture more quickly and accurately. Therefore, Westerners show their cognition of Chinese culture to Hollywood movies. It can be seen that the reality of Hollywood movies is often expressed in the attention to American political events. American movies are very

realistic. Although there are various forms of aesthetics, which are fundamentally realist, they will not mobilize the audience around the world. And this being watched is distorted by the superiority of American culture itself. Therefore, it is no wonder that in the early Western movies, 'China' was synonymous with 'Chinatown', where there were dirty streets and thin-faced Chinese people. The Western audience's attention to China only stayed at the level of hunting. “

2.2 A Double-edged Sword to Realize Hollywood Cultural Hegemony

Foreign film theorists believe that “the combination of film technology elements and audience's deep psychology constitutes the film mechanism together.” Audiences' fantasies must be satisfied by the huge economic system and advanced science and technology to create movie wonders. If they do not have such economic strength and technological level, they will inevitably have a sense of inferiority. Faced with excellent Hollywood classic movies, we must first face up to Hollywood's advantages in special effects technology and plot design, and actively learn from them. To worship the image in the film spectacle is to worship the economic strength and scientific and technological strength. This worship has been consolidated with the constant introduction of film spectacles. The main source of foreign power is its economy, not its military power. Foreign countries skillfully open the doors of other countries in a quiet and silent way through economic and cultural channels. Most importantly, developed countries will also strengthen Western lifestyles and values through commodity exports. The cultural goods exported by developed countries are diverse and involve all aspects of people's lives. However, we must keep our own traditional culture, integrate Chinese spirit and ideology into the film resources, maintain the individuality and subjective status of our national films, and resist the invasion of Hollywood. Just the right stunt application will undoubtedly receive the finishing touch. But casually injecting too much foreign culture will seriously undermine the ideological and artistic value of the film.

In Hollywood movies, it is generally a fragmentation of Chinese elements. In traditional Hollywood movies, when borrowing Chinese elements, it is only a simple description of Chinese elements, and there is also a one-sided interpretation of Chinese elements. Hollywood used the 'Chinese element' to easily occupy the Chinese market and become an overseas box office champion. “2012” China's box office reached 460 million yuan, “Avatar” China's box office was 1.35 billion yuan. Because of the integration of these characteristic Chinese elements, the audience has a cultural memory that belongs to the nation only when watching the movie, which in turn creates a sense of familiarity. In the early Hollywood movies, Huang Liuxuan, a Chinese-American female star with “Chinese flavor”, can be seen in her sculpture: with a bang wave, the black eyes beneath her winding eyebrows are like a manual: I am a woman from the East. We can see that Hollywood has made use of the “star effect” in the process of developing the Chinese film market and achieved win-win results. It can be seen that Hollywood movies are extremely realistic. The cloudy and sunny relations between China and the United States are directly reflected in the movies. Hollywood will arrange the performance of China according to the relationship between the United States and China, which has strong ideological significance. The most basic way Hollywood uses Chinese elements is to implant elements with Chinese characteristics in western stories in the form of single element points. Most of these elements are mechanical combinations of visual symbols, and their purpose is only to satisfy the audience's curiosity and desire for entertainment and consumption.

The exchange and dialogue of heterogeneous cultures has become the necessity of historical development. In the continuous collision and blending of cultures, Chinese elements appear more and more in Hollywood movies, both in terms of themes and types. For Hollywood movies, Chinese elements are a foreign culture, and there may be a certain sense of distance in the process of borrowing. Therefore, the form of application is also different, especially in recent years, the movie industry has begun to adhere to the idea of seeking common ground while reserving differences. Under the background of globalization, the United States has long occupied a dominant position in economy, politics and culture. Due to the disparity in economic status and the lack of cultural resources, Chinese viewers have to accept the cultural products exported by developed

countries such as the United States “passively” and have long been in a weak position in the world film market. And now, when Hollywood filmmakers find that the fast-growing Chinese film market is extremely tempting, all the people who look at the “money” have changed their attitudes and strategies in applying Chinese elements, gradually The aesthetic pursuit of singularity has turned into the current active catering. Hollywood does not simply spread Chinese culture because Chinese culture lacks accuracy in Hollywood movies. At the same time, American cultural values in Hollywood films are also affecting the audience in the Chinese market.

