

Research on the Cross-cultural Communication of Chinese TV Dramas Based on Social Media

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Abstract: Cultural strength has become an important part of a country's overall national strength, and TV dramas are playing an increasingly important role in international cultural communication. At the same time, social media has shown unique advantages in cross-cultural communication and holds tremendous potential. Therefore, it is very necessary to explore the cross-cultural communication of Chinese TV dramas based on social media, which is also an important initiative to tell China's stories in the era of social media. This article reviews and analyzes the current characteristics of cross-cultural communication of Chinese TV dramas based on social media. It dissects the factors influencing the cross-cultural communication of Chinese TV dramas by conducting research on overseas audiences of Chinese TV dramas on international mainstream social media and observing cross-cultural communication activities. Finally, it proposes corresponding optimization strategies based on the problems existing in cross-cultural communication.

1. Introduction

In order to enhance the cultural soft power of their respective countries, in the new era, more and more countries are elevating the construction and development of cultural industries to the level of national strategy. It can be seen that the cross-cultural communication and development between countries and regions in the world today also face new challenges. As a cultural product with both visual and auditory functions - TV dramas, with its strong penetration and infectious characteristics, it is also an important carrier of cultural communication, playing a significant role in the international exchange and integration of Chinese culture, and has great significance for the transnational and cross-regional dissemination and development of our country's culture. At the same time, as a major producer of TV dramas globally, although the output of TV dramas in China has been among the top in the world for years, according to statistics from the National Bureau of Statistics, the export volume of Chinese TV dramas has been in a deficit state for years. Therefore, the cross-cultural communication and development of China's TV drama industry is particularly worthy of attention [1].

Currently, under the national strategic background of vigorously promoting "cultural strength" and "cultural 'going out'", along with the deep development of social media on a global scale, the global communication landscape has undergone profound changes and rapid transformation. The cross-cultural communication of China's TV drama industry on international social media platforms

is still relatively weak, with unclear recognition of several key communication nodes in its dissemination process, and there is also a lack of investigation, research, and empirical analysis. Therefore, in the context of social media, analyzing the factors influencing the cross-cultural communication effect of China's TV dramas, exploring the problems it faces in order to propose effective optimization strategies, and promoting the long-term development of cross-cultural communication of China's TV dramas will be the focus and direction of this study.

2. The Current Situation of Cross-cultural Communication of Chinese TV Dramas

Based on Social Media With the rapid development of mobile internet and the strong rise of social media, against this backdrop, the subjects, channels, processes, and effects of cross-cultural communication of Chinese TV dramas based on social media have also undergone new changes.

2.1 Diverse Participants in Cross-cultural Communication

In the era of traditional media represented by newspapers, radio, and television, the main subject of cross-cultural communication of Chinese TV dramas was mainly the copyright holders of the dramas. However, in the era of new media, during the process of cross-cultural communication of Chinese TV dramas on social media, the communication subject is no longer a single entity. Social media has broken the traditional media's dominance in communication and empowered the audience with technology. As a result, in addition to the copyright holders of the TV dramas controlling the main information dissemination rights, every overseas audience of Chinese TV dramas on social media is also a subject of cross-cultural communication, as they can engage in secondary dissemination on social media. In addition, social media platforms, which are based on traffic, use algorithms to intelligently recommend TV dramas to the audience, thus also becoming one of the communication subjects [2].

Currently, the main participants in the cross-cultural communication of Chinese TV dramas are the owners of overseas distribution rights. Specifically, they are mainly divided into state-owned and private film and television companies. State-owned companies mainly include China International Television Corporation, which holds the exclusive overseas distribution rights for programs from China Central Television and is responsible for marketing the distribution rights of TV dramas overseas. With the rapid development of social media, internet companies, leveraging their technological platform advantages, have also entered the TV drama industry. The most representative ones are Tencent, iQIYI, Mango TV, and other video website platforms. They, leveraging internet thinking and strong capital support, continuously explore the overseas TV drama market, actively cooperate closely with overseas media platforms in the TV drama industry, and have gradually become one of the subjects of the overseas dissemination of Chinese TV dramas.

On social media, the open social network provides people with a place for free expression. Based on user participation in the economy, facing the empowerment of diverse communication subjects represented by individuals, it has also opened up a new scene for cross-cultural communication. Every social media user is given the right to speak by the platform and is not limited by conditions such as identity, age, and region, and can freely participate in various topic discussions. On social media, empowered by technology, users' identities have also changed from the traditional single audience identity to individuals with both the roles of disseminator and audience, and in the process of communication, they can freely switch between the dual roles of "transmitter" and "receiver," making the communication subjects more diverse.

