

Communication Strategies of Film Language in Cross-cultural Context

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Abstract: The development of cross-cultural context is under the background of globalization, which emphasizes the communication and understanding between different cultures to promote the process of globalization. The spread of film language in cross-cultural context needs to formulate specific communication strategies, including participating in international film festivals and cooperative exchanges to expand the popularity and influence of films, promoting films through large-scale advertising and online social media, and improving communication effects through accurate and effective media strategies to help cultural and commercial success.

1. Introduction

Globalization is one of the main trends in the current world development, which not only includes exchanges and cooperation in the fields of economy, politics and culture, but also involves mutual understanding and tolerance among different nationalities and countries. Language and culture are inseparable. Language is an important carrier of culture, and culture is the soul of language. The development of cross-cultural context requires in-depth study and understanding of the relationship between language and culture in order to achieve accurate and effective cross-cultural communication.

The development of film language has gone through many stages, from early silent films to modern audio films, from black-and-white film to color films, from single narrative mode to the rise of complex montage and long lens theory, and the film language is constantly developing and improving. In the early silent film era, film artists conveyed emotions and stories through silent images and expressions, and the silent film art reached its peak. However, with the development of technology, the emergence of audio movies has broken this situation. The addition of sound has made movies more real and vivid, and film artists have begun to explore how to use sound to enhance the narrative effect of movies. In the early silent film era, film artists conveyed emotions and stories through silent images and expressions, and the silent film art reached its peak. However, with the development of technology, the emergence of audio movies has broken this situation. The addition of sound has made movies more real and vivid, and film artists have begun to explore how to use sound to enhance the narrative effect of movies[1-2].

In order to achieve effective film language communication in cross-cultural context, filmmakers need to have the ability and vision of cross-cultural communication, understand the needs and

preferences of different cultural backgrounds and audiences, and be able to observe local culture and foreign culture from a modern and global perspective. At the same time, it also needs the communication strategy of film language in cross-cultural context, which can also promote cultural exchange and understanding, promote the development of globalization and multiculturalism, and is of great significance to the commercial success and cultural exchange of films.

2. The concept and characteristics of film language

2.1. The concept of film language

In a broad sense, film language refers to all artistic means used by films to express their contents, including photography, recording, drama, performance, art, music, editing and so on, covering all aspects of film art forms. In a narrow sense, film language refers to the most basic artistic elements of film-picture and sound, so people call film language "audio-visual language".

Generally speaking, film language is a special art form, which refers to all kinds of special media, ways and means used by film art in conveying and exchanging information. It is based on certain material conditions provided by modern science and technology, and its development is closely related to the progress of film technology. Film language mainly includes elements such as pictures, sound effects, dialogue, music, and artistic techniques such as montage, lens and rhythm. Through the use of these elements and techniques, film language can tell stories, express emotions, shape characters, and bring visual, auditory and emotional enjoyment to the audience. In the film *The Matrix*, for example, the colour green permeates everything, creating an illusory, "hypnotic" effect. (Figure 1).



Figure 1: Color matching language in classic movies

2.2. The characteristics of film language

Film language is an artistic language that directly appeals to the audience's audio-visual senses, emphasizes the synchronization of sound and picture, that is, the coordination of picture and sound. Through the mutual supplement and reinforcement of sound and picture, it creates a deeper and richer artistic effect and conveys the meaning with intuitive, concrete and vivid images, which has strong artistic appeal. Different from the abstraction of text symbols, it has the characteristics of non-symbolization. It conveys information through concrete pictures and sounds, so that the audience can directly perceive and experience the world shown in the film, which is very concrete and intuitive. In addition, the film language also integrates various artistic forms, such as photography, sound effects, performance, art, etc., and creates rich artistic effects through the comprehensive application of these elements. The creator unfolds the story through the combination of shots and the passage of time, and finally connects the different images and sounds through montage. As in the film *Inception*, in which the frequent switching between surface and deep dreaming is a form of parallel montage (Figure 2), creating new meaning and emotional experience, through the combination of shots and the passage

of time to show the development of the story, enhancing the narrative and expressive force of the film, the interaction between film language and audience is also one of its characteristics. In the process of watching a movie, the audience will have their own understanding and feelings according to the language and content of the movie, thus interacting with the movie. These characteristics make film language a unique art form, which can convey information and emotion through its own characteristics and bring profound audio-visual experience to the audience[3-5] .



