



The Dissemination and Reception of Female Leadership Images in Television Dramas under a Cross-Cultural Background

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Abstract. This article aims to explore the interaction mechanisms between the dissemination of female leadership images in television dramas and audience reception in cross-cultural exchanges. It also examines how cultural differences impact the dissemination and reception of these images. By analyzing dissemination strategies and their relationship with audience reception across various cultural backgrounds, the study reveals that successful cross-cultural dissemination of female leadership images requires a deep respect for cultural differences. Establishing emotional connections with audiences through both verbal and non-verbal symbols, while continuously adjusting the image to meet audience needs, is crucial. Additionally, audience acceptance of female leadership images is influenced by factors such as cultural identity and values, which adds layers of complexity and dynamism. The findings of this study provide valuable insights for understanding and enhancing the cross-cultural dissemination of female leadership images in television dramas. This research offers practical guidance for creators and broadcasters on aligning content with the cultural expectations and preferences of diverse audience groups, leading to greater acceptance and resonance of female leadership portrayals.

Keywords: Cross-cultural dissemination; Television drama; Female leadership image; Audience reception.

1 Introduction

With the deepening of globalization, cross-cultural exchanges have become increasingly frequent^[1]. As a form of mass media, television dramas break the limitations of time and space, providing a platform for people from different cultural backgrounds to understand each other's cultures. In this context, the image of female leaders in television dramas is crucial for attracting and maintaining cross-cultural audience groups. However, differences in audience cognition and aesthetic preferences across different cultural backgrounds pose new challenges for the dissemination of female leadership images. Therefore, studying the relationship between the dissemination of female leadership images in television dramas and audience reception under a cross-cultural

background is significant for understanding the dissemination mechanisms of this media form.

2 Cross-Cultural Dissemination and Television Dramas

2.1 Concept of Cross-Cultural Dissemination

Cross-cultural communication refers to the exchange and interaction of information, emotions, and ideas among individuals or groups from different cultural backgrounds^[2]. It breaks down barriers of region, language, and customs, facilitating the exchange and integration of different cultures. Cross-cultural communication has the following characteristics: firstly, it involves different cultural systems, requiring participants to have a certain level of cultural sensitivity and adaptability; secondly, it is prone to misunderstandings and conflicts, necessitating participants to have an open and inclusive mindset and effective communication strategies; lastly, cross-cultural communication is a dynamic process where cultural identities and interaction methods of participants may change over time and with deeper exchanges.

2.2 Development of Television Dramas and Cross-Cultural Dissemination

Television dramas are audiovisual works broadcasted through television or online platforms^[3]. In recent years, the television drama industry has developed rapidly, becoming an important form of mass media. Television dramas break the temporal and spatial limitations of traditional media, providing more convenient and autonomous channels for information acquisition and cultural experience. At the same time, television dramas offer new platforms and possibilities for cross-cultural communication. Firstly, television dramas transcend regional boundaries, allowing people from different countries and regions to watch through various platforms, enhancing understanding and exchange between different cultures. Secondly, the interaction between characters in television dramas and audiences creates stronger emotional resonance, helping to establish cross-cultural emotional bonds. Furthermore, television dramas are rich and diverse in content, encompassing different cultural lifestyles and values, providing audiences with multi-faceted and multi-dimensional cultural experiences. Lastly, audiences can participate in discussions through social media, forums, and other means, forming a new way of cross-cultural communication and enhancing the sense of participation and identity among people from different cultural backgrounds.

3 Cross-Cultural Strategies for Disseminating Female Leadership Images

3.1 The Use of Linguistic Symbols

Language is a carrier of culture and an essential tool for cross-cultural communication^[4]. In a cross-cultural context, the portrayal of female leadership in television dramas needs to use appropriate linguistic symbols based on the audience's cultural background and language habits. On one hand, writers and directors need to use language familiar to the audience to reduce communication barriers and bridge the gap with the audience. For example, when targeting English-speaking audiences, incorporating some English dialogues can showcase the character's multilingual abilities. On the other hand, television dramas need to be mindful of cultural adaptation in language use, avoiding words and expressions that might cause cultural misunderstandings or offense. Additionally, linguistic symbols can convey the character's cultural background and traits, highlighting unique cultural charms.