2.2 Building a Diverse Communication Channel System Social media

With its openness, immediacy, conversational nature, and community-oriented characteristics, social media has also spawned more diverse communication channels in information dissemination. Currently, the types of cross-cultural communication channels for Chinese TV dramas on international social media platforms mainly include a large number of convenient video websites and weak-tie social network media platforms. In addition to using the broad diffusion of plaza-style social media platforms for cross-cultural communication of Chinese TV dramas on social media, true cross-cultural deep communication is achieved on interest-based community social media platforms. The most representative of these is Facebook, a social media platform with interest group functions. The big difference between Facebook and Twitter is that one is a public plaza-style social network where you can unilaterally follow others to establish connections. On Facebook, it is mainly a "familiar" social network based on strong relationships. For example, if someone wants to establish a follow-up connection with someone else, they must go through the other person's verification and consent to establish the relationship. The relationships established in this way also have a greater sense of security and trust, and the strength of the connection between users is also strengthened by this emotion. The cross-cultural communication of Chinese TV dramas on international social media through this channel is based on the discussion and exchange of TV drama-related content based on common interests and hobbies, which can also allow the cultural content conveyed by TV dramas to be more deeply accepted by overseas audiences, generate a stronger sense of identification, and promote a deeper cultural communication effect in the cross-cultural communication of TV dramas.

2.3 The Current Efficient Intercultural Interactive Communication Process

The rapid growth of internet technology has led to increasingly faster updates of online information. Chinese TV dramas are now being spread on social media without being restricted by time or space. This rapid dissemination of TV drama information overseas has attracted more and more people who seek the latest news. Thanks to this immediacy, audiences can not only receive information almost in real time, but also react to it in real time, thereby creating a vivid buzz and feedback for the TV dramas. The technological advancements in media have greatly enhanced the timeliness of TV drama information updates on social media. Unlike in the past, when TV dramas were traditionally broadcast in China and then had to undergo several processes such as re-editing, translation, and approval before being aired overseas, today, Chinese TV dramas can be simultaneously or even preemptively broadcast on video websites abroad. This greatly facilitates the free choice of airing times for TV dramas with time-sensitive content, and at the same time, greatly satisfies the audience's demand for watching, sparking proactive audience engagement in following the series.

On social media, Chinese TV dramas are no longer confined by the time and space limitations of traditional TV broadcasts. Feedback on the popularity of TV dramas is no longer solely dependent on viewership ratings. Chinese TV dramas broadcast on social media can now easily and quickly obtain more comprehensive and specific feedback on specific topics of discussion, topic popularity, and the viewing volume on video websites through technological means.

2.4 The Effect of Cross-cultural Communication Spreads in Circles

In the era of social media, "decentralization" and "re-centralization" coexist. The official institutions of Chinese TV dramas on social media platforms carry out the diversified dissemination of content based on the preferences of overseas audiences in different regions, becoming the core

communication nodes of the circle. The audience who watches TV dramas are the communication nodes that interact with the core nodes in this circle. When there are fan opinion leaders among the audience, new core nodes are generated, and the diffusion of new circles also appears. Under the continuous iteration of digital construction and network terminals, the traditional media layout has changed. The pattern of communication channels, which used to be dominated by newspapers, radio, and television, has been restructured with the addition of the "fourth media," namely social media. The expansion of communication channels meets the different needs of the audience, and diversified communication has become a new communication trend in the era of social media. Diversified communication takes into account the different needs of the audience, and can disseminate the content needed by the audience in different media and channels, accurately matching the content to the audience. At the same time, the diverse themes of TV dramas also determine that the audience for TV dramas on social media platforms is diversified and chooses to watch TV dramas that meet their own needs.

3. The Influence Factors of Cross-cultural Communication Effect of Chinese TV Dramas on Social Media

Social media is different from traditional media in the past, and has its own characteristics. When exploring the various factors that affect the cross-cultural communication of Chinese TV dramas on social media, it is necessary to consider the characteristics of social media. As a visual and auditory cultural product, TV dramas undergo cross-cultural communication on social media. Firstly, they are influenced by cultural differences, but at the same time, other technological, economic, and policy environment factors also have a certain influence on cross-cultural communication. Paying attention to the influence of multiple factors is conducive to a more comprehensive understanding of the cross-cultural communication of Chinese TV dramas on social media [3].

3.1 Cultural Difference Factors

Scholars such as Hofstede have explained the meaning of cultural discount. Due to the cultural background differences of various countries or regions, any cultural product will to some extent reduce its acceptance in other countries or regions when facing a complex and diverse international market environment due to cultural differences, resulting in a significant discount in the value of cultural products. There are many factors that contribute to the formation of cultural discounts, such as historical cultural differences, differences in values, and linguistic differences, all of which have a certain impact on cross-cultural communication.

