

# Development and Communication of Film and Television Themes with Heilongjiang Regional Characteristics in the New Period\*

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**Abstract**—Film and television play is the output window of Heilongjiang culture brand, and the communication of image culture with regional characteristics is especially important for the shaping and construction of the cultural image. Therefore, the development and communication of the themes of film and television plays with Heilongjiang regional characteristics will inevitably show a unique competitive advantage in the future communication of Heilongjiang culture. This paper points out the development status of Russian immigrants, ethnic minorities, and ice and snow culture themes with Heilongjiang regional characteristics in the new period, summarizes the main communication types of film and television themes with Heilongjiang regional characteristics in the new period, and finally analyzes the brand construction of such themes, the video-based building of output image of Heilongjiang, and the development and communication value of film and television industry with Heilongjiang regional characteristics.

**Keywords**—Heilongjiang regional characteristics; film and television themes; communication

## I. INTRODUCTION

The "13th Five-Year Plan" of Heilongjiang Province clearly emphasizes that it is necessary to implement cultural quality projects and create Heilongjiang culture brand. Film and television play is the output window of Heilongjiang culture brand, and the communication of image culture with regional characteristics is especially important for the shaping and construction of the cultural image. Since the new century, along with the rapid development of communication technology, the development of film and television plays has also entered a period of prosperity. A large number of new film and television themes have emerged and a large number of fine film and television plays have emerged. In recent years, the development of network and new media has expanded the platform for communication of film and television culture with regional characteristics. "In the new context of communication, how to find a contemporary cultural paradigm suitable for Heilongjiang region in the construction and inheritance of the regional culture, create culture industrial brand suitable

for the region on this basis and further improve the soft strength of Heilongjiang culture" [1] become the key problems faced by Heilongjiang's film and television industry in the development. Therefore, the development and communication of film and television themes with Heilongjiang regional characteristics will inevitably show a unique competitive advantage in the future output of Heilongjiang culture.

## II. DEVELOPMENT OF FILM AND TELEVISION THEMES WITH HEILONGJIANG REGIONAL CHARACTERISTICS IN THE NEW PERIOD

The communication of image culture with regional characteristics depends not only on the guidance of the government, the prosperity of regional cultural studies, the concern of literary and art workers, but also on the development status of local film and television industry. The development of film and television industry in Heilongjiang is relatively backward, and has certain gap with the development of film and television plays in Shandong, Beijing, Shanghai, Shaanxi and other regions that have formed distinct regional characteristics. The development of the film and television industry in Heilongjiang urgently needs to build its own cultural brand. Therefore, the prospects for development of film and television themes with the regional characteristics are considerable.

### A. Russian Immigrants Based Themes

With the construction of the Middle East Railway in the late 19th and early 20th centuries, a large number of Russian people immigrated to China to start social activities, leaving rich cultural heritages in Heilongjiang. It can be said that the Russian immigrant culture is an important part of Heilongjiang regional culture. Heilongjiang is adjacent to Russia and interacts with each other in architectural style, lifestyle and language expression. However, the studies on Russian immigrant culture mainly focus on the cultural heritage in those aspects. Few film and television works are created on the basis of Russian immigrants oriented themes. The "Storm Warriors in Heihe (黑河风云)" filmed by the Central Studio of News Reels Production in 2012 was the first TV play based on the history of overseas Chinese in Russia. However, due to various reasons, it was not able to

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be broadcasted, and did not make such theme bring the expected social impact. However in recent years, there are many film and television plays involving Chinese and Russian themes. Most of them are emotional plays of that period, such as the "My Natasha (我的娜塔莎)" and "Frontier of Love (爱情的边疆)" written by Gao Mantang; most of the scenarios are filmed in Heilongjiang. Wherein, the "Frontier of Love" not only displays the exotic charm of Soviet Union but also shows the scene of the northeastern snowy countryside, giving viewers a new audiovisual experience. Generally speaking, such themes are ignored; in the context of new media, the development of Russian immigrant culture based film and television themes can be spread by means of new media, and play an important role in protecting and developing Russian cultural heritage.