3.2 The Use of Non-Verbal Symbols

In addition to linguistic symbols, non-verbal symbols are also crucial in conveying the image of female leadership^[5]. In television dramas, a character's body language, facial expressions, attire, and other non-verbal cues significantly influence the audience's perception of the character. In a cross-cultural context, the use of non-verbal symbols must consider the customs and taboos of different cultures. For instance, certain gestures or body movements might be offensive in specific cultures and should be avoided. Similarly, different cultures have varied expectations and aesthetic preferences regarding attire, which need to be respected while simultaneously considering the target audience's cultural expectations. Furthermore, specific clothing, props, and scene settings can be used to reinforce the character's cultural identity and uniqueness, thus attracting the audience's interest. For example, incorporating traditional attire or culturally significant accessories can enhance the authenticity and relatability of the character. By effectively utilizing these non-verbal elements, television dramas can create a more engaging and culturally sensitive portrayal of female leadership, fostering a deeper connection with a diverse audience.

3.3 Construction of Cultural Identity

Cultural identity is an individual's recognition and positioning of themselves within a specific cultural background^[6]. In cross-cultural dissemination, female leadership images need to re-examine and construct their cultural identity to meet the expectations of audiences from different cultural backgrounds. On the one hand, they need to showcase the uniqueness and attractiveness of their own culture by telling cultural stories and displaying cultural symbols, allowing audiences to feel the charm of different cultures. On the other hand, they also need to respect and understand the cultural background of the audience, seeking cultural resonance and recognition.

3.4 Selection of Interaction Methods

Interaction is a key feature of television drama dissemination and a crucial way for characters to establish connections and shape images with the audience^[7]. Under a cross-cultural background, female leadership images need to choose appropriate interaction methods based on the cultural characteristics and interaction preferences of the audience.

4 Factors Influencing Audience Reception under a Cross-Cultural Background

4.1 Differences in Cultural Values

Cultural values are shared beliefs, attitudes, and behavior norms within a specific cultural background, profoundly influencing people's thinking and behavior^[8]. In cross-cultural dissemination, differences in cultural values among different cultural backgrounds affect the perception and evaluation of female leadership images by the audience. In individualistic cultures, audiences may appreciate the uniqueness and self-expression of characters more; while in collectivist cultures, audiences may value the contribution and integration of characters to group interests more. Understanding and adapting to these differences and finding points of alignment in image dissemination can gain audience recognition and acceptance.

4.2 Differences in Cognitive Styles

People from different cultural backgrounds have varying ways of acquiring, processing, and understanding information^[9]. These differences in cognitive styles affect how audiences perceive and judge female leadership images. For example, in high-context cultures, individuals rely more on background knowledge and non-verbal cues to understand others, meaning that audiences might pay closer attention to a character's body language, facial expressions, and other subtle details. Conversely, in low-context cultures, people tend to depend more on explicit verbal communication to obtain information, so audiences might focus more on the content and logic of the character's speech. Additionally, differences in thinking styles, such as abstract versus concrete thinking, deductive versus inductive reasoning, also influence how audiences comprehend and accept the narratives presented by characters. Therefore, it is essential to understand the cognitive characteristics of audiences from different cultural backgrounds and adjust the presentation of information and its emphasis accordingly. By doing so, the content can be better understood and accepted by the audience. For example, in high-context cultures like Japan or China, where communication often relies on implicit messages and contextual clues, the portrayal of female leaders might need to emphasize non-verbal communication, such as respectful gestures, subtle facial expressions, and culturally appropriate attire. In contrast, in low-context cultures like the United States or Germany, where communication is more direct and explicit, the portrayal might need to focus on clear and logical dialogue, strong verbal arguments,

and straightforward expressions of leadership qualities. Understanding these cultural nuances and cognitive differences can help in tailoring the portrayal of female leadership to resonate more effectively with diverse audiences, enhancing the overall impact and acceptance of the character.

