

A Study on the Impact of Film and Television Cultural Communication on Cultural Soft Power in the Internet Era

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Keywords: The internet era, Film and television cultural communication, Cultural soft power

Abstract: In the new situation, countries such as the United States, Japan, and South Korea have taken film and television culture as an important means to enhance their national cultural soft power, fully utilizing modern internet, various new media, and other means to widely spread their own cultural concepts. They are using cultural soft power to conquer audiences worldwide, including Chinese audiences. This article analyzes and studies the impact of film and television cultural communication on cultural soft power in the internet era, hoping to provide new ideas for deepening the beneficial impact of China's film and television culture on cultural soft power.

1. Introduction

Faced with the trend of global economic integration and increasing competition in the international market, the competition among countries has gradually extended from economic strength, political decision-making, modernization construction and development to cultural soft power competition. The concept of cultural soft power was first proposed by Joseph Nye. He defines cultural soft power as the ability to achieve one's goals through attraction rather than coercion or bribery. Cultural soft power draws strength from a country's culture, historical heritage, political concepts, and policies^[1]. The 12th Five Year Plan for the National Economic and Social Development of the People's Republic of China clearly states that the main task and development direction of China's current work is to "inherit, innovate, and promote the development of good ethnic culture". In the context of the internet era, the development of film and television culture provides an effective path to enhance China's cultural soft power.

2. Impact of Film and Television Culture Communication on Cultural Soft Power in the Internet Era

With the help of this new communication platform, the diversity of film and television cultural communication can be further improved. In addition, high-tech internet and mobile intelligent devices can not only enrich film and television resources, but also improve the convenience of uploading and downloading film and television resources. In the context of the internet era, the communication of film and television culture is undergoing transformation and upgrading towards diversification and three-dimensional direction.

2.1 American Film and Television Works Use Visual Impact to Spread Cultural Values

Since 1995, the overall development trend of the cultural industry in the United States has taken the lead in aviation, technology and other fields, becoming the largest export industry in the United States, and subtly influencing and changing the cultural values of audiences around the world. European and American countries, with the United States at their core, have taken the communication of film and television culture as an important means to enhance their cultural soft power. They hope to gradually gain a sense of identification and belonging to their own cultural values by attracting, influencing, and assimilating audiences^[2]. When enjoying the audio-visual feast presented by American film and television cultural works, the audience will gradually form a sense of factual identification, and ultimately subtly recognize this cultural value concept.

Traditional media, as an important channel for the communication of film and television culture, is unable to spread film and television culture globally due to restrictions such as relevant policies and technologies. In the context of the internet era, the rational application of various new media can break the communication limitations of traditional media and expand communication channels. Therefore, the internet has been selected by the United States and other European and American countries as the main battlefield for the dissemination of film and television culture, and has become an essential channel to enhance the country's cultural soft power, which is worth learning from in China.

2.2 Japan, South Korea, and Others Have Utilized Film and Television Culture to Convey National Values

At present, Japan has utilized cultural products such as anime, pop music, and electronic games to promote film and television culture through new online media, enhancing Japan's influence in the international cultural market. This subtle cultural soft power not only helps Japan earn more economic benefits, but also enhances the global audience's sense of identification with Japanese culture and values. In the 1990s, South Korea proposed the policy of "governing the country through culture", vigorously promoting the national cultural ideology with a focus on crisis awareness and innovation. In just a few short years, the Korean film and television cultural industry has occupied a position in the Asian cultural market, becoming the main force of contemporary pop culture. The culture and values it promotes and spreads are not only recognized by young audiences, but also gradually extended from the spiritual and cultural level to the material level, greatly driving the development of South Korea's tourism and service industries ^[3]. This to some extent demonstrates the important role of film and television cultural dissemination in enhancing the country's cultural soft power.

2.3 China Begins to Actively Expand the International Film and Television Cultural Market

The Outline of the 12th Five Year Plan for China's National Economic and Social Development clearly states that in the process of strengthening and enhancing cultural soft power, China should gradually build a pattern of cultural openness to the outside world, with the excellent traditional culture of the Chinese nation as the main body and continuously attracting beneficial foreign cultures, actively expand the national cultural market, and continuously innovate and improve the "new culture going out" development strategy. Its main purpose is to enhance the competitiveness and influence of China's cultural international market, and enhance the country's cultural soft power. In recent years, more and more film and television cultural works containing Chinese cultural elements have gone abroad, such as *Farewell My Concubine* and *The Hoh Xil*, which have received unanimous praise in the international market. TV dramas such as *Sword* and *Grand Mansion Gate* have attracted many viewers' attention due to their exciting storylines and subtle mainstream values ^[4]. These are essential products of China's efforts to create film and television cultural works with excellent Chinese culture and ethnic cultural characteristics.

