

# Reflection and Exploration: The Dilemma and Outlet of Cross Cultural Communication in Chinese Films

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**Abstract:** As a powerful force hidden in the development of film form, cross cultural communication fully demonstrates the existence value and significance of the film. The image of a country can be summarized and conveyed through the images in the film. It not only needs the cross cultural effects of stars and directors, but also needs the corresponding strategies and means to assist them, and then the national culture should be appropriately displayed. If Chinese film image wants to get more far-reaching cross cultural communication, it not only should have the art development strategy, but also should have the cultural development strategy and the industry development strategy, so that to realize the film further development. Based on the author's learning and practical experience, this paper first reflected the dilemma of cross cultural communication in Chinese film, and then put forward the optimization strategy of cross cultural communication in Chinese film.

## 1. Introduction

The film is a magic, which shows that shows the power of a nation's culture. It is often loved by people from other countries. Through such a form of communication, Chinese film not only let the western audience know Chinese martial arts star, but also let them know more about the Chinese culture, so as to find out more about the China factors and truly realize the cross cultural communication. Chinese directors are increasingly beginning to learn how to use film images to express this cross cultural communication. Of course, these are inseparable from the elements of the strategy in the development of the film, and it is the guarantee of cross cultural communication.

## 2. The Dilemma of Cross Cultural Communication in Chinese Films

### 2.1 Domestic market demand is still dominated by large films in Europe and America when the international film market is stagnant

Since the reform and opening up, Chinese film exports have been greatly improved. But from the overall export trade volume, the film and television industry's export share is smaller. Compared with other countries, there is still a big gap between Chinese film and television exports. From the market demand of film consumption in China, people are still keen on large films in Europe and America, especially Hollywood blockbusters. In China, only a small number of commercially successful films have been able to compete with American blockbusters at the box office. Therefore, there is a huge trade deficit in Chinese film trade.

### 2.2 Failed to form its own cultural identity

From the perspective of cultural communication, the success of film culture communication is first reflected in the cultural value of the nation accepted and recognized by the international market. Chinese films started late and experienced social shocks in different political periods. They just stood firmly and faced the challenge of globalization immediately. Therefore, under the dual pressures of unstable industrial foundation and international market competition, it is difficult to release the cultural characteristics of Chinese films perfectly. Hollywood has its own cultural characteristics, and the cultural identity is clear, so that the audience can recognize Hollywood works at a glance. The dilemma of our films is not the choice of culture, but the problem of

expression techniques. We can use modern perspective and expression to create the cultural identity of Chinese films and spread Chinese culture in a way that westerners can accept. And this is what we lack in the current film industry.

### **2.3 Commercial operation mode needs to be mature**

Nowadays, the film industry has entered the development stage of industrialization. From creation to projection, it achieved above mentioned through a series of commercial marketing model. Commercialization is the only way for the reform of Chinese film industry. However, due to historical and political reasons, Chinese film industry entered the market operation in a very late stage, and commercial operation mode is not mature. It mainly reflected in the following aspects: First, it is lack of market evaluation. Before the beginning of film production in the United States, the investment company will undergo detailed risk assessment and market demonstration to ensure the profitability of film production. In China, most of the film production is based on small cost investment, and it often gets scripts to shoot, and often ignores the market research and risk assessment link. On the one hand, it is related to Chinese film industry norms; on the other hand, it also reflects the weak commercial sense of filmmakers. Second, the scale of capital investment is small, and the capital operation mode is immature. Chinese film production is still large, but it can not make much profit. In addition to market evaluation reasons, it is difficult to build an influential commercial blockbuster when funds are scattered. Due to the limited ability to grasp the market, most of the film investor tend to invest in small cost movies. However, they are lack of investment courage and decision on the commercial blockbusters requiring large capital investment. From the operation of funds, due to the imperfections of the market system, our market supervision mechanism is not mature, and the operation mode of funds is not standardized. Therefore, investors can not rashly invest a lot of money in the case of uncontrollable risk. Third, brand awareness is obscure. Brand effect is one of the foothold of Hollywood film industry. It includes the brand effect of the filmmaker, producer, actor and the movie product. Hollywood successfully created a group of film stars, and these film stars have become the guarantee of attendance.