Figure 2: The application of montage in movies

2.3. Development and deficiency of cross-cultural context

Cross-cultural context refers to the communication and understanding under different cultural backgrounds. We need to consider the differences in language, cultural background, social environment, communication methods and values, respect each other's culture and values, and strive to adapt to and understand each other's social environment and lifestyle. People in different cultural backgrounds use different languages, and language is an important carrier of culture. Therefore, language differences in cross-cultural context are inevitable. This language difference may include grammar, vocabulary, pronunciation, intonation and so on. People in different cultural backgrounds have different values, beliefs, traditions, history and so on, which will have an impact on people's thinking and behavior. People in different cultural backgrounds have different values, which may include their views on personal privacy, time concept, work attitude and so on. In the cross-cultural context, we need to understand and respect each other's values; In the cross-cultural context, it is necessary to understand and respect these cultural background differences, while in terms of communication methods, cross-cultural development often includes oral expression, written expression, body language, etc., and it is necessary to understand and respect each other's communication methods.

2.4. Development Status of Cross-cultural Context

With the development of globalization, the communication between different languages and cultures is increasing, which promotes the development of cross-cultural context. People begin to realize that language and culture are inseparable, language is an important carrier of culture, and culture is the soul of language. In many countries and regions, multiculturalism is regarded as an important social value, emphasizing respect and tolerance of different cultures. This cognition promotes the development of cross-cultural context and promotes the understanding and tolerance between different cultures[6] .

Cross-cultural communication is one of the important areas in the development of cross-cultural context. Through the study of cross-cultural communication, people can better understand the differences and similarities between different cultures, master the skills and methods of cross-cultural communication, and thus better adapt to and understand different cultural environments. Education

and learning are one of the important ways to promote the development of cross-cultural context. Through the reform of education and learning, people can better understand and master different languages and cultures, cultivate cross-cultural understanding and communication skills, and thus better adapt to the requirements of the globalization era. New technologies such as Internet and social media provide new opportunities for the development of cross-cultural context. Through new technology, people can communicate and interact with each other more conveniently, and promote understanding and tolerance between different cultures[7-9] .

The development of cross-cultural context is a process of deepening and expanding, which requires continuous efforts and practice. Through the blending of language and culture, the cognition of multiculturalism, the research of cross-cultural communication, the reform of education and learning, and the application of new technologies, the development of cross-cultural context can be better promoted, and mutual understanding and tolerance between different cultures can be promoted.

2.5. Lack of cross-cultural context

Table 1: Deficiencies in the Development of Cross-cultural Context

Major deficiency	Specific content
Cultural estrangement	Differences between different cultures may lead to communication barriers and misunderstandings, thus affecting the development of cross-cultural context.
language barrier	Differences between different languages may affect the transmission and understanding of information, and then hinder the development of cross-cultural context.
Stereotype	People's inherent impressions and prejudices about different cultures may affect the development of cross-cultural context, leading to misunderstanding and discrimination.
Lack of cross-cultural education	The lack of cross-cultural education in the education system leads to people's lack of understanding of other cultures and difficulty in adapting to the cross-cultural context.
Media bias	The media may be biased in reporting and portraying different cultures, which further strengthens people's misunderstandings and stereotypes about other cultures.
Discrimination and prejudice	In the cross-cultural context, discrimination and prejudice may affect the harmonious development between different cultures and even lead to conflicts and wars.
economic disparities	The economic gap between different countries may lead to the inequality of cultural status, and then affect the development of cross-cultural context.
Political factor	Differences in political systems and concepts may affect the development of cross-cultural context and lead to opposition and conflict between countries.
Lack of cultural exchange platform	The lack of an effective cultural exchange platform makes it difficult to carry out in-depth exchanges and interactions between different cultures.
Conflict of values	The conflict of values between different cultures may lead to people's difficulty in recognizing and accepting each other's cultures, thus affecting the development of cross-cultural context.