3. Common Hollywood Film Framework and Analysis of Chinese Elements in Popular Movies in Recent Years

3.1 Hollywood movie framework

The concept of “conventional” in the movie is quite different from the cliché of the ordinary movie “There are lovers who are married.” Many common Hollywood movies are currently trying to escape the binary opposition between humans and extraterrestrial life. This practice is mostly to create a heroic image of the protagonist, with a view to bringing positive energy to society. From a common sense point of view, the difference between Hollywood movies and novels is that the duration of Hollywood movies controls the content, while the novels can describe the details as much as possible. If most of today's Hollywood movies are a science fiction novel, then the cliché stacking may be drowsy, but as a movie, all kinds of fantasy scenes are displayed, which makes people scream. The conflict in Hollywood movies must be very straightforward and clear. The success of a Hollywood movie depends largely on whether it is not sloppy. Therefore, a sound and perfect typed creative framework has some functions of self-regulation, renewal and control. In order to attract more attention, Hollywood movies began to look for some new elements, and put some of China's expression techniques into the creation of films, so as to provide a new artistic expression for Hollywood movies.

The frameworks of American films in shaping Chinese characters have changed from the negative image frameworks to the neutral and positive image frameworks. According to the scope of image evaluation, the descriptive statistics of Chinese characters in Hollywood movies in recent years are as follows (Table 1).

Table 1 Descriptive Statistics of Chinese Character Image Evaluation

Image Framework	Frequency	Percentage	Effective percentage	Accumulated percentage
Effective/Negative	4	8	8	8
Negative neutrality	19	38	38	46
Negative neutrality	26	52	2	98
Biased front	1	2	2	100

Table 2 Three Main Characters of Chinese Characters in Hollywood Films

Image	Chinese Mafia	Soldier	Government official
Figure	Secondary	Medium or high	Secondary
Appearance image	No obvious characteristics	No obvious characteristics	Handsome/Beautiful
Speech and deportment	Seriousness, majesty or vulgarity	Serious and powerful	Full of wisdom or seriousness
Characteristics of Living Environment/Working Environment	Superior and protected	Safe, risk-free	Superior and protected
Nature of work	Not doing business	Vocational skill activity	Vocational skill activity
Identity in a group	Lead and manipulate others	Middle level, with a certain status	Leading, manipulating or middle-level, having a certain status
Foreign language proficiency	Very skilled	No obvious features	Very skilled

According to the framework analysis method, the author summarizes the thematic framework of Chinese gangs, soldiers and government officials from the five framing tools of metaphor, examples, symbols, descriptions and visual images (see Table 2).

In recent years, the image of China that has appeared in Hollywood movies has gradually become positive and positive. In many films, what we see is no longer just the face of China's poverty and backwardness, but also the prosperous and rich picture of modern life. The purpose of Hollywood film production is to get more box office. Therefore, in order to make people pay more attention, Hollywood movies began to look for some new elements and put some Chinese expression techniques into the creation of the film. In the overall context of American heroic films, the sudden emergence of traditional Chinese values will only leave the audience with a sense of incompatibility, contrary to the previously conceived purpose of using Chinese culture to attract audiences. In "007: Skyfall" released in 2013, the hero Bond came to Shanghai and Macao. The gorgeous night scene of Shanghai, the high-rise buildings under neon lights, and the classical Chinese dragon lantern outside the Macao casino were all beautifully constructed. No matter in terms of film expression or narration of the incident, it shows American culture and American social values from a unique angle. This fully illustrates the huge change in Hollywood's attitude. As long as there is a "money way", I will "cater" to you. The results also fully prove that Hollywood's attitude change is successful: 2012 makes China an important factor to save the world and brings strong national pride to Chinese audiences. It has also won a very high box office share in China.