3. Problems and Strategies of Film and Television Culture Communication in China in the Internet Era

Compared to the effectiveness of film and television cultural communication and cultural soft power in countries such as the United States, Japan, and South Korea, there is still a certain gap in China's cultural soft power, and there is significant room for improvement. The main factor that restricts the innovative development of China's cultural soft power is the lagging development of the cultural industry that currently exists in China. Under the influence of American cultural strategy, Chinese culture has been in a disadvantaged position for a long time. An analysis of the current cultural development strategies implemented in China shows that as of now, China has not yet formed a unified and ethnically distinctive cultural communication concept.

3.1 Spread National Culture and Unify Cultural Communication Concepts

Based on the analysis of the current situation of film and television cultural communication in China, some film directors and screenwriters attempt to imitate the Hollywood technology blockbuster production model and their successful cultural dissemination and marketing strategies. However, the ultimate result is to beautify the visual effects of film and television cultural works and neglect the sublimation of cultural themes. From an aesthetic perspective, this situation can be referred to as “form replacing thought”, which gradually weakens the importance of ideological and cultural connotations through the use of formal visual effects. The main reason for this issue is that at present, China’s film and television culture has not yet formed a unified cultural communication concept in the actual dissemination process. Therefore, the effects of cultural dissemination themes, visual art forms, and cultural appeal are relatively fragmented, presenting a state of “each acting independently”.

In response to this situation, in the context of the internet era, China should gradually form a unified concept of ethnic cultural communication when spreading film and television culture, strive to break through the constraints of film and television cultural communication forms, showcase and disseminate China’s national cultural concepts and values to the world, promote the unique spiritual ideas of regional culture, and promote the audience to subtly accept the core values contained in China’s national culture, truly enhancing China’s cultural soft power^[5].

3.2 Respond to the Impact of the Internet Era and Change the Mechanism of Film and Television Cultural Communication

In the context of the internet era, to truly enhance China’s cultural soft power through the communication of film and television culture, relevant departments and staff need to timely integrate traditional and new media, fully realize that the integration of new and old media is not a simple technological upgrade or the use of modern information technology to supplement and expand the communication channels of traditional media. The integration of new and old media should in fact include effective integration between various links such as production, broadcasting, reception, and supervision. It is necessary to reform and innovate the concept, content, management mode, and system of film and television cultural communication, truly promoting a profound transformation of traditional media.

For example, at present, the main channels for the dissemination of most overseas film and television cultural works in China are cinema line screening and television broadcasting. By making good use of new media technology, we can truly achieve peer-to-peer precise cultural communication, continuously expand the communication channels of film and television cultural works, and encourage them to assume the responsibility and mission of disseminating film and television cultural values.

3.3 Explore the Characteristics of National Culture and Improve the International Competitiveness of China’s Film and Television Culture

The American film and television cultural industry was formed in the 1920s and has gradually formed a relatively complete industrial operation mechanism. It has gradually used film and television cultural works as the main channel for spreading national cultural values and enhancing international market influence, hoping to use cultural soft power to conquer audiences around the world. Compared to the American film and television cultural industry, China’s film and television cultural industry started and developed relatively late, with an overall low level of development, and still remains in a weak position in international cultural industry competition^[6].

In the face of this situation, China can explore new ways to deeply dig the characteristics of our national culture, fully showcase the artistic charm of our national culture in film and television cultural works, and gain more audience recognition of national culture. This can to some extent reduce the communication resistance faced in the process of film and television cultural communication, gradually gain recognition from the general public worldwide, and truly enhance China’s competitiveness and cultural soft power in the international market through film and

television cultural communication.

4. Conclusion

In summary, timely and effective communication of film and television culture in the context of the internet era is a key measure to enhance China's cultural soft power. Film and television culture, as a creative art activity, presents the characteristics of being non-reproducible and replicable. Especially in the current context of the internet era, it provides more diversified channels for the communication of various film and television cultural works. When formulating and disseminating film and television cultural works, China should pay attention to the infiltration and dissemination of national mainstream culture and values, create film and television cultural themes that align with China's cultural symbols and excellent traditional cultural ideas to meet the personalized cultural needs of contemporary audiences. In the context of the internet era, only by continuously producing excellent film and television cultural works that can represent the mainstream trend of Chinese cultural development can we truly enhance China's cultural soft power and enhance its international market competitiveness.

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