

An analysis of cross-cultural communication of Chinese documentaries in the context of “The Belt and Road”

Lai Dan

School of Culture and Communication, Guilin Tourism University, Guilin, 541006, Guangxi, China

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Abstract: Under the background of “The Belt and Road”, the Chinese documentary has been endowed with new epoch significance in the process of creation and dissemination, and the cross cultural communication of Chinese documentary has also got new development opportunities. However, with the advance of the “The Belt and Road”, the commercialization of high-quality documentary films in various countries has poured into China, which has seriously squeezed the Chinese documentary market, and the development prospect is worrying. Therefore, by studying the current situation and characteristics of the Chinese documentary, this paper analyzes the problems faced by the documentary cross cultural communication under the background of “The Belt and Road”, and explores the development path of the cross-cultural communication of Chinese documentary films from the aspects of the innovative documentary content, the integration of Eastern and Western cultures and broadening the channels of communication.

1. Research background

1.1 Literature review

Although Chinese documentaries started late, they were gradually popular with the audience in the process of development. Zhang Yuyang and Zhou Xing, based on the background of “one belt and one road”, describe the current development of the documentary on the “Silk Road”, and point out that the current “Silk Road” documentary has such problems as obsolete content and difficult communication effect. It is believed that the cross-cultural transmission path of documentaries along the Silk Road can be solved by improving the cultural connotation of documentaries and constructing diversified industries(Zhang and Zhou, 2015). From the perspective of cross cultural communication, Li Zhi takes the “one belt and one road” as documentary material, analyzes the current development direction and concept of the “one belt and one road” documentary, and through the innovative development path, promotes the “one belt and one road” documentary culture in China better(Li, 2017). Chen Ying, in view of the present situation and characteristics of Chinese documentaries, believes that Chinese TV documentaries play an important role in the process of cross-cultural communication. In order to achieve better communication and development, she puts forward the sustainable development strategy of Chinese TV documentaries.(Chen, 2018). Taking the film “Datang Xuan Zang” as an example, under the background of “one belt and one road” development, Liang Hong discovered the plight of Chinese film in the process of cross-cultural communication, and put forward the development path of Chinese film culture(Liang, 2017).

1.2 Research purposes

Since the “One Belt and One Road” initiative was put forward, China has become more closely connected with other countries. It not only helps the political, economic and cultural development of countries along the line, but also promotes exchanges among countries and realizes mutual learning and prosperity of different civilizations(Hu, 2017). With the help of the “one belt and one way” platform, Chinese Documentaries can not only go out to absorb fresh blood, but also provide strong technical support for improving documentary production process and system optimization. All in all, building the background of “one belt and one road” provides a new way of creation for Chinese documentaries, and gives new meaning to the times, bringing new development and

opportunities(Yan et al, 2017). Therefore, through the description of the current development situation of Chinese documentary, this paper finds out that there are some problems in the process of cross-cultural communication, such as outdated content, poor communication effect and communication efficiency. In the background of “one belt and one road”, the cross cultural communication path of Chinese Documentaries is proposed in order to provide useful experience for the development of Chinese documentary films.

2. The current situation of documentary film development in China

The documentary takes the most real life as the material, takes the real person and the real thing as the object, through the processing of the artistic form, displays the real essence of the life material, and thus triggers people's thinking about the film and the artistic form. Documentary film can be divided into two forms: film documentary and television documentary. Film originated from documentary creation. China's first documentary was shot in 1905's “DingjunShan”. For a long time, an excellent documentary has no less ratings than a TV series, which can show the higher cultural level of this nation; The level of documentary production in a TV station determines its production ability. This shows that documentaries play an important role in film and television industry(Liu, 2014).

“One belt and one road” can also be called “the Silk Road Economic Belt” and “the maritime Silk Road in twenty-first Century”. It was the cooperation proposal proposed by President Xi Jinping in September 2013 and October respectively. The proposal of “one belt and one road” aims at developing multilateral economic cooperation with the countries along the route with the aid of the historical symbols of the ancient Silk Road, holding high the banner of peaceful development and actively developing the political mutual trust, economic integration and cultural inclusion among various economies, so as to achieve the economic growth of all countries and create new regional cooperation.

With the help of media and other means of transmission, the “one belt and one way” need to promote economic cooperation between China and other countries along the route and deepen ties among countries. Documentary, as one of the cultural forms of media communication, provides a good form of presentation for Chinese cultural propaganda and the future development of the world. Therefore, documentaries on the Silk Road have become an important window for the world to understand the cultural connotation of the Silk Road and China. The Silk Road covers a wide range of fields and diverse regions, so it provides rich materials for Chinese documentary creation. The historical and cultural background of the ancient “Silk Road” created a unique form of Chinese documentaries, provided various forms for the creation of works, and created a good environment for the cross-cultural communication of the “Silk Road”. Up to now, although Chinese documentaries have been upgraded in shooting and form, they are obsolete in the form and content of the material, poor in the combination of eastern and Western cultures and unsatisfactory in the dissemination effect. In addition, fewer channels have been chosen, which has resulted in the incomplete publicity of Documentary Content in China, and has affected China's cultural exchanges with foreign countries.