The biggest evolutionary feature of Hollywood movies' application of Chinese elements is the change from the scattered and fragmentary rough description to the meticulous and realistic diversified presentation today, which is manifested in the expansion from "Chinese elements" to "Chinese resources". The development of globalization has provided an opportunity for Hollywood movies to use Chinese elements, making the development of movies develop towards the trend of world movies and movie markets, which has led to movies being made with the global market as the target. The international spread of culture is two-way. If China and the United States co-produce movies, it is impossible to unify their values. The final result of the co-production will be the output of Chinese traditional ideas and the introduction of American independence spirit. In "Super Warship" released by Universal Movies and Television in 2012, we are proud to see that when American aircraft carriers were attacked and suffered tremendous losses, the United States government naturally thought that only China could attack the United States with such strong military power, which made Chinese audiences feel so strong for their motherland. Proud. From the shooting content of some Hollywood movies, it can be seen that Chinese Kung Fu has always been the most popular Chinese element, especially Kung Fu Panda, which combines the national treasure panda with the Chinese Kung Fu with the same characteristics to form a double influence. The West always describes the East in the position of others and aliens. In the field of contemporary prosperous cultural production, Orientalism always has potential Western cultural logic.

3.2 Chinese cultural elements in the Transformers series

The following is an example of the Transformers series of films, which describes the application of Chinese culture in Hollywood movies and the impact. Once the Transformers series was released, it became the hottest topic at the time, and it set off a global enthusiasm. In "Transformers 3", the most impressed audience is the Asian men who drink "Shuhua" milk in addition to the New York War and various luxury sports cars. In this film, Ken Zheng plays a Chinese surnamed Wang, an office clerk who has participated in the NASA lunar exploration program. He wore a pair of elegant glasses and his hair was neatly combed. One of his lines: "Can I finish the Shuhua milk first?", so that China's Yili advertisement appeared in the movie footage for about 10 seconds. Make the audience more familiar with the Chinese brand. Moreover, there has been little change in the display of the image of the Chinese people, which retains the original cultural status quo of China. However, although there are Chinese characters in the film, the humble and obscene images displayed make Chinese audiences very disgusted. In Transformers 4, the roles played by Chinese stars such as Li Bingbing are much more than before. This brings richer content and more vivid

Chinese cultural information to the film. And Han Geng's "Who Control" has become the first Chinese theme song in Hollywood film history. From the movies of Transformers series, it can be recognized that the Chinese elements of Hollywood movies are increasing and deepening, which shows that the understanding of China in the western world is deepening.

3.3 The Cultural Impact of Chinese Elements in Hollywood Films

The Chinese elements presented in Hollywood movies include both the fantasy reconstruction of the Chinese elements and the reappearance of the reality. There are also misunderstandings and fictions that deviate from the facts. Presenting the complex face of a cultural product. Therefore, Chinese films should fully consider the cultural psychology of audiences in different regions when conducting international communication, maintain the balance of cultural communication and the equal attitude in cultural integration, and presuppose that they do not misunderstand or damage the reasonable connotation of each other's culture. The biggest evolution of Hollywood film's use of Chinese elements is the shift from the fragmented sketches of the previous fragmentation to the meticulous and diversified presentations of today. Behind this, we can still see the shadow of Orientalism, telling the western ideology, but this shadow has become more hidden. With the deepening of western countries' understanding and research on Chinese culture, their understanding of Chinese food and clothing has gradually become comprehensive. Representing a beautiful past in time and a beautiful east in space, it bears the hopes of nostalgia and spiritual harmony in modernism. No matter how the plot and packaging change, Hollywood mainstream movies always tell stories of democracy, freedom and heroic rescue. Such expressions are stable, concise and clear, hidden in wonderful story plots, and affect the cultural awareness of other nations and the thinking mode and values of local audiences through global dissemination.