### B. Ethnic Minorities Based Themes

Heilongjiang has many ethnic minorities, mainly including Manchu, Mongolian, Korean, Hezhe, Daur, Oroqen, Ewenki, and so on. "The ethnic groups have gradually formed grassland nomadic culture, forest hunting culture, waterside fishing and hunting culture, religious shaman culture and other basic cultural forms" [2]. The development of Heilongjiang ethnic minorities based film and television themes should be centered on the unique ethnic groups in Heilongjiang or the characteristic ethnic groups in the Heilongjiang River Basin, such as the Hezhe people living in the Sanjiang Plain of Heilongjiang and the mountains of Wanda Mountain, the Daur people settled on the banks of the upper and middle reaches of Heilongjiang river, and Oroqen ethnic group living in the Xing'an Mountains. The life of ethnic minorities is mostly restricted to their living environment. Their unique lifestyles and folk customs have distinct regional characteristics, such as the fish skin treatment craftsmanship derived from the fishing life of Hezhe people, and the birch tree skin treatment craftsmanship derived from the hunting and production of Oroqen people. Since the founding of the People's Republic of China, against the general narrative background of ethnic integration, the film and television works based on ethnic minority themes mainly play the role of political propaganda, but few of them show the ethnic minorities in Northeast China. The "The Last Deerstalker" filmed by Changchun Film Studio in 2000 is a film that records the life of Oroqen people. It is based on the traditional life of Oroqen people and shows the kind, stubborn and unconstrained character of the Oroqen people. In recent years, under the opportunity of accelerating the development of ethnic minorities and ethnic areas, the theme of ethnic minorities has gradually received attention. In 2017, the first Hezhe people based TV play "Black Gold Tribe (黑金部落)" was put into filming, which plays a key role in the establishment and communication of ethnic minority cultural brands and further promoting the development of local.

### C. Ice and Snow Culture Based Themes

Heilongjiang is located in the northernmost part of China and subjects to long winter. Therefore, among the themes of various Heilongjiang film and television plays, the description of natural environment is naturally inseparable

from ice and snow. The impression of the audience on the northeast is the undulating mountains covered with heavy snow. This is the typical geographical features of Heilongjiang. Therefore, how to create works on the basis of ice and snow, create a "ice and snow culture" brand, and take this as the theme of film and television plays to achieve the purpose of spreading the regional culture of Heilongjiang, is a problem to be considered by Heilongjiang film and television people. In aspect of film and television works, the theme of ice and snow is mainly to show the ice and snow sports. For example, the film "Ice and Fire" produced by the Shanghai Film Studio in 1999 tells a story of speed skater. Foreign film and television works based on ice and snow themes also mainly focus on sports, including freestyle skiing, ice hockey, cross-country skiing, etc. Against the general background of the upcoming Winter Olympics in 2022, ice and snow culture themed film and television works will surely usher in the peak of creation. The scope of themes will not be limited to sports but make some breakthrough in other aspects. Such themes will become the special theme reflecting the regional characteristics of Heilongjiang and building the image and quality of Heilongjiang.

## III. MAIN COMMUNICATION TYPES OF FILM AND TELEVISION THEMES WITH HEILONGJIANG REGIONAL CHARACTERISTICS IN THE NEW PERIOD

Heilongjiang Province is a big border province. The rich natural culture, diverse national culture, long history and culture, and the unique anti-Japanese War history resources form its unique regional cultural characteristics. In the new period, against the general background of the "Belt and Road" initiative, the creation types of Heilongjiang regional characteristics based of film and television plays also show a diversified development trend.

### A. Regional Customs Based Documentaries

In the new period, under the guidance of the strategy of "revitalizing the province by culture", Heilongjiang Province has cooperated with various production institutions and produced a number of excellent documentaries reflecting the unique regional characteristics and folk customs of Heilongjiang, such as the "Dragon River (龙之江)" and "Snowy Middle East Railway (风雪中东路)" based on historical culture, the "Aerial China` Heilongjiang (航拍中国·黑龙江)" and "Beautiful China: Snowy Frontier (美丽中国: 风雪塞外)" showing the natural scenery, and the "Xing'an Mountains in the Secret Area" recorded in the Visual Ethnography; documentary becomes the output window of Heilongjiang cultural brand, while the dissemination of documentaries with the regional characteristics is especially important for the shaping and construction of the cultural image. On the one hand, this type of documentary displays the natural beauty and ecological beauty of Heilongjiang, visualizes the natural scenery of Heilongjiang, conveys the concept of harmonious coexistence between man and nature to the audience, and enables the audience to have a higher aesthetic experience; on the other hand, the artistic dimension is reflected through historical consideration; Heilongjiang has a long history and rich cultural resources.

