

Diverse Demands—Theme Strategies of Chinese Documentary with Intercultural Communication

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Abstract—TV documentary with documentary style and humanistic quality is an important path to intercultural communication and effective carrier. Chinese documentary creative vision need to globalization, cultural resources with the strangeness and commonality, who spread the idea of the diverse demands of the subject matter, such as a common strategy to seek "nationalization" and "internationalization" of the meeting point, to enhance cross-spread and influence culture.

Keywords—Documentaries; cross-cultural communication; theme; strategy

I. INTRODUCTION

Cross-cultural communication is an important part of human communication activities, its main purpose is through the external projection of cultural information and values and mutual circulation, resulting in cultural attractions, inspired by his cultural identity, to construct a positive friendship between different cultures identity relationships. Documentary with documentary style and cultural quality, has been the traditional Chinese culture, lifestyle, values and achieve a powerful visualization carrier medium of intercultural communication. Faced with the current spread of the spread pattern of diversification and international discourse imbalance, Chinese documentary filmmaking has always adhere to "promote the Chinese culture, communication and cultural value" concept, makes efforts across cultural barriers in terms of subject matter, language patterns, values, communication channels and other regional, takes cultural responsibility of "image ambassador" with thinking and practice of cross-cultural, and achieves "Chinese values" and "international express." Documentary is becoming an important medium forms with building Chinese national image, showing the soft power of Chinese culture and promoting cultural exchanges between China and the West.

II. INTERCULTURAL COMMUNICATION ATTRIBUTES DOCUMENTARY

Intercultural communication, you first need a strict accord with the facts, the truth of the expression vector, and the carrier must have an international means of communication. Documentary has a distinct cultural identity public, records video quality visualization language text form documentary and human culture, making it an important text forms across

time and space, cross-cultural communication.

A. Intuitive image with language

Intuitive image beyond its literal dyslexia and has good international communication skills to advantage in cross-cultural communication process is very obvious. Whether it is a traditional film, television technology, or emerging digital technologies generated images are taking place in important role in the modern intercultural communication too. Flaherty's "Nanook northern" dynamic image for the first time live in the Arctic Eskimo Nanook one of the aspects of life, culture and traditions vivid visual presentation to the American audience, opened the documentary as "image ambassador" intercultural communication course. In the two-way communication -based law intercultural communication, the documentary will abstract spiritual beliefs, values, cultural psychology, aesthetic awareness into intuitive image, with the spread of the power of image exchange platform, eliminating cultural barriers and achieve successful docking of different cultures. Documentary also benefits the latest achievements of modern science and technology, continue to explore innovative video production way through macro, delay, aerial, underwater photography and other special methods and virtual animation technology, access strangeness perspective, extraordinary detail and ambitious shocking images continuously to the audience to novel visual stimuli, and enhance the attractiveness of the documentary image of intercultural communication.

B. Documentary with text form

"Documentaries for its documentary, image recording process of character, easy to build a realistic structure of the text, obtained under different cultural backgrounds understand and agree with the audience, in political communication, cross-cultural communication, as well as in enhancing national influence and improving international image are constantly plays a unique role. whether it is "contemplation mirror of life "or" hammer to create life", documentary is to reflect the community, to explore the reality of responsibility, with the non-fictional content of social and Nature recorded. Documentary text form easily get the audience to understand different cultures and identity, thus allowing a more effective communication. Even the grand theme of the country's image, national spirit, mainstream

values, also melted the characters in the story being truly natural, enhanced reach and recognition rate intercultural communication with the quality of information in the documentary. The documentary named "one year of Tibet" abandon the conceptualization, modeling, and other typical subjective ideological discourse, uses with realistic attitude authentic record of Tibetans living, the release of authentic charm objective, simple, calm shots. The film has been mainstream TV UK, U.S., France and other countries and regions, ordering and broadcast, while groups get different ideological camps consistent recognition and praise, and achieved good effects of intercultural communication.

C. Record quality with human culture

Culture is life groups, multifaceted life of a society and a nation included together, this is the social or national culture. With "noble" documentary has always conscious cultural awareness and deep human feelings, values and ideas with the inherent quality of cultural works, affecting people's values, spirit and aesthetic psychology, who reveals the spread of ideas. Whether it is a romantic edge presents legendary rustic real life, or record important social themes, documentaries contains human taste, reveals the glory of human nature. Even the "ocean", "Beautiful China" Nature Documentary also focus on expressing human spirit, revealing the diversity of life in the state of the process, through a "reverence for life" philosophy and equality", each having the United States, and different "philosophical thinking.