Hollywood movies rely on the ideology of clear and firm mainstream culture and core value system in American society, that is, Protestant ideas and American beliefs that contain democratic, free and equal political ideas. We can see how Hollywood imagines China. One is to apply elements of Chinese traditional culture, such as kung fu, calligraphy, architecture, historic sites, customs, etc. The application of such elements is to place China in a pre-modern society as opposed to a modern west. Symbolization and labeling are common means of modern communication in highlighting the cultural characteristics of the country. The star-spangled banner and the Statue of Liberty, which represent the image of the United States, are the most common images in American movies. Not to mention the distortion of Chinese elements in many Hollywood movies in the silent film era, even when Bruce Lee led the Kungfu trend in Hollywood, Hollywood's display of Chinese elements is still a dragonfly-like fragment. Even science fiction movies and animated movies need some scenery as the background. China's vast territory, ever-changing geographical climate and unique natural scenery, Hollywood mainstream movies always tell the story of democracy, freedom and hero rescue, which is stable, concise, clear and hidden in the wonderful story. However, the description of this modern element is still in the middle stage of development in the process of modernization in the West. It is a stage in which productivity is not yet developed. China's manufacturing is still lacking in creativity and lacks in technology. At this stage in China, the West has gone through History.

The American government has been fully aware of and effectively utilized the influence of Hollywood film industry and the propaganda function of film culture. Hollywood films in the shooting process, but also gave the corresponding Chinese traditional spirit of deep-seated significance, through the way of film to express the Chinese values. The Chinese elements in Hollywood films have never been able to form a systematic and integrated "scale". For example, Forrest Gump has an episode of Table tennis diplomacy between China and the United States, in which Forrest Gump plays a Table tennis game on behalf of the United States in China. Only from the huge portrait of Chairman Mao hanging high in the Table tennis hall can we know that this is China, and soon the camera flashed by. Tim Burton's "Big Fish" also has a short film of the hero fighting with the Chinese volunteers on the Korean battlefield. The use of Chinese elements in these Hollywood movies is quite fragmented. Under the condition of coherent and complete plot, the film

should be properly integrated with local elements, instead of distorting the original appearance of the film by rigidly implanting values familiar to local audiences. Only in this way can the economic benefits be realized and the cultural benefits be fully reflected. After the 1990s, the Chinese elements in Hollywood TV suspension can be presented systematically, and Chinese cultural background has been widely used, and Chinese cultural concessions have been used for reference. Moreover, the forms of Chinese elements in Hollywood movies are more and more diverse. After China's accession to the WTO, the film and television industry is the key industry for the United States to open up products in the ideological field of China. How does the result directly affect the U.S. advance in other cultural fields in China? Although it costs more and more energy than opening up the market in the economic field of China, the U.S. must do so. This series of Hollywood movies make full use of the landscapes with Chinese characteristics to create a charming film and television background environment.

4. Conclusion

Overall, on the one hand, the application of Chinese elements to Hollywood films is a mirror image of the absorption and dissemination of Chinese culture. On the other hand, China has always been the target market for Hollywood movies. For today's Hollywood, the proportion of box office revenue in overseas markets is growing, especially in China, with its huge population becoming a huge emerging movie market in Hollywood's eyes. Since the 1990s, Hollywood's "Chinese fever" has gradually become a continuous and stable "China flow". The Chinese face has begun to occupy a place in the Hollywood screen, and the Chinese elements are becoming an indispensable component of Hollywood movies. This shows that China's national power has been strengthened and international cultural exchanges have increased. Hollywood movies do not exclude realistic problems. The purpose of political ideology is always a potential thread hidden in Hollywood movies. However, the intention of ideology is not direct cultural aggression, but indirect and mild cultural influence. Faced with aggressive Hollywood films, it is a correct way to realize the revitalization of Chinese films to explore national characteristics from local resources and achieve "win-win" in dialogue and interaction with Hollywood under the criterion of "harmony but difference" of culture.

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