In the development of cross-cultural context, there is often one-sided understanding and prejudice of different cultures, and there is a lack of cultural concepts of multi-symbiosis. This kind of one-sided understanding and prejudice will lead to misunderstanding and rejection of other cultures and hinder the further development of cross-cultural context. In the process of communication, there is

often one-way cultural output and acceptance, and there is no balanced mode of two-way communication. In this case, on the one hand, it may lead to cultural misunderstanding and conflict, on the other hand, it may also hinder the in-depth development of cross-cultural context, and there are also difficulties in expressing and understanding other cultures, lacking the expression of international discourse system. In this case, it may lead to the inability to accurately convey the essence and characteristics of one's own culture and to understand and accept the uniqueness of other cultures. The specific shortcomings in the development of cross-cultural context are shown in Table 1.

In the process of development, it includes establishing the cultural concept of multi-symbiosis, establishing a balanced model of two-way communication, perfecting the expression of international discourse system and formulating accurate and effective media strategies. Only in this way can we promote the healthy development of cross-cultural context and realize the mutual understanding and tolerance of different cultures[10-11] .

3. Communication strategies for film language in cross-cultural context.

The film language communication strategy in cross-cultural context needs to comprehensively consider many factors, including cultural differences, language translation, diversified design, cooperation and communication, publicity and promotion, etc. By formulating specific communication strategies, we can better adapt to different cultural backgrounds and audience needs, and improve the commercial value and artistic influence of movies. In terms of localization strategy, it is mainly necessary to consider "local suitability" and translate the film into the target language to adapt to audiences with different cultural backgrounds. At the same time, local cultural customs, values and language expressions should be taken into account in the translation process to avoid misunderstanding or offending. For example, when the Korean film *Parasite* was translated into English, it was appropriately rewritten and adjusted in consideration of the cultural background and language habits of American society; *"Wrestle, Dad"* made a huge box office and reputation when it was released in China. In the process of translation, taking into account the cultural background and language habits of China society, appropriate rewriting and adjustment have been made. At the same time, in the role design and scene design, elements with China characteristics are also integrated to increase the sense of identity and substitution of China audience. In order to better adapt to the tastes and viewing needs of American audiences, the acceptance and identity of local audiences should be considered in the role design. Local characters, personality characteristics and cultural symbols can be added to increase the audience's resonance and interest. For example, in China's film *Hero*, historical figures and story lines such as Qin Shihuang and Jing Ke were added to conform to the cultural background and aesthetic habits of China audiences; The scene design should take into account the local cultural landscape and social environment. Local architecture, landscape and cultural elements can be used to increase the realism of the film and the audience's sense of substitution. For example, the Indian film *"Three Silly Bollywood"* uses Indian architecture, costumes and music to show the unique charm of Indian culture. In the aspect of diversification strategy, the roles of different genders, ages, occupations, races and backgrounds are created in the film, and diverse characters and personality characteristics are displayed to attract the resonance and interest of different audience groups. By designing various plot lines and story lines, different emotions, conflicts and themes are displayed to meet the needs and tastes of different audience groups, and different scenes and environments, such as cities, villages, mountains, oceans, etc., are used in the film. In order to increase the realism of the film and the audience's sense of substitution, for example, in *Zootopia*, many characters of different races and backgrounds were created, including rabbits, foxes, lions and tigers, so as to attract the resonance and interest of different audience groups. At the same

time, the plot design and scene diversification are also excellent, showing a variety of different emotions and themes. Avatar uses a variety of different scenes and environments, including forests, mountains and oceans, to increase the realism of the film and the audience's sense of substitution. At the same time, the role design and language diversity are also excellent, showing a variety of different ethnic and cultural elements. In the scene design, the local cultural landscape and social environment should be considered. The local architecture, landscape and humanistic elements can be used to enhance the realism of the film and the sense of substitution of the audience. The Indian film Bollywood uses Indian architecture, costumes and music to show the unique charm of Indian culture[12].

