

Review on Cross-Cultural Communication and Acceptance of *Harry Potter*

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ABSTRACT

Harry Potter is a cultural IP with world influence. It originated from the series of novels by Jacqueline, and was later made into a film and entertainment theme park. The cross-cultural communication and influence of cultural brands is a classic topic in cultural research. Based on the master's thesis of young Chinese scholars in recent years, this paper summarizes the achievements and characteristics of Harry Potter research, and makes a preliminary summary of the previous research in four topics: narrative research, character image analysis, metaphor element analysis and cross-cultural communication. On the whole, previous studies have basically affirmed the rich and diverse cultural connotation of Harry Potter text, which is very important for Harry Potter to achieve influential dissemination and acceptance all over the world. Of course, multi-media communication in the multimedia era has also played a role in promoting. This paper expects to continue to take Harry Potter as an example to explore the communication and development of cross-cultural brands in the future. At the same time, this paper is also beneficial to the reflection and attention of Harry Potter brand.

Keywords: *Harry Potter, Narrative research, Cultural communication.*

1. INTRODUCTION

Harry Potter is a series of magic literature novels by British writer J.K. Rowling. It is one of the most influential cultural brands in China. It has been translated into 73 languages and will be turned into a film by Warner Bros. entertainment. At the same time, Harry Potter is also one of the most attractive entertainment theme projects around the world. In 2021, with the opening of Beijing Universal Studios, Harry Potter became a hot spot of China's popular culture again.

This paper mainly combs the research progress of Harry Potter in Chinese academic circles in recent years, especially in narrative research, cultural influence, character analysis, metaphorical element interpretation and cultural analysis. By combing the previous studies, this paper hopes to summarize the cultural influence of Harry Potter in China and provide some experience and Enlightenment for exploring the "going out" strategy of Chinese cultural brands in the future.

In the selection of previous research results, this paper mainly focuses on the achievements of Chinese young scholars in recent years, and takes their master's

graduation as the main analysis object. Through the selection and content summary and analysis of this batch of master's degree theses, this paper expects the book to provide young Chinese scholars with the basic views on the spread and influence of Harry Potter culture.

2. REVIEW OF RELATED RESEARCH

2.1. Narrative research focusing on text

Some studies have studied the narrative art of Harry Potter from different angles, and then discussed the reasons why the novel is so popular. Shi Qing has studied the promotion process of narrative power in the novel and believe that narrative power is one of the important reasons for the readability of the novel. The concept of life and death and values of the characters in the novel have increased the cultural connotation and depth of the novel because of the symbolic and metaphorical significance of magical things, so that readers can have a more far-reaching impact and enlightenment after reading. At the same time, the acceptance field is also a very important factor. The magical world constructed in the novel plays a leading

role in the ordinary world of people's real life. Film, television and game scenes further deepen the role of this cultural scene [1].

Based on the interaction between cultural ecology and literature, Zheng Kun mainly analyzes the influence of various environmental factors on literary works, as well as the adaptation and development of literature. Firstly, the author analyzes the narrative mode in Harry Potter's novels according to the theory of cultural ecology. Then it expounds the influence of environmental factors on the narrative techniques of the novel from the aspects of natural environment, social environment and cultural environment. Then it further analyzes the influence of international relations and modern life on narration. Finally, it summarizes and analyzes the influence of Gothic, religion and witchcraft culture on the narrative of the novel [2].

Yinuo combines his works with narrative theory to analyze the narrative art of Harry Potter. Firstly, the author analyzes the narrative time and narrative space. Secondly, it analyzes the plot, foreshadowing, the setting of the end and the positioning of two different characters in the novel. Then, it expounds two different voices, that is, the voice of the narrator and the voice of the character. Finally, it analyzes the narrative theme of Harry Potter, that is, the warmth theme and terror theme complement each other [3].

Wang Yaqian's research on Harry Potter has shifted from a single novel text to cross media narration. She believes that cross media narration is a new narrative form born in the era of media integration. Therefore, she takes the cross media narrative system of Harry Potter as the research object. Firstly, the author analyzes the necessary conditions of cross media narration and its textual and media nature under the background of its development. Secondly, taking Harry Potter as an example, this paper analyzes the pre element of text and the crossing difficulties between media. Then, the author analyzes the multiple influencing factors such as story integrity, audience psychology and general environment. Finally, the paper compares Harry Potter with the works with the prototype of cross media narration, and expounds the influence and significance of cross media narration of Harry Potter [4].

2.2. Character image analysis

Character image analysis is an important part of literary text analysis. Compared with the holistic text analysis, the character image analysis has particularity, so this paper combs the research results in this aspect. Through the analysis of the special characters in the novel, we can increase the perspective and methods of novel narrative research.