The unique regional cultural character reflects the unique historical heritage and spiritual connotation of the region. In this period, the representative documentary of Heilongjiang region "Dragon River" is a real record of the unique regional characteristics, folk customs, historical sites, human landscapes and other historical situations of Heilongjiang. The film tells the historical characters and events of different ethnic groups in Heilongjiang River Basin which reflects the mutual promotion and integration process of the civilization of ethnic groups in the Basin and the civilization in Central Plains in the development process of Chinese nation.

### B. Humanistic and Social Documentary Feature Films

In the past ten years, the development of feature films and documentaries in China has reached an unprecedented level of prosperity. The concept of creation is updated and the expression forms are diverse. However, there is no clear definition on the distinction between feature films and documentaries, whether in the industry or in the academic circles. As feature film has heavy subjective color in content selection, the expression form is mostly a combination of sound and picture and the commentary, while the humanistic and social documentary films mostly show the living conditions and life course of different ethnic groups and different classes in the social development and reflect the changes of the times and society through ordinary people or marginalized people in the society. Therefore, this paper defines such films as humanistic and social documentary feature films. Since the new period, the humanistic documentary film that reflects the lives of ordinary people and special people has received a great response in the society, such as the "Masters in Forbidden City (我在故宫修文物)" recording the craftsmanship in China and the "Life matters (人间世)" reflecting the relationship between doctors and patients from a special perspective. During this period, in order to greeting the 19th National Congress of the Communist Party of China, Heilongjiang Broadcast and Television Station produced "The Field of Hope: Lalin Riverside (希望的田野: 拉林河畔)". This film takes four peasants (Du Zhongxue, Huang Chengchun, Hao Yunrong and Chen Honggang) in Dujia Town, Wuchang City, Heilongjiang Province as the protagonists; they are representatives of different classes of peasants in the new period; they have distinct personalities, work hard in planting the nationally famous Wuchang rice relying on Lalin river; they finally live a rich life with their own efforts. The film adopts simple lens and down-to-earth conversations, tells not only the joys and sorrows in making preparations for ploughing and sowing, rice transplanting, farmland maintenance and autumn harvesting, but also reflects peasants' life and thought changes in the new era, showing a new picture of the unfamiliar rural life since the 18th National Congress. After that, Heilongjiang TV station further produced "The Field of Hope: on Xing'an Mountains". This film records the happy life of Yang Wenjun, Hou Shenglei, Liu Yangshun, Qin Ruiliang and others who lived in the Shangganling Forestry Bureau of Xiaoxing'an Mountains. Their positive and upright live status reflects the life of peasants in the new era under the guidance of Xi Jinping's concept of "green mountains and green waters are

precious wealth (golden mountain and silver mountain) of human beings".

### C. Film and Television Plays Reflecting Regional Culture

Heilongjiang is not a high-yield area of film and television plays, but it can be said that it is more prominent in the exploration of themes of film and television plays for the purpose of regional cultural communication. Film and television plays taking the regional advantages to show the regional customs and spread the regional culture is the mainstream of Heilongjiang TV plays. The major themes include: culture of the educated youth, the Northeast Anti-Japanese united forces, and the rural themes in the Northeast. "The Educated Youth" is a special group in the "Cultural Revolution" period. The Great Northern Wilderness in Heilongjiang is a major area for the educated youths to go to experience the countryside life. Therefore, the educated youth is one of the major themes of TV plays showing the regional culture of Heilongjiang. The early TV plays based on the theme of the educated youths mainly reflected a series of social problems brought about by the educated youth in rural life and after returning to city. Among them, the representative works include "A Storm is Coming Tonight (今夜有暴风雪)", "Annual Ring (年轮)" and "Snow City (雪城)". The educated youths based theme has always been the regional theme of Heilongjiang in the "Northeastern School". In late period, such theme was even made deep exploration, formed a special culture of the educated youths and became the spiritual paradigm of "Heilongjiang Spirit". The Northeast Anti-Japanese united forces based theme is mainly about the Anti-Japanese deeds of the Northeast Anti-Japanese Alliance in the Northeast. The unique natural scenery, folk customs and architectural styles shown in the play have typical northeastern regional characteristics. The typical hero images shaped and the heroic story depicted in the play fully reflect the spirit of the Northeast Anti-Japanese Alliance formed in the fourteen years of the arduous Anti-Japanese war in the Northeast. This kind of theme is the type that the "Harbin Enveloped in Darkness (夜幕下的哈尔滨)", "The Brink (悬崖)", and "The King of Guns (绝地枪王)" produced in recent years are also the typical representatives of this theme. The works not only reflect the rich cultural characteristics of the Northeast region but also effectively reshape the "Spirit of the Northeast Anti-Japanese Alliance". The Northeast rural theme is also a more successful type of theme reflecting the culture of Northeast region. The series of Northeastern rural plays produced after 2000, such as "Liu Laogen (刘老根)" series, "Ma Dashuai (马大帅)" series, and "Country Love Story (乡村爱情故事)" series, were very popular. Those works show a great achievement in the construction of socialist new countryside from small perspective in the northeastern countryside.