4. The specific practice of film language communication in cross-cultural context.

4.1. Transnational cooperation

Cross-border cooperation means that film companies or investors from many countries participate in film production together, and make use of their respective advantages and resources to jointly create high-quality film works. This kind of cooperation can promote the communication and understanding between different cultures, and at the same time, it can also improve the international popularity and influence of the film. The marketing and promotion of movies need to cross national boundaries and cultures, so transnational marketing is an important aspect of transnational cooperation of movies. By cooperating with marketing companies and media organizations in different countries, we can expand the publicity and promotion scope of the film and improve its popularity and influence. In transnational cooperation, it is necessary to form a team composed of professionals from different countries, including directors, screenwriters, producers and actors. They need to have the ability of cross-cultural communication and cooperation, understand and respect the differences and characteristics of different cultures, and jointly create high-quality film works. Such as *Crouching Tiger, Hidden Dragon*. The film was co-produced by the United States and China, making use of their excellent film and television resources and talents. In the production process, the working teams of China and the United States cooperated with each other to create a film with international standards. In the cross-cultural context, it is necessary to carry out transnational cooperation for the spread of film language, which can promote the exchange and understanding between different cultures and improve the commercial value and artistic influence of films. Through transnational production, marketing, distribution and cooperative teams, we can create international-level film works and achieve the goal of film language communication in cross-cultural context[13].

4.2. Cross-cultural themes

Transnational co-production film refers to a film project that is jointly invested, co-produced and shared by production companies from different countries. This mode of cooperation allows filmmakers from different countries to learn from each other, communicate and cooperate with each other, jointly explore and explore the connotations and characteristics of different cultures, create international-level film works, and select themes with cross-cultural characteristics for creation, such as transnational romance, cultural conflicts, immigration issues, etc., so as to resonate with audiences from different cultural backgrounds. Transnational co-production refers to the production process in which production companies or teams from different countries participate in a film project together. This way of cooperation allows producers and artists from different countries to cooperate, communicate and share with each other, and jointly realize a film work with international standards. Transnational cultural exchange projects refer to promoting cultural exchanges and cooperation between different countries through cultural forms such as movies, movies, and art. This way of

cooperation can show the characteristics and connotations of different cultures through film works and enhance mutual understanding and communication between different countries. For example, *The Great Wall*, a film co-produced by China and the United States, takes the Great Wall of China and ancient wars as its theme, showing the profoundness of China culture. In the production process, the Chinese and American teams cooperated with each other to create a film with international standards[14].

4.3. The use of cultural symbols

In order to show the unique charm of different cultures, representative cultural symbols, such as costumes, architecture, music, food and so on, are incorporated into film production. When using cultural symbols, we need to accurately grasp the connotation and characteristics of cultural symbols, including their historical background, cultural significance, symbolic significance and so on. Only by deeply understanding the connotation and characteristics of cultural symbols can they be effectively applied to cross-cultural context. When using cultural symbols, we need to fully consider the cultural background and needs of the target audience. Audiences with different cultural backgrounds have different degrees of understanding and acceptance of cultural symbols, so it is necessary to choose suitable cultural symbols according to the cultural background and needs of the target audience. It is often difficult for a single cultural symbol to fully express complex cultural connotations and emotions. Therefore, it is necessary to use a variety of cultural symbols to present, including images, words, sounds and other forms of cultural symbols. Through the combination and presentation of various cultural symbols, cultural connotations and emotions can be expressed more vividly and vividly. When using cultural symbols, it is necessary to maintain the uniqueness and diversity of cultural symbols. Under different regional, ethnic and religious cultural backgrounds, there are different cultural symbols and expressions. In the cross-cultural context, it is necessary to respect and understand the uniqueness and diversity of different cultural symbols to avoid cultural conflicts and misunderstandings. It is necessary to pay attention to the communication channels and effects of cultural symbols. Different communication channels and media have different presentation methods and communication effects for cultural symbols. It is necessary to choose the appropriate presentation mode of cultural symbols according to the characteristics of communication channels and media, and evaluate its communication effect and influence. China cultural elements in Hollywood movies: In recent years, more and more Hollywood movies have incorporated elements of China culture, such as *Kung Fu Panda* and *Mulan*. These films used symbols and elements of China's traditional culture, and were widely spread and recognized through global screening[15].