Yang Guoxin mainly analyzes Harry Potter himself. The author combs the growth background and

personality characteristics of Harry Potter, and focuses on the comparison between Harry Potter and the traditional hero prototype. The author first introduces the background of Harry Potter's growth, the different people he met during his growth and their direct or indirect influence on Harry Potter. Secondly, the article regards Harry as an ordinary individual. He also has his own desire for life and growth, which is the biggest difference between Harry Potter and the traditional hero image. Finally, the character setting of Harry is that he will experience rebellion and helplessness like ordinary people. Finally, the author finds that Harry Potter is a character whose hero image and children's characteristics collide and integrate with each other [5].

Chen Xingyu analyzes the cultural connotation of the works according to the ethnic groups of the characters in Harry Potter. The author first tells the story of Harry Potter, the protagonist and his living group. Through the Oriental characters in Harry Potter, this paper analyzes their setting function. Starting with the Oriental descent in British society and literature, the author analyzes the cultural connotation of Oriental descent in Harry Potter, that is, equality in national communication and mutual respect among ethnic groups [6].

When analyzing the characters of Harry Potter, Liu Lu, combined with some mythical images integrated into the plot, believes that it is these mythical images that make the characters more mysterious and convey the special cultural spirit. Through the study of the characters in the novel, the author believes that the creative intention of the novel itself can be further combed and summarized. Liu Lu first describes the mythical archetypes of the characters in Harry Potter and analyzes the thoughts of the three key characters. She further analyzes the image archetypes in Harry Potter, and then deeply excavates the author's intention of using these archetypes. Finally, the author believes that the analysis of the characters in Harry Potter is conducive to saving the alienation of human nature and restoring and carrying forward the excellent traditional culture [7].

Starting with the father images in the novel, Zhang Wei explores the development trend of the plot of the novel through the classification of these images, analyzes the overall trend implied therein, and finally points out the crisis faced by the protagonist. The author first discusses the image of father in the novel. Compared with Oedipus, this paper further expounds the crisis faced by the protagonist. According to psychoanalytic theory, the author analyzes Harry's self integration. Finally, by reviewing the author's life, the author uses psychoanalytic theory to analyze the author's self integration [8].

In Yang Fan's research, it first introduces Rowling and her Harry Potter series, the research on the series at

home and abroad, and Lamb's theory of father participation. The author examines the relationship between father's accessibility and children's psychological adjustment through the different types of accessibility of three fathers in Harry Potter. Starting from the different input ways of the three fathers in Harry Potter, the author further examines their respective influence on the formation of their children's cognitive image, the shaping of attitude and belief and emotional regulation. By analyzing several fathers in Harry Potter, the author finally analyzes their role in shaping children's psychological resilience and achievement motivation, and discusses the significance of father's responsibility in promoting children's pursuit of life achievement [9].

2.3. Metaphorical element analysis

There are many metaphorical elements in Harry Potter. Ye Yanting analyzes four aspects of the metaphor of disease in Harry Potter. She first tells about the sick characters in the novel. Secondly, analyze the morbid environment in reality according to the hierarchical world of the magical world. Then, from the perspective of spirit and body, the author analyzes the root of "disease" and the imprisonment of people in the real world. Finally, the author points out the disadvantages of the development of the times and calls on people to pay attention to their hearts, examine themselves and enrich their spiritual world [10].

Zhao Qian analyzes the metaphor of death in Harry Potter by analyzing the death plot of the characters in Harry Potter. Firstly, through the analysis of several representative death plots, the author explains the growth implied in death. Secondly, through the plot of Harry's resurrection, the author explains the religious metaphors in the plot of death, such as original sin, redemption, belief reconstruction and so on. Finally, according to the influence of modern science, the author interprets the ideology behind Voldemort's death, and believes that Rowling shows the contradiction of modern western society through the death plot in Harry Potter [11].

Tang Qingtian analyzes its metaphorical meaning according to the fantastic elements in Harry Potter and the chamber of secrets. Firstly, the author introduces the concept and main theories of fantasy novels, and expounds the fantasy elements in Harry Potter, including magical places, magical creatures and magical tools. The author believes that most of these elements have their corresponding myths, fairy tales and legend archetypes. Finally, the author analyzes the metaphors of these fantastic elements, that is, good and evil, the diversity of human nature, the survival of groups and the importance of choice, and believes that it is these metaphors that make the novel have a deeper meaning [12].

