

# A Review on Cross-Cultural Communication and Innovative Application of Chinese Cultural Elements

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## ABSTRACT

Chinese elements are the crystallization of Chinese excellent traditional culture, and can also reflect the aesthetic taste and value pursuit of Chinese people. The cross-cultural communication of Chinese elements represents the overseas communication of Chinese culture. At present, Chinese cultural elements have been widely spread and applied all over the world. Of course, there are some stereotypes in the cross-cultural communication of Chinese elements. This paper mainly combs the articles on the application of Chinese elements in international brand marketing and film and television dramas. These articles are completed by Chinese scholars, which fully reflects the Chinese people's cultural confidence and rational understanding of the overseas dissemination of Chinese cultural elements. This paper holds that the cross-cultural communication and innovative application of Chinese elements will help the world better understand China and realize the exchange and integration of Chinese culture and world multi-ethnic culture. This review will have a certain reference value for future scholars to deeply explore Chinese elements.

**Keywords:** *Cross-cultural, Chinese Elements, Cultural Brand*

## 1. INTRODUCTION

With the continuous improvement of China's soft power, Chinese elements are becoming a hot topic. The cross-cultural communication of Chinese elements not only makes global brands gradually take the creative use of Chinese elements as a very popular global localization strategy, but also has a profound impact on the life style of all countries in the country. In general, global brands need to well understand the real connotation of local cultural elements, make Chinese cultural elements better integrate into global brands, and then improve consumers' consumption intention and attitude evaluation.

This paper mainly combs the articles on the cross-cultural communication and utilization of Chinese elements published by Chinese scholars in recent years, focusing on two aspects. First, pay attention to the application of Chinese elements in the process of international brand building and marketing; Second, pay attention to the successful application of Chinese elements in film and television dramas. This paper holds that these two aspects are the most widely used and easily seen fields of Chinese elements, and are also closely related to people's life.

## 2. LITERATURE REVIEW

### 2.1. Chinese elements in brand marketing

Chinese elements also play an important role in the overseas communication of brands. By highlighting China's unique cultural resources, they can obtain the recognition of overseas consumers and form a differentiated positioning. This has become an important strategy for the overseas development of Chinese brands. Li Meng and other scholars selected the videos released by Huawei on YouTube platform from 2017 to 2020 as the research object. They mainly analyzed the content of the videos. They finally found that Huawei's awareness of using Chinese elements in overseas communication is gradually increasing. At the same time, the application of Chinese brands to Chinese elements is still limited. Therefore, they also put forward suggestions. As a brand with a strong connection with the "Chinese image" in the hearts of overseas consumers, Huawei should pay more attention to the mining of Chinese elements in the next communication activities and adopt richer forms to form a unique communication style[1]. They also analyzed the effect of overseas application of Chinese elements to Huawei brand. They mainly analyze the core elements

such as cognition, attitude and behavior of brand communication effect evaluation, and believe that many overseas consumers can recognize the Chinese elements in the video, and are willing to further understand Huawei brand and Chinese culture by watching the video. The communication effect of Huawei brand further proves that in the future, Chinese brands should strengthen the sense of existence of Chinese elements, enrich the connotation of Chinese elements, and pay attention to the relationship between Chinese elements and video content [2].

Huang Haiyang further studied the impact of the Chinese element strategy of global brands on consumers' attitudes and wishes. He believes that the perceived brand localization should be taken as the prerequisite factor to measure the effective integration of global brands into Chinese elements, and the face consciousness of consumers should be introduced based on the Chinese cultural background. At the same time, the national traditional significance should be introduced based on the significance of brands to consumers to analyze how they affect brand attitudes. Finally, through empirical research, he shows that the national traditional meaning intermediary perception of brand localization has a positive effect on brand attitude. Compared with the two mechanisms of quality and reputation, the traditional meaning of the state plays a stronger intermediary effect. Different dimensions of face consciousness have differential regulating effects on the mediating effect. If you want face to positively regulate the mediating effect in the traditional sense of the country, you are afraid that losing face will not have a regulating effect [3]. They have also studied the impact of cultural identity on purchase possibility. Through empirical analysis, they believe that cultural identity has a significant positive impact on brand local symbolic value, and brand local symbolic value plays a complete intermediary role in the impact of cultural identity on purchase possibility. At the same time, authenticity preference positively regulates the indirect effect of cultural identity on purchase possibility, but its role is mainly reflected in the second stage of the impact of cultural identity on purchase possibility. They take cultural identity as an antecedent variable to explain the effectiveness of Chinese elements and the intermediary role of local symbolic value of brands. At the same time, combined with relevant studies such as authenticity, authenticity preference is introduced to explain the effect differences of different market segments. This study has reference significance for multinational corporations to use the cultural identity of Chinese consumers to improve the competitiveness of their global brands [4].