3. Cross-cultural communication of chinese documentary films under the background of “one belt and one road”

3.1 The content of expression is obsolete and the cultural connotation needs to be excavated.

“Silk Road” involves a wide range of subjects, documentaries in various forms and rich content, but with the increase of the number, plastic value is becoming less and less. At present, most of the documentaries about the Silk Road focus on humanities, the origin of civilization, religious journeys, folk customs and so on. These contents have been rewritten repeatedly, which makes people visual fatigue and loss of novelty. As a result, editors fall into the circle of fixed content mode in the production process, and their topic selection and creation are poor. The content of the

work is meaningless and the cultural connotation can not be effectively propagated. Moreover, in the process of filming Chinese documentaries, editors are mostly making up stories rather than making stories with cultural connotations. Therefore, in the process of filming the Silk Road, the content itself can not be excavated, and the shooting of a material content only stays on the surface, the real effect can not be reflected, and the publicity is limited.

3.2 Differences between Eastern and western cultural structures and poor communication effect

“Along the road” as a historical and cultural theme, has strong attraction in the domestic market, but in some parts of the world, it can not attract the relevant attention. Because of the influence of their own culture and system, foreign people show different values from those of China. Therefore, in the use of documentary form of Cross-cultural propaganda in China, “Belt and Road”, because of cultural differences, foreign audiences are difficult to identify with China's style, values, social system and so on. Moreover, in order to meet the aesthetic needs of foreign audiences, the form of Chinese foreign documentaries will generally be transformed according to the local style, so that some cultural content can not be accurately conveyed. Due to the great cultural differences between the East and the West, there will inevitably be a “cultural discount” in the process of communication. “Cultural discount” not only makes the influence of “Silk Road” documentary difficult to sustain, but also greatly reduces the dissemination effect.

3.3 Low efficiency and low innovation level of documentaries

The creation form and content of Chinese documentaries are single, the shooting form is regular and regular, and the novelty of documentaries is insufficient. In the production of Chinese documentaries, commentaries are often used to express the material. The shooting technique and narrative form mostly follow the traditional mode, which can not express the content and significance behind the story. Moreover, the production of documentaries in China takes a long time, which makes the material easily outdated after filming, and the content after filming is not attractive to the audience and can not achieve the effect of dissemination. The type is single and there is no continuity.

4. An analysis of the intercultural communication path of chinese documentary films

4.1 Innovation of content and promotion of cultural connotation

The “one belt and one way” material covers a wide range, from intangible culture to physical culture, and its content is rich and varied. The “Silk Road” documentary shows in an influential way. On the one hand, it highlights the unique documentary aesthetics, on the other hand, it also conveys the true culture and reappears the scenes. Improve innovation ability, content more distinct national characteristics. The function of documentary is to record film and television and documentary aesthetics. First of all, innovative shooting techniques, using on-the-spot shooting, dynamic and static combination, to achieve still life activation, historical reproduction, vivid images to show the story behind culture and connotation. Secondly, the plot deduction, characterization. Many ancient civilized buildings can not be shown by shooting, and narration can not impress the audience. On the contrary, through scene deduction and the re-shaping of historical figures, foreign audiences will experience the stories behind culture. Further, it will strengthen the effect of the “Silk Road” culture on the hearts and minds of the people.

4.2 Integrating eastern and western culture to enhance communication effect

In the process of communication, East and West cultures collide, but also merge. In recent years, the level of documentary production in China has gradually shown an international standard, “China on the tip of the tongue” is the best proof. American documentary production process system is perfect, with a strong propaganda network, accumulated a large number of domestic loyal fans. Therefore, China should learn from the development model of American documentaries, improve the distribution system, handle the intra-group relations and optimize the production process. Thus,

China's "Silk Road" style will be displayed to people all over the world, and expand the market space of Chinese overseas documentaries.

4.3 Broaden communication channels and diversify communication

The documentary of "one belt and one road" is a historical and cultural subject with high collection value and scientific and educational value. The dissemination of documentaries is not only limited to video transmission, but also can develop the surrounding industries along the road. Therefore, the Silk Road tourism industry can be developed to attract foreign tourists to feel the charm of China's Silk Road at close range. And through communication and observation, new media marketing and other ways, to enhance the continuous impact of China's "Silk Road" effect, to ensure that foreign audiences for the "Silk Road" theme often new. With the continuous improvement of China's economic strength and scientific and technological capabilities, there is a strong foundation for publicizing the "Silk Road" cultural concept.

5. Conclusion

The "one belt and one road" represents not only the connotation of geography, but also the intercultural communication and cooperation with other countries. Under the background of economic globalization and information age, "one belt and one road" has provided platforms for political, economic and cultural exchanges among different nations. With the great platform and environment of "one belt and one road", the cross-cultural communication of Chinese Documentaries can not only achieve multicultural transmission, but also enhance the material civilization promoted by the "one belt and one road" for all peoples and the cultivation of spiritual culture. "One belt and one road" provides a good channel for the development of Chinese documentary. The documentary also promotes the Chinese history and culture to the people of all ethnic groups in the world. It not only promotes the cross-cultural communication of documentary in the international field, but also promotes the national soft power.

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