Yan Ying analyzes the meaning of snake image and phoenix image throughout Harry Potter. Firstly, the author expounds the historical origin and symbolic significance of snake image and phoenix image. This paper compares the immortality of snake, the regeneration of evil and Phoenix, and the goodness, and analyzes the image expression of snake and Phoenix. Finally, the author analyzes the thematic symbols of snake and Phoenix. The Phoenix defeated the snake, and justice defeated evil. The images of Phoenix and snake can help readers better understand the ideological connotation of Harry Potter [13].

Bi Yujia analyzes the author's values and social value orientation according to the fantasy characteristics in Harry Potter. This paper analyzes the source and presentation of fantasy elements from three aspects: social background, the author's experience and interest in European traditional culture, and analyzes them from two worlds respectively. Finally, by analyzing the significance of fantasy elements in Harry Potter, the author explains the practical significance of Harry Potter [14].

2.4. Communication, acceptance and influence

The spread, popularity and acceptance of Harry Potter all over the world is a topic worthy of study. Zhang Liying first briefly introduces the general situation and influence of the great success of Harry Potter's novel texts in the world, and summarizes the research situation and relevant theories of some scholars on Harry Potter Phenomenon and works. Starting from the content of her works, she leads readers to pursue the ultimate of the story step by step, and finally points out that the novel successfully integrates a variety of literary genres, so that readers of different ages and reading interests can get the pleasure of reading. According to the historical period of her works, she also analyzes the external driving force of the popularity of the novels, and believes that the success of the Harry Potter series is the result of the comprehensive action of various forces [15].

In the process of the spread of Harry Potter, of course, we can first find the more diverse cultural elements in the novel text. Bivi analyzes Harry Potter in combination with Celtic culture. He believes that Celtic cultural traditions are reflected in Harry Potter, which can reflect Celtic religious beliefs and folklore. Harry Potter embodies the development of the new era movement and the revival of Celtic culture. It can see the transformation of cultural image and the development of ghost criticism. Its contemporary cultural significance can liberate modern people's psychology with the help of simple and ancient ideas [16]. Cui Ye believes that Harry Potter, as a representative of magic literature, integrates Christian thought and other multicultural ideas. He analyzed the

Western magic literature thought and its characteristics in Harry Potter, and summarized the core values of Christianity, the values of life and death and the equality of all things, as well as the relationship with the use of witchcraft elements and the revival of pagan witches in Harry Potter. By analyzing the elements of ancient Greek and Roman mythology and the embodiment of characters in Harry Potter, he finally summarizes the culture and new ideas of human integration in western society reflected in Harry Potter [17].

The spread of Harry Potter has also had a great impact, first reflected in the impact of literary creation and production. Zhao Yidan analyzes the influence of Harry Potter's cultural communication on children's literature. She first introduced the translation of Harry Potter, and explained the spread and reasons of Harry Potter. Taking Chinese children's literature as an example, she analyzes the reflection on Harry Potter's contemporary literary creation and the rediscovery of children's readers. Taking the magic of Luo Ling as an example, she also expounds the imitation and reference of fantasy art. Taking the king's book as an example, she shows the possibility of localization of fantasy art [18].

Pan Zixin analyzed the great influence of Harry Potter on the domestic network fantasy novels in the imitation period. Firstly, she summarizes the research status at home and abroad, and takes lost land as an example to analyze the influence of Harry Potter on fantasy novels. She also analyzes the reasons for the influence of Harry Potter on domestic online fantasy novels in the imitation period from three angles, and analyzes the value and significance of the influence of Harry Potter on domestic online fantasy novels in the imitation period [19].

In addition, Xi Mengyu also analyzes the communication reform of Harry Potter from the perspective of immersive communication by combing the relevant concepts of immersive communication. The success of Harry Potter's cultural industry is an interactive mechanism integrating technology, products and fans. Under the background of Pan entertainment era, Harry Potter is of constructive significance to understand the development trend of communication technology and the development direction of cultural industry, and to improve the soft power of the country. Therefore, immersion communication is changing the long-term precipitation of human life style. Combining it with the cultural industry can better promote the development of the cultural industry [20].

3. CONCLUSION

This paper mainly combs and summarizes the research of young Chinese scholars on Harry Potter in recent years from four aspects, mainly including text narrative research, character image analysis, metaphor

element analysis and cross-cultural communication and acceptance. There are many reasons for the success of Harry Potter's cross-cultural communication, and the main reasons for his success are analyzed from the perspective of cross-cultural communication. This paper holds that there are many cultural IP similar to Harry Potter in China, which need to learn from the successful experience of Harry Potter to realize cross-cultural communication. This paper hopes to provide some theoretical summary for the follow-up research in this regard. At the same time, it also hopes to take Harry Potter as an example to explore the communication and development of cross-cultural brands in the future.

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