Through case analysis and in-depth interviews with consumers, Wang Xiaozhen found that recognizability is the first key factor affecting the use effect of Chinese elements of international brands. Based on color

recognition and brand recognition, it is defined as the concept of "Chinese element recognition". Their research method is to build a theoretical research model by taking Chinese element recognition as an independent variable, brand association as an intermediary variable and cultural identity as a regulatory variable. They found that Chinese element recognition significantly affects consumers' purchase intention of international brands, especially in the context of improper use of elements or low brand familiarity. Similarly, in the context of low brand familiarity, the mediating and regulating effects of brand association and cultural identity are significant. Therefore, we need to strengthen enterprises' correct use of Chinese elements from three aspects: the selection and use of Chinese elements, the way to guide consumers' Association and market positioning [5].

Jiang and others specifically take the Chinese Zodiac culture as one of the important symbols of Chinese elements. They found that the zodiac culture is becoming the new favorite of major international luxury brands, and the limited products of the zodiac are rapidly becoming popular in the domestic and international markets. They believe that the popularity of zodiac products represents that Chinese culture is gradually recognized by the world. At the same time, a large number of negative evaluations of zodiac products in the market also show the failure of major international brands in using Chinese cultural elements. By collecting the domestic and overseas audience evaluation of the limited series of zodiac products of Gucci, Armani and Longxiang in the past three years, and based on the data, they analyzed the overall response of the audience and the gains and losses of the three international brands in the application of zodiac culture, and put forward targeted suggestions [6].

In addition, some brands of cultural activities also use a lot of Chinese elements. As we all know, NBA is very popular in China. Especially when NBA absorbs Chinese athletes such as Yao Ming, its brand ratings increase greatly. At the same time, NBA's "year of China" series ads are also popular with Chinese fans. Some scholars deeply study the overseas communication process of Chinese culture through the Chinese elements inside and outside the NBA field and with the help of the "star effect" of Chinese players. These elements include Chinese characters, Chinese Kung Fu and dance performances [7].

However, the Chinese elements are not completely positive and comprehensive. The stereotype of Chinese culture in the west always exists. Some scholars take the real products of six global brands under multiple categories as the research object, collect data by questionnaire, introduce the concept of stereotype consistency, and explore how the Chinese elements used in the global localization strategy of global brands affect

consumers' attitudes. Using the total effect adjustment model, they included the intermediary variable "brand local symbolism" and the adjustment variable "global identity / local identity" into the model for analysis. They finally found that the stereotype consistency of Chinese elements had a significant positive effect on the local symbolism of the brand and the possibility of product purchase; Brand local symbolism plays a partial intermediary role in the influence of stereotype consistency of Chinese elements on purchase possibility. Finally, consumer cultural identity (global identity and local identity) also plays a regulatory role in the above process. Their research results further explain the impact mechanism of Chinese elements on consumer attitudes, create an empirical study on Chinese elements, and provide important marketing strategic guidance for global brands on how to improve the effectiveness of Chinese elements [8].

## ***2.2. Chinese elements in film and television works***

In recent years, with the rising status of China and the growing development of the film industry, people are paying more and more attention to entertainment, and the film box office has great potential in the market. Many foreign films also gradually incorporate Chinese elements and present them in different styles. For example, there are many Chinese elements in Korean films, which can not only enhance the sense of cultural identity, but also reflect the "miniature" of Chinese culture. The fusion of the elements of the two countries can better promote the development of the film industry. Different ideologies can attract the interest of the audience, enhance the national culture, and can also reflect the overall image and cultural differences of each country, which can make the film no longer monotonous [9].

Since the establishment of diplomatic relations between China and South Korea, the friendly cooperative relations between the two countries have achieved rapid development in various fields. In recent years, with the continuous improvement and development of China's status, China has attracted much attention in the world, and interviews about China have gradually increased, and China has attracted the attention of people from all over the world. China has also established a unique image in the Korean media, attracting the attention of the Korean people. With the continuous strengthening of China, many Chinese elements have emerged in Korean film and television works. The appearance of Chinese elements can not only attract business cooperation and development, but also establish a good national cultural image and enhance people's sense of identity with Chinese culture. It will better establish the image of China as a new type of great power to the outside world [10]. Korea and