III. SOME MAIN THEMES OF CHINESE DOCUMENTARIES WITH INTERCULTURAL COMMUNICATION

Civilizations have different value systems, culture distinctive national characteristics. Cross-cultural communication is in international exchanges through differentiated cultural and civilizational dialogue, so that embody and protect its national interests beliefs, thoughts, ideas and other universally recognized by the international community and widely accepted. Traditional culture, in real life, the fruits of development and international hotspot areas are becoming the main theme of cross-cultural communication-oriented Chinese documentary creation.

A. Categories with Traditional culture

Traditional culture as a nation of the most essential characteristics of the richest cultural influence dominates the current people's moral standards, values, thinking and aesthetic tastes, etc., it is the development of national survival inherent existence and civilization. "It makes between generations, between one historical stage to another stage and to maintain a certain historical continuity and identity, brought order to the human existence and meaning." Whether it is based on the protection and promotion of cultural heritage needs or international cultural soft power competition background, rich traditional culture has been a major source of ideas Chinese documentary intercultural communication and important to fall back on power. "Resurrection of the Legion", "Forbidden City", "When the Louvre meets the Forbidden City", "The Bund", "china • Porcelain " a large number of traditional culture documentary subjects

successfully entered the international mainstream market, with gorgeous images to show the diversity of Chinese culture morphological and historical splendor, in historical figures, legends and cultural symbols describe the characteristics of the spread of the core ideas of quality and cultural values of traditional Chinese culture to the international community implies, practicing the documentary dissemination of national culture, civilization and cultural responsibility of international dialogue and mission.

B. Categories with Social reality

The theme of social reality in the International Television Festival documentary exhibition by award-winning opportunity, with the texture and true power of the international documentary community awareness and a more realistic perception of reality China has become China documentary achieve intercultural communication and a cultural policy. As the 2010 Asia-Pacific Film Festival Best Documentary Award for "Last Train Home" finalists 2011 Amsterdam International Documentary Festival Competition of medium length, "alive", won 2012 Milan Film Festival Best Documentary Award "tempered" and other such documentary multifocal sharp conflicts and ways to resolve social change facing Chinese people values, lifestyles, etc., but these are in the world today is the political, economic and cultural globalization, the people of each country must face together emotional shock and confusion, in cross-cultural communication process more likely to cause widespread sympathy and concern.

C. Categories with development results

Based on world economic development and social progress of historical coordinates, concerned about Chinese reform and development process of major events and projects in various fields, showing contemporary Chinese scientific development and technological innovation landmark achievements, highlighting the "Made in China" charm, it is the only way to Chinese documentary with cross-cultural communication. Such as "super project" and other works on the theme from "The past tense of diachronic brilliant" to "present tense of synchronic wonderful" vividly captures the process of China's social development moments full of meaning and representation of results, scientific rationally discuss the interaction between the economy and boost the development of science and technology creation, social life and spiritual culture, and many other dimensions.

D. Categories with World hotspot

Close to the world's hot spots, with the Chinese vision for the world, providing a "Chinese wisdom" of the solution to global problems highlight the process of modernization has become a new trend in China documentary intercultural communication. Such works are mostly based on the world modernization background to the history of longitude, a global vision for the dimension, the interpretation of the world with China's economic development perspective, the real power behind the laws of history and political change implies, with a distinctive academic perspective and reflects a rational philosophical speculation international contribution of

Chinese wisdom, highlighting Chinese documentary "international quality", and strive to build "Chinese perspective, the world's story" documentary international spread patterns. Such as "Global heat with this cool" from global warming phenomenon, discusses climate change since the industrial civilization, made from agricultural civilization, industrial civilization to ecological civilization and human development path.

IV. THEME STRATEGIES OF CHINESE DOCUMENTARIES WITH INTERCULTURAL COMMUNICATION

Documentary subject "is the creator of choice or historical data from the objective reality out material works, specifically showing the main event or phenomenon on the screen of life." Cross-cultural communication-oriented, good at finding things digging party can understand both commonalities, there is cultural resources sense of distance, find a meeting point between nationalization and internationalization strategy of China is to achieve an important theme of the documentary intercultural communication.