## **3. The Optimization Strategy of Cross Culture Communication in Chinese Film**

### **3.1 Absorb the essence of national culture**

In the process of cultural communication, national things are often the most popular ones. The Indian songs and dances and Chinese paintings are famous around the world for the reason that they have the strong national colors. However, in the process of cross cultural communication, there is a serious ecological crisis of cultural communication. The constant pressure of the strong culture makes the weak culture unable to highlight its own cultural essence, and even has the danger of being conquered by the strong culture. In the cross cultural communication of national culture, only by firmly carrying forward the characteristics of the nation can resist the invasion of foreign strong culture, and this is also the historical mission of Chinese film in cross cultural communication. However, we must have a correct and profound understanding of the spirit of our national culture. For example, there are a lot of Chinese Kung Fu films in these years, following the "Crouching Tiger, Hidden Dragon", "Hero", "The Promise", "The Banquet" and "Union Station". It is undeniable that these movies have brought Chinese Kung Fu into the western horizon, but the spirit of Chinese Kung Fu has not been well publicized. Most of the foreign audience just stay in the stage of surprising at Chinese Kung Fu, and can not have an accurate understanding of the connotation of Chinese Kung Fu, which often leads to failure in cultural communication. What is encouraging is that the film "Huo Yuanjia" has undergone qualitative changes in kung fu film. "Huo Yuanjia" shows the unremitting self-improvement national spirit of the Chinese nation. By the way, it also shows the connotation that overcoming people by virtue and governing by doing nothing. Confucianism, Taoism and Chinese Buddhism are displayed through Chinese Kung Fu. Chinese films must dig out the true meaning of Chinese culture and disseminate the essence of Chinese culture while infecting the audience.

### **3.2 The common concern of human psychology**

The common concern can produce resonance, so that the culture is more likely to agree with each other. Therefore, a film that pays attention to the world and the basic human emotions and is good at construct different system of cultural value can gain more recolonization than the film that only pays attention to its own culture and single national emotion focusing on regional theme. If the movie becomes more popular, the more attention should be paid to the common concern and characteristics of cross cultural universal human emotions and cultures. Japanese animation "spirited away" is directed by Hayao Miyazaki and it has been sent as a gift to 10 years old and older than 10 years old audience. The film tells the story about heart adventure story of a Japanese girl, but the focus is human common concern: growing pains. The soul experience that the film hero faced is the common problem that all the children faced and will be faced. The film won the seventy-fifth Oscar Award for best animated film and fifty-second Berlin Film Festival Golden Bear Award, which also won the best reputation than the films in history. This is the essence that art can cause resonance, and Chinese films should learn in the process of "Cultural output".

### **3.3 Pioneer vision of globalization**

To enter the international market, we must broaden the narrow film theme in Chinese film market. Nationality is the foundation of our intercultural communication, but in an increasingly globalized today, our eyes should also be placed further into the future. Chinese film market has been a hot spot for western film circle. In order to enter the Chinese market, early in the middle of the 90s, Hollywood firms began to make research on Chinese market. In addition, the Warner Brothers, Disney, Dream Works companies started to make comprehensive imagine from the theme, the actor and the audience. Since 1990s, Chinese stars and directors were invited and hired by western film companies from time to time. On the one hand, Hollywood wants to create a cultural spectacle and acquire new market resource; on the other hand, they want to make good use of the fame, status and influences from the celebrities, so that to gain the Chinese Hollywood wants to use oriental culture to create a spectacle and acquiring new market resources for the Hollywood mainstream audience, also want to use these film effects in original countries and regions, status, fame to get Chinese cultural identity. Moreover, they want to develop and expand in Chinese and other Asian film market from that. To occupy a space in the world movie and make cross cultural communication successfully, Chinese film must find a "meeting point" of cultural characteristics in the "internationalization" and "nationalization". At this point, the director Ang Lee shows his originality for us. Ang Lee is good at using the Hollywood movie mode, and blends a variety of artistic elements for himself. The films like "The Wedding", "The Natural Instincts of Man", "Sense and Sensibility", "Ice Storm", "Ride with the Devil", "Crouching Tiger, Hidden Dragon", "Hulk", "Brokeback Mountain" and "Lust" reflect his own cultural center and break the state from the point of view. He interprets the multi culture and seeks common concern between different cultures, so that to achieve cross cultural communication successfully.

## **4. Conclusion**

As an important part of the culture, the film plays an important mission of delivering local culture spirit and value connotation. In the pattern of dominated by western film culture in international film market, the problems about how to face a severe test and dig out a road to achieve cross cultural communication are the major issue of Chinese film industry. Chinese film industry must first recognize their own difficulties, and then adjust the industrial structure effectively based on the international market rules. At the same time, we also should analyze the development trend of the film industry, seize the opportunity to actively respond to the development of the film industry, so that to have the film industry development road with local cultural advantages.

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