## IV. COMMUNICATION VALUE OF FILM AND TELEVISION THEMES WITH HEILONGJIANG REGIONAL CHARACTERISTICS IN THE NEW PERIOD

The unique geographical environment of Heilongjiang has nurtured a unique regional culture. The dissemination, shaping and construction of its cultural images can create the

charm of a region. Film and television communication is especially important for the construction of the cultural image of a region.

#### A. Brand Construction of Such Themes

Heilongjiang has distinct regional cultural characteristics. The themes of Heilongjiang film and television plays that have formed a certain scale and have regional cultural characteristics, such as the educated youth culture of the Great Northern Wilderness, the spirit of Daqing Iron Man, the spirit of the Northeast Anti-Japanese Alliance, and the construction of new socialist countryside, can form the cultural brand. In addition, it is feasible to vigorously develop the local film and television industry, and strive to build a good communication environment. Against the background of the "Belt and Road", it is feasible to develop the little concerned immigrant culture, especially the development of Russian immigrants based themes to give play to the geographical advantages of the border province. Moreover, the exploration on Heilongjiang's ethnic minorities such as Daur, Oroqen, and Hezhe and the like based themes is helpful to form a regional image and cultural communication brand of Heilongjiang; putting forward countermeasures in aspects of protecting and inheriting intangible cultural heritages of ethnic minorities, establishing the image of Heilongjiang, and strengthening the inter-provincial and international communication capabilities can also play a certain role in promoting the development of film and television industry in Heilongjiang.

#### B. Video-based Building of Output Image of Heilongjiang

In the context of cross-cultural communication, the cultural exchanges between countries and between country and region become increasingly close. The image communication by virtue of film and television products such as movies, TV plays and documentaries plays an important role in the domestic and foreign communication of the national image. Heilongjiang Province's unique ecological culture, diverse national culture and long historical culture are the dominant communication resources with regional characteristics. The cross-cultural communication of Heilongjiang image can be achieved by implementing the development and communication strategy with regional characteristics in combination with the master plan for national cultural construction.

#### C. Development of Heilongjiang Film and Television Industry with the Regional Characteristics

The development of Heilongjiang's film and television industry is relatively backward, and the development with regional characteristics is an effective way to revitalize the development of film and television industry. The success of the "Chuang Guandong (闯关东)" series filmed by Shandong Film and Television Group is a typical example, shows the regional customs of the Northeast and reflects Shandong people's spirit of "venturing to northeast china". Therefore, the key to the development is to explore the themes of Russian immigrants and ethnic minorities with distinctive regional characteristics of Heilongjiang. However, the

development of such themes is somewhat difficult. The production and communication of film and television plays needs to follow the rules of the market. The two themes have small scale of audiences. In addition to the documentary films that focus on social benefits, the producer still needs to make effort in the content of the themes in order to commercialize them.

### V. CONCLUSION

Among the plenty of forms of media that preserve and spread regional culture, film and television plays should be the most popular in the public and the most effective in communication effect. It has become an inevitable trend that the regions spread their regional culture through film and television plays. Film and television plays are particularly important for the formation and construction of a regional culture. Therefore, entering the new period is of great significance to the exploration and development of film and television themes with regional characteristics.

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