A. *Strange commonality of themes and values fit*

Essence of intercultural communication exchanges between different cultures, reflecting the attractiveness of different cultures and common trait in communication, both to build a diverse and unified, the existing differences and seeking common global cultural ecology. Strangeness is the theme of intercultural communication problems can not be avoided, curiosity and suspense moderate form of strangeness, to promote cross-cultural communication smoothly. Cross-cultural communication-oriented documentary subjects to fully exploit diverse natural scenery, folk customs and rich culture of Chinese nation has to meet different cultures audience informative, interesting, Quest of psychological needs. In keeping moderate "strange" and enhance the international appeal, while documentary subjects pay more attention to follow the principles of cultural commonality of values, a common human emotion triggered efforts to make universal human nature works to enhance international documentary intercultural communication identity force.

"Defamiliarization" also note that the theme of intercultural communication to avoid self-Gan world "otherness" phenomenon, in order to cater to Western audiences psychological adventures and indulge in the long history and rich connotation of Chinese culture simplistic, edge technology, even at the cost of some pseudo-folk trafficking for the West to provide the fictional Eastern images. Such work may be due to the spectacle of the show was "eye" effect on the success of momentary fame, but lost their national character of the Chinese documentary, causing misreading of China's image.

B. *Individual video highlights of the spread of the idea of human*

Despite the spread of cross-cultural audiences exist in different cultural environments, but as the human population has generally required a member, has a common humanity, have similarities in life experiences and emotional life.

Documentary subjects should take this similarity is based on the theme from the pursuit of "historical depth" to show the "real temperatures", more based on the current reality of Chinese people's individual life and the life of the state, with personal feelings and images with humanity temperatures to minimize the process of intercultural communication and cultural discount, enhance the dissemination of results. "Chinese tongue" because from the traditional food culture propagation routines, concerns the relationship between food and human expression of ordinary people with food-related emotions, fate, and "their simple life", the deep-seated cultural information by one fresh concrete, vivid Chinese people passed to the audience, to achieve effective cross-cultural communication.

C. *Clever "catalyst" to enhance the influence of intercultural communication*

Catalyst intent means to change the rate of chemical reactions of other substances in the chemical reaction in the catalyst is used to describe the effect of enhancing the intermediation spread in the dissemination. "Cross-cultural communication is not a new attempt of mankind since humans began forming tribal groups from the date of human civilization, when people encounter a tribe to another tribe, found that when there are differences between them, then cross-cultural ensue. " old missionary, who are all living in a modern documentary intercultural communication can take advantage of" translation" or "spread intermediary", with their perspective cut Chinese themes, easier to enhance cross-cultural communication influence. Documentary implanted in the subject matter of the Western audience familiar with the story, characters, cultural symbols, evoking strong audience "decoding" Sex and the impact on their cognitive, emotional, attitudes and behaviors through. "Summer Palace" with the court painter Giuseppe Castiglione from Italy as main characters, from a foreign missionary vision to look at the history of the Winter Palace ; " tea leaf Story ", "china • porcelain", "Silk Road, a fresh start journey" through the tea, porcelain , silk road , etc. These familiar to the Western world, "Chinese symbol", tells the story of Chinese culture and world civilization horizontal linkages, to show Western art, religion, political and economic exchanges and facilities as well as Chinese culture influence of world civilization, contribute forces.

D. *International perspective to seek cross-cultural communication "common view"*

Intercultural communication should strive to go beyond ideology History and History of moral restraint, abandoned "stereotype", "perceptions of bias", with an open, pragmatic, inclusive approach to spread across different subjects between the cognitive and cultural contradictions conflict, seeking to maximize the theme of "common denominator" in the "symbiosis" of the international cultural patterns in the run-out of a "common perspective."

Actively build Chinese documentary cooperative network, extensive international joint documentary film project, intercultural communication is to seek "common view" is the

most effective way. 2008 CCTV joint Cambodia, Laos, Myanmar, Thailand, Vietnam and other five national television filmed together "with a drink of water," the side of the six countries recorded the natural, cultural, religious and social life, tells the story of people from different countries life story. Countries in the run-out of tune on a different cultural values stand "common perspective", effectively solve the "localized" problem film overseas markets spread, attracting interest from different cultural backgrounds viewing audience. Meanwhile, the international co-produced the documentary mode also makes China the forefront of the creation of rapid integration into the global market, documentaries, enhance brand communication power and international influence of Chinese documentary.

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