4.3 Differences in Aesthetic Preferences

Aesthetic preferences are attitudes and inclinations that people hold towards beauty, deeply influenced by cultural imprints^[10]. Differences in aesthetic preferences among audiences from different cultural backgrounds can significantly impact their appreciation and affection for female leadership images. For instance, in cultures that emphasize individual expression, audiences may appreciate unique attire and personal styles of characters more. Conversely, in cultures that value modesty and restraint, audiences may prefer characters who display simplicity, elegance, and a lack of ostentation. For example, in cultures like the United States or certain Western European countries, where individuality and self-expression are highly valued, a female leader who dresses in a distinctive and fashionable manner and displays a strong personal style may be more appealing. On the other hand, in cultures such as Japan or South Korea, where there is an emphasis on modesty, humility, and group harmony, a female leader who dresses in a more conservative and understated manner may be more appreciated. Additionally, different cultures have varying standards of beauty, such as preferences for symmetry versus asymmetry or lavishness versus simplicity. These standards can influence how audiences evaluate the design of a character's appearance. For instance, a culture that values symmetry and elegance may favor characters with classic, balanced features and refined styles, while a culture that appreciates boldness and uniqueness may be drawn to characters with distinctive and unconventional looks. Therefore, understanding the aesthetic tendencies of audiences from different cultural backgrounds is crucial. Incorporating elements that resonate with these preferences in the portrayal of female leadership can attract the audience's attention and create a stronger emotional connection. By aligning the aesthetic aspects of character design with the cultural preferences of the target audience, the dissemination of female leadership images can be more effective and engaging.

4.4 Differences in Interaction Needs

The interaction needs of the audience are a significant motivator for their participation in the dissemination of television dramas^[11]. These needs vary across different cultural backgrounds. For example, in individualistic cultures, audiences may value equal and direct interaction with characters. They seek personal engagement and prefer interactions that acknowledge their individuality and provide a sense of personal connection with the characters. Conversely, in collectivist cultures, audiences may prioritize interactions that allow them to integrate into the group and gain a sense of belonging. Here, the focus is on community and shared experiences, where the interaction enhances group cohesion and provides a collective sense of identity. In such cultures, interactions that promote group activities, communal discussions, and shared experi-

ences are more appreciated. Additionally, different cultures have varying definitions of privacy boundaries in interpersonal communication. These differences influence the acceptable range and degree of interaction for the audience. For instance, in some cultures, open and frequent interactions might be welcomed and seen as a sign of friendliness and engagement, while in others, such interactions might be perceived as intrusive and disrespectful. Therefore, it is essential to understand the interaction demands of audiences from different cultural backgrounds. Designing interaction forms and content that meet these expectations can fulfill the audience's interaction needs and enhance their sense of identity with the characters. This may involve creating various interactive features, such as direct Q&A sessions, voting on plot directions, character-driven social media interactions, or community-based viewing events that cater to both individualistic and collectivist preferences. At the same time, it is crucial to balance the interaction needs of different audience groups, creating an inclusive and harmonious interactive environment. This means providing diverse interaction options that cater to varying preferences, ensuring that all audience members feel included and valued. By doing so, the overall engagement and satisfaction of the audience with the television drama can be significantly enhanced, fostering a stronger connection with the characters and the storyline.

5 Impact of Female Leadership Image Dissemination on Audience Reception

5.1 Establishing Emotional Connections

The primary goal of disseminating female leadership images is to establish emotional connections with the audience, making them feel close and trustful. Under a cross-cultural background, it is necessary to bridge emotional distances with the audience in various ways. For example, sharing the character's life stories and emotional insights can make the audience feel the character's authenticity and sincerity, generating empathy and resonance. Additionally, paying attention to and responding to audience comments and questions, providing emotional support and encouragement, makes the audience feel valued and understood. Furthermore, participating in public welfare activities and expressing social care can showcase positive values, winning the audience's respect and favor.