Audiences in different regions have different values, which is one of the factors that affect the cross-cultural communication of Chinese TV dramas based on social media. Hofstede studied several different countries or regions from the perspective of cultural dimensions and found that there are obvious differences in cultural values between different countries or regions. With the changing values of overseas audiences, the themes of Chinese TV dramas should also continue to enrich and diversify in order to cater to the different values of audiences, thereby tapping into more overseas TV drama audience groups. Any cultural product carries certain historical and cultural values, and reflects distinctive characteristics different from other cultural products during the process of cross-cultural communication. The historical and cultural differences represented by different cultural products also have a certain impact on the effect of cross-cultural communication. In the process of decoding a cultural symbol, people will inevitably use their own cultural system to interpret its meaning, and the existence of differences between different historical cultures also leads to possible interpretation biases.

In the process of cross-cultural dissemination of Chinese TV dramas, cultural differences can

affect to some extent the cultural discount of TV drama audiences from different cultural backgrounds. For the cross-cultural dissemination of TV dramas, the most direct reason for cultural discount is the difference between languages and characters. When audiences try to understand and accept products from other cultures, they first face language barriers. If the language is not understood, it directly affects the audience's interest and understanding of this cultural product. When Chinese TV dramas are disseminated on social media platforms, the impact of language and character differences on audiences from different cultural backgrounds is also complex and varied. The cross-cultural dissemination of Chinese TV dramas on international social media platforms usually has English subtitles, and other types of language subtitles are relatively rare. The convenience of interaction on social media platforms enables TV drama fans to translate and interpret TV dramas independently. The interpretive translation of some content also affects the acceptance of Chinese TV drama content by other overseas audiences to a certain extent.

3.2 Media Technology Factors

Media technology has developed to this day, bringing various impacts to human society. The most important thing is that it breaks the previous limitations of time and space, allowing information to flow continuously on a global scale, connecting people from different countries or regions in a global information network. The exchange and collision of information and culture between groups with different cultural backgrounds have become a reality, which continuously affects cultural identity and the production of cultural content.

The transformation of media technology has extended people's sensory experiences in terms of sight and sound, enriching people's understanding of the world in diverse ways. Self-awareness also continuously changes with the evolving information environment. Chinese TV dramas based on social media have a wide reach on international social media platforms. The development of media technology has also facilitated the construction of a virtual space for communication among people. In this shared space, Chinese TV dramas can also connect with audiences from different cultural backgrounds, allowing more diverse cultural groups to get to know and understand Chinese TV dramas.

3.3 Market Environmental Factors

Market demand is the driving force behind production and the intrinsic driving force behind trade. When Chinese TV dramas are to be cross-culturally disseminated, they naturally face different film and television markets, consumer preferences, etc., and the market environmental factors thus formed also collectively affect the cross-cultural dissemination and development of Chinese TV dramas on social media. As Chinese TV dramas continue to deepen their cross-cultural dissemination in the international market, overseas audiences' demands for various aspects such as the genre and production quality of Chinese TV dramas are also changing. One important factor restricting the cross-cultural dissemination of domestic TV dramas is considering market compatibility. In recent years, the demand of overseas audiences for watching TV dramas has also been constantly changing under the influence of various factors from all aspects of society, and the situation where only costume dramas were relatively popular in foreign markets in the past has also changed. In recent years, with the continuous changes in the market environment, domestic and foreign audiences' feedback on different genres of Chinese TV dramas has also shown many new trends. These trends are also affecting the satisfaction of Chinese TV dramas with the market compatibility.

3.4 Policy Environmental Factors

As people's material living standards continue to improve, the pursuit of spiritual and cultural products becomes increasingly diversified. TV drama products, due to their multiple sensory enjoyments of audiovisual experiences, are also becoming the main cultural products that satisfy people's spiritual and cultural needs in their daily lives. At the same time, because TV dramas, as a cultural product, have the special nature of carrying certain ideological content, they are on the one hand an important part of the cultural industries of various countries, and on the other hand, in the current free and open cultural market environment, countries are paying more and more attention to the protection of the TV drama industry. Therefore, the changes in the domestic and foreign TV drama industry policy environment are constantly affecting the cross-cultural dissemination and development of Chinese TV dramas based on social media.

4. The Cross-cultural Communication Strategy of Chinese TV Dramas Based on Social Media

On social media, the cross-cultural communication of Chinese TV dramas between groups from different cultural backgrounds or different countries and regions is influenced by various factors. Currently, there are still some issues that need to be optimized in the cross-cultural communication of Chinese TV dramas based on social media. Therefore, how to better carry out the cross-cultural communication of Chinese TV dramas on social media is a problem that we urgently need to face and think about.