China have maintained close contacts since ancient times, and both China and Korea are located in East Asia. In recent years, more and more Korean film and television works have entered the Chinese market and have been widely welcomed. The long-term exchanges between the two countries have also left a deep and long-term imprint on social life. The appearance of Chinese elements in Korean film and television works can not only reflect the style and status of Chinese society and culture, but also promote the development of the film market and bring better visual impact to the audience. In this article, Chinese elements are expressed through these aspects. Therefore, people from the perspective of South Korea to explore the impact of China in modern social life can find the common points of East Asian culture [11]. China and South Korea have maintained close ties throughout history, Korean culture has been pouring into China, and Chinese culture has maintained a good sense of identity in South Korea. In recent years, with the gradual rise of the film market, China has also maintained a good position in the film and television industry. More and more Chinese elements continue to pour into Korean films, and these elements are reflected in various aspects. The traditional Chinese Confucianism is also slightly reflected. The rapid development of China in the film and television industry is also inseparable from historical factors. As early as many years ago, China and South Korea have maintained friendly exchanges [12]. China and South Korea have maintained friendly relations throughout history and have continued to this day. In recent years, more and more Korean film and television works have entered the Chinese market, which has been widely welcomed and strongly supported. "Korean Wave" has also become popular in China in recent years. The long-term friendly exchanges between the two countries can also reflect many cultural commonalities and enhance the sense of national cultural identity. There are many Chinese elements in Korean film and television works, which not only reflect traditional Chinese culture, but also attract the interest of the audience and get a higher viewing rate. At the same time, the emergence of these Chinese elements can also find the cultural common ground between China and South Korea [13].

In addition, the film industry has developed rapidly in the market, and the ratings also have great potential. Through the gradual improvement of the film industry, favorable conditions have been created for Chinese culture to go global. In Korean film and television works, there are many Chinese elements, which can attract the interest of many Korean audiences and can also gain a sense of cultural identity. Therefore, the cooperation between China and South Korea can be more helpful for Chinese culture to go out and gradually integrate into the world, so that more audiences can perceive the breadth and depth of Chinese culture, as well as the unique style of Chinese culture, so that

Chinese culture can gradually enter the world [14]. With the wide spread of Korean dramas in TV, Internet and other media, the "Korean drama craze" has become an irresistible wave that continues to spread in China. At the same time, with the active cultural promotion of the Korean government, clothing, music, food and other derivatives have also knocked on the door of China along with Korean dramas, and the "Korean Wave" is unstoppable. In addition to the exquisite and moving pictures and plots, the deeper charm of Korean dramas lies in the Confucianism it contains. The ubiquitous Confucianism and its condensed Confucian charm have been accepted by Chinese audiences invisibly, and have produced an understanding and recognition of tradition, morality and Confucian culture. The charm of Confucianism in Korean dramas is the charm that integrates the traditions that have been experienced for hundreds of years with the modern advancement, freedom and democracy, and the charm that includes the nationality and the world. This article will explain the Confucian charm of Korean dramas from four aspects: "filial piety", "propriety", "benevolence", and "harmony". The performance of these ideas can also attract Chinese audiences to the concept of national culture. One is your enhancement, so that you can attach importance to your own culture [15]. The "Korean Wave" culture has gradually poured into mainland China, attracting many people. Korean idol groups have also gained many Chinese fans. Through the gradual development of Korean culture, the Chinese people have gradually learned about Korean culture. While Chinese people understand Korean culture, Koreans also have cognition and understanding of Chinese culture. Different Koreans have different ways of cognition and understanding of traditional Chinese culture, but in any case, whether the cultural exchange between the two countries can It better reflects that there are many similarities and differences in culture between China and South Korea, and at the same time, it can reflect that culture is not limited to each country [16].

American animation represented by Disney is very good at changing and utilizing Chinese elements and Chinese stories. For example, the Disney Company has carried out an American transformation of the narrative poem *Mulan* in the northern and Southern Dynasties, and reinterpreted the values conveyed by *Mulan's* character image and story. Liang Jianghua analyzed a large number of Chinese traditional cultural elements presented in the film, and further explored the literary implication and Narrative Significance hidden by the Chinese elements in the animation [17].

### 3. CONCLUSION

This paper mainly combs the relevant research results of Chinese elements in recent years. On the one hand, this paper focuses on the Chinese elements in

international brand building and marketing. The existing results show that we should pay attention to the application of Chinese elements in international brands, especially to break the stereotype of traditional Chinese elements, so that Chinese culture can be spread more comprehensively. On the other hand, this paper focuses on the application of Chinese elements in film and television dramas. Whether European and American film and television dramas or East Asian Film and television dramas, there are extensive innovative applications of Chinese elements. The adaptation and creation of narrative texts show the adaptability of Chinese culture. This paper holds that the cross-cultural communication and application of Chinese cultural elements will help the world to understand and understand China more comprehensively and realize cross-cultural exchanges. As a literature review, this paper is beneficial for scholars to continue to explore the innovative application of Chinese elements.

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