5.2 Strengthening Cultural Identity

Cultural identity refers to an individual's sense of belonging and pride in their own culture^[12]. In cross-cultural dissemination, disseminating female leadership images plays an important role in strengthening the cultural identity of the audience. By showcasing the unique charm of local culture, it can evoke the audience's appreciation and love for their own culture. Additionally, appreciating and learning about the audience's culture demonstrates an attitude of cross-cultural inclusivity and appreciation, enhancing the audience's cultural confidence.

5.3 Enhancing Interactive Experiences

A good interactive experience is fundamental to the audience's sense of identity^[13]. In television dramas, characters and audiences can greatly enhance the audience's participation and satisfaction through plot development and interactive exchanges. Under a cross-cultural background, it is necessary to design personalized and diverse interactive methods based on the cultural characteristics and interaction preferences of the audience. Methods such as character questions, voting, and games can encourage audiences to express their opinions and share experiences, making them feel like co-participants in the plot development.

6 Audience Feedback on Female Leadership Image Dissemination

6.1 Impact of Acceptance on Character Positioning

The audience's acceptance of female leadership images has a reciprocal effect on the character's self-positioning and adjustments. When audiences highly recognize and accept a character, the character's portrayal becomes more confident and reinforced^[14]. For example, a character known for being strong and independent, who receives enthusiastic and positive feedback from the audience, will continue to develop this style. Through innovative plot developments and character settings, this character will create a more distinct and multi-dimensional "resilient" image. Conversely, when the audience expresses skepticism or negative attitudes toward a character, such as perceiving the character as too harsh or unapproachable, the character needs to reassess whether their positioning is accurate and meets audience expectations. For instance, a character initially portrayed as cold and aloof, upon realizing that the audience does not favor this distant image, might adjust their style. By adopting more relatable language and interaction methods, the character can become more approachable and friendly. Overall, audience acceptance significantly guides character positioning. It is essential to closely monitor the audience's acceptance levels and dynamically adjust self-positioning based on feedback. This ensures that the character better aligns with audience needs and gains their recognition. By staying attuned to audience responses, characters can evolve to meet expectations, fostering a stronger connection and resonance with viewers.

6.2 Role of Audience Feedback in Image Adjustment

Audiences provide real-time feedback on female leadership image dissemination through social media, comments, and viewing data. This feedback is crucial for optimizing and adjusting image strategies. Positive feedback, such as appreciation and recommendation, boosts confidence and motivation in image dissemination; negative feedback, such as dissatisfaction and criticism, provides references for improvement. It is essential to humbly accept audience criticism, actively seek deficiencies, and make improvements. Paying great attention to audience opinions and suggestions, accepting

feedback with an open mind, and continually adjusting and optimizing self-image responsibly can better meet audience expectations and maintain their sense of identity.

7 Conclusion

In summary, this article explores the complex relationship between the dissemination of female leadership images in television dramas and audience reception from a cross-cultural perspective. The study shows that disseminating female leadership images requires a comprehensive application of various cross-cultural strategies, while audience reception is influenced by cultural differences and other factors. The interaction between the two through emotional connections, cultural identity, and interactive experiences presents a dynamic relationship. This research expands the application of cross-cultural dissemination in the field of television dramas, providing theoretical references for production teams to optimize image dissemination strategies and enhance audience acceptance. It also provides practical insights for television platforms to optimize management mechanisms and promote cross-cultural exchanges. Future research can further expand the research perspective based on this study, deepen the understanding of the relationship between the dissemination of female leadership images and audience reception in television dramas, and provide more theoretical support for understanding the development patterns of this emerging dissemination phenomenon.

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