4.1 Cultivating diverse cross-cultural communication subjects

The most important aspect of promoting the improvement of cross-cultural communication of Chinese TV dramas on social media is to first cultivate diverse cross-cultural communication subjects. This can be achieved by expanding the marketing network of TV dramas through cooperation with the copyright holders, and achieving common "prosperity." At the same time, it is important to pay attention to the special "bridging groups" and leverage their role in intercultural communication, reducing cultural discounts, and attracting more cross-cultural fan groups to continuously promote the development of cross-cultural communication of Chinese TV dramas [4].

For a long time, the overseas distribution of Chinese TV dramas has been in a state of mutually independent "operations." Most Chinese TV and film copyright holders have not reached a consensus on the overseas distribution of TV dramas. Therefore, compared with the overseas distribution models of TV and film groups in other countries and regions, Chinese TV dramas face greater resistance in overseas distribution, and it is also difficult to form a large-scale overseas distribution model. Therefore, by strengthening the collaboration of Chinese TV dramas on overseas social media platforms through a "grouping" approach, and utilizing diversified media platforms to expand the overseas distribution of Chinese TV dramas, more profits can be obtained in the international market. This plays an important role in promoting the development and growth of the entire Chinese TV drama industry, whether it is in the content production and promotion of TV dramas, or in the overseas market distribution and sales.

4.2 Strengthen the Research and Judgment of Content and Communication Environment

Cross-cultural communication is the cultural exchange activities between groups from different cultural backgrounds. In the process of cross-cultural communication, there are often many communication barriers from the cultural exchange environment and cultural content. Therefore, when the Chinese TV drama copyright holders engage in cross-cultural communication activities

through social media platforms, they not only need to strengthen the research and analysis of the cross-cultural communication environment, but also need to conduct precise positioning research on the TV drama content, actively seeking a balance point in the multicultural environment.

When Chinese TV dramas based on social media engage in cross-cultural communication, they also face a complex and diverse audience on social media platforms. Audiences from different cultural backgrounds have different levels of acceptance for different genres of Chinese TV dramas. Therefore, in the process of cross-cultural communication of TV dramas, it is not just about how to cross over, but also about how to do it accurately, so that the effect of cross-cultural communication can be better. At this time, it is necessary to use big data from social media to provide technical support, conduct research and analysis on the audience of TV dramas on different social media platforms, in order to accurately position the distribution of audience for different genres of Chinese TV dramas. After obtaining data on the preferences and demands of audiences from different countries or regions through social media, it is essential to accurately distribute Chinese TV dramas of different genres according to different audience positioning, which can greatly satisfy the needs of various audiences and expand the cross-cultural communication coverage of different genres of Chinese TV dramas on social media, thereby promoting the long-term development of cross-cultural communication of Chinese TV dramas.

4.3 Constantly Integrate and Utilize Diverse Media Channels

With the advent of the social media era, people widely use various social media platforms, making it increasingly integrated into their daily lives. This has led to a broader cross-cultural reach of TV dramas on social media, and with the synergy and integration of diverse media channels, it can also enhance the cross-cultural dissemination of Chinese TV dramas [5].

As the overseas distribution and sales of Chinese TV dramas require not only substantial capital support but also sufficient human resources, it is necessary to collaborate with other capital in the international market for joint production and distribution. It is also essential to strengthen communication and cooperation with international video websites. After selecting differentiated communication channels, it is also crucial to timely adjust the dissemination channels based on the big data information provided by social media about the audience for TV dramas. Besides analyzing users' basic personal information, such as gender, age, and location, social media can also obtain data on users' viewing habits, viewing interests, and real-time discussions about TV dramas, so that TV drama producers and distribution agencies can make flexible adjustments. Therefore, when Chinese TV dramas are broadcasted overseas, they can also use the monitoring function of social media's dissemination data to accurately monitor the topics and evaluations of popular TV dramas, and use this as an analytical basis for selecting TV drama dissemination channels and producing TV drama content in the future.

5. Conclusion

Chinese TV dramas have fully utilized the advantages of social media communication in cross-cultural dissemination, making the subject of cross-cultural dissemination more diverse. By using a variety of communication channels, the cross-cultural dissemination of Chinese TV dramas on social media has also shown a kind of instant interactivity, demonstrating a characteristic of diffusion within different social circles. However, cross-cultural dissemination activities of Chinese TV dramas between groups from different cultural backgrounds are also influenced by various factors. In addition, complex factors from the market and policy environment have also to some extent affected the cross-cultural dissemination of Chinese TV dramas. This article proposes the following strategies from three aspects: continuously cultivating diverse cross-cultural

dissemination subjects, strengthening the judgment of the content and environment of cross-cultural dissemination of Chinese TV dramas in content production, and continuously integrating and utilizing multiple channels of media communication, in order to better achieve the long-term development of cross-cultural dissemination of Chinese TV dramas on social media.

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