4.4. Language translation

Films usually reflect specific historical periods and social contexts. During the film production process, translators need to understand these historical and social contexts in order to accurately convey the context of the film. On this basis, lines are translated into multiple languages so that audiences in different language regions can better understand and accept the content of the film. Language translation is not only the conversion of words, but also the communication between different cultures. Therefore, in the process of translation, it is necessary to accurately understand the cultural background of the source language and the target language, including history, geography, politics, economy, religion and so on. Cultural background not only affects language, but also values and social habits. It is important to respect and reflect the characteristics of the source culture while ensuring that the message is accurately conveyed. As in the case of celebrations and religious ceremonies, translators need to find appropriate ways to convey these elements so that the audience can understand and appreciate them. Only with an in-depth understanding of the cultural background

of the two languages can the meaning and emotion of the original text be accurately conveyed. At the same time, in the translation process, attention needs to be paid to the accuracy and fluency of the translation. Accuracy means that the translation should accurately convey the meaning and emotion of the original text without ambiguity or misunderstanding. Accurate translation helps to maintain the authenticity and original meaning of the original work. Audiences can better understand the intentions of the director, screenwriter and actors, as well as the emotions and messages in the film. Inaccurate translations may cause the audience to misinterpret the meaning of the lines or even cause confusion. Accurate translations help avoid these problems and ensure that the audience understands the plot and dialogue in the film. Fluency means that the translation should be smooth and easy to understand, and conform to the grammar and conventions of expression of the target language. Fluent translation helps the audience to understand and enjoy the film more easily. The audience does not need to think too much about the translation during the film and can concentrate more on the plot and characters. Fluent translation allows the audience to make better emotional connections with the characters. The audience can experience the emotions and emotional expressions in the film more deeply. In conclusion, only by understanding the cultural background of the source and target languages and grasping the key factors of accuracy and fluency in film translation can we help to ensure that the audience can fully understand, empathise with and enjoy the film, and help the film to be successfully disseminated in different cultures and linguistic regions, thus expanding the audience base and improving the quality and attractiveness of the film[16].

4.5. Film screening

The worldwide broadcasting of films is an important method of cross-cultural communication that helps to convey the content, culture and values of films to audiences in different countries and regions. For one thing, film festivals can be organised in different countries to showcase outstanding cinematic works from different countries. This is a way to showcase films to global audiences and industry insiders, to bring films to the limelight on the international stage, to let local audiences know about the film cultures of other countries, and to enable films to cross borders and reach audiences of different cultural backgrounds. Secondly, exhibition on digital distribution and streaming platforms. Modern digital distribution and streaming platforms enable films to be distributed in a wider range of ways, such as Netflix, Disney+, Peacock, Paramount+, etc., and there are many other options available in the marketplace, including regional services and services for specific content types. Streaming services often offer subscription and/or rental models to meet the needs of different audiences, and viewers can watch films via online streaming services without the constraints of geographic location. Thirdly, for intercultural education and cultural exchange. Films can be used as a tool for intercultural education and cultural exchange. Schools, cultural centres and international organisations can organise film screenings and discussions to help audiences learn about other cultures and societies. For example, film screenings can be organised to showcase films from different countries and cultures. These screenings can appeal to audiences of all ages and backgrounds, enabling them to learn about other cultures through film. Alternatively, a specific cultural theme or region can be chosen and a series of film screenings on that theme or region can be planned, helping to explore in depth different aspects of the particular culture, such as history, traditions, values, etc. Scholars and researchers can use films as research objects to analyse cultural elements, social issues and cultural expressions in films for cross-cultural studies. Cross-cultural communication and understanding can be promoted by showing films globally, thereby expanding their reach and enabling them to reach audiences in different cultural and linguistic contexts.

5. Conclusion

The communication strategy of film language and the cross-cultural communication ability and vision that filmmakers need. Filmmakers need to understand and respect the needs and preferences of different cultural backgrounds and audiences, and look at local culture and foreign culture from a modern and global perspective. Secondly, in order to achieve effective communication, it is necessary to formulate specific communication strategies, including participating in international film festivals, promoting films through large-scale advertising and online social media, and improving communication effects through accurate and effective media strategies. Such a communication strategy can not only improve the popularity and influence of the film, but also promote cultural exchange and understanding, and promote the development of globalization and multiculturalism, which is of great significance to the commercial success and cultural exchange of the film.

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