Communication Strategies of Realist Films in the Threshold of Interculturality

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Abstract: *Realistic movies have triggered certain hot interactions in recent years, and realism has valuable spiritual essence and cultural connotation in movies, the essence of which is the realism and humanistic concern that exists in the movie from the core of the story. To a certain extent, the value judgment of the story and humanity shown in the film determines the direction of the dissemination of film culture. In the era of globalization and interconnection, the cultural export function of Chinese films is becoming more and more prominent, and in the realist films, no matter it is the Chinese story or the Chinese elements or the inner concern of the characters, different degrees of cultural identity have been realized, and in the process of drawing the cultural distance, the dissemination of the spirit of realism has an important research significance. In the process of bringing culture closer, the dissemination of the spirit of reality has important research significance.*

Keywords: *realist movies, cross-cultural communication, cultural identity, spirit of reality*

1. Introduction

In the context of globalization, film, as an important carrier of cultural export, carries the mission of disseminating national image and cultural values. In recent years, realist movies have become a hot spot in international cultural exchanges for their profound spiritual essence and rich cultural connotation. Realistic films not only show the humanistic value of stories, but also realize the emotional resonance and value recognition among different cultures in cross-cultural communication.

The purpose of this article is to discuss the role and strategies of realist films in cross-cultural communication, and to analyze how to promote cultural exchange and identity through typical image-making, narrative realism and empathetic consensus in films. The article first discusses the demonstrative power of heroic images in realist films, and how these images can inspire national pride and identity. Then, the article discusses in depth the humanistic concern of ordinary and marginalized characters in movies, and how these characters become the carriers of social values and realistic reflections. In the era of globalization and interconnection, Chinese films have continuously rooted the connotation of Chinese culture and become active in the stage of international images, realizing cross-cultural communication and dissemination. By analyzing representative realist film works such as Me and My Country and "Dying to Survive", the article shows how they use the spirit of realism to care about real life, convey profound values, and play an important role in bringing cultures closer together.

Finally, the article discusses the selection of audiovisual content and empathy strategies of realist films in cross-cultural communication, as well as the construction of cultural consensus under the concept of "harmony", aiming to provide strategic suggestions for the international communication of Chinese films, and at the same time, to promote mutual understanding and respect among different cultures.

Through this study, we expect to provide theoretical support for the dissemination of Chinese films in the international arena, enhance cultural confidence, improve the image of the state and the nation, and the world's film culture to contribute to Chinese wisdom and Chinese programs.

2. Shaping Typical Images and Sowing Humanistic Care

Heroic images play an important role in the transmission of the Chinese story. Heroic and advanced figures represent the spirit of the times and are role models for the people. With benchmarks and

pointers, it is easy for people to find spiritual support in stories, and they can search for answers and get deep revelations in the stories. Group portrait, as an important technique of film art, conveys the values of mainstream ideology, and provides a steady stream of content support for film creation.[1] In movie and television works that tell the story of China, the emergence of heroic characters brings infinite power, thus creating a strong sense of national identity and national pride among the audience, and continuously exerting efforts to enhance the cohesion of the nation and the influence of Chinese culture. The construction of heroic characters in realist movies allows the audience to see a more emotional and realistic side of the hero. The delicate modeling techniques and three-dimensional character images will constantly touch the audience's emotions and make them feel that China's strength is built by the fearlessness of countless heroes. For example, the "Jiaolong Commando" in "Operation Red Sea", who launched the rescue operation without any hesitation; the anti-narcotics team in "Operation Mekong", who took the murderer into custody in the process of danger; and Leng Feng in "Wolf Warriors", who was willing to dedicate himself to the country and the people. The sense of national pride constructed by heroic images quickly spreads to the hearts of the audience. In addition, there are also heroic images among ordinary people. "Embrace Again" is a movie and television work created in line with the current environment of the times, and the ordinary people who have selflessly given their lives in the epidemic have also become ordinary heroes in people's hearts. The movie takes the audience back to the early days of the new coronavirus outbreak in 2020, and tells the warm stories of the epidemic from the perspectives of different characters. The selflessness of people in the midst of their anxiety about the unknown of the epidemic reflects their steadfastness, bravery, optimism and fearlessness. Works born under the special environment of the era can easily substitutes the audience into the situation at that time. The details of the story are laid out to explain each other as well as more emotional elements, which makes the audience empathize and share the feelings. In the current anti-epidemic, it is precisely because of the silent contribution of countless unsung heroes in ordinary positions that the value of defying the difficulties and overcoming the difficulties can be formed.

If heroes are the leaders of the times and the spirit, ordinary people are the implementers and promoters of social life. In realist movie works, people are more likely to feel values similar to their own in the portrayal of ordinary characters. Realism has an important significance in intervening in society and promoting social change and progress. , cinematic works often emphasize the position and role of ordinary characters and reflect the social value of their existence. Realist films presents a rich emotionality and emotional identity through the valorization of characters and their social relationships as a means of influencing a wider social group.

The movie "Dying to Survive", adapted from real events, tells the story of the transformation of the main character, Cheng Yong, from the boss of selling miracle oil to the "God of Medicine" in the hearts of the sick. From the beginning, he sells generic drugs for money, but later on, in order to save countless ordinary patients, he not only sells drugs without making money, but also subsidizes the sale of his own drugs, and with his help, many patients have been able to eat affordable medicines and control their conditions, thus becoming the "God of Medicine". The movie is a vivid story full of twists and turns of fate with many ordinary, humble and helpless little people, showing the real cry of the people at the bottom of the society, and conveying the care for the reality and for the people at the bottom of the society. The cruelty of reality and the statement of truth touches people's sensitive nerves, Cheng Yong was arrested for selling fake drugs, which became the most tense plot point in the movie, and the patients stood by the side of the road and took off their masks to send off collectively with a smile. Cheng Yong, as an ordinary and extraordinary person, realizes the dream of being a hero in ordinary life. The film mobilizes people's identification with the actual facts and a strong sense of vicarious involvement in the situation during the narrative process, thus generating greater social repercussions and reinforcing the humanistic care for ordinary people.

Some of the reality-based movies are often told from the perspective of the marginalized characters, and the construction of character images is accomplished by presenting the values of the marginalized characters, from a state of calmness to a state of resistance and then to a state of equilibrium after the re-establishment of their own order. Marginal characters are often unable to gain social recognition, and most of them are at a disadvantage in terms of social and economic status, so they can only walk on the fringe of society. By presenting the social situation and real emotions of marginalized characters, realist movies resonate with the audience, trigger profound reflection on reality, and influence more social forces to pay attention to the disadvantaged groups.

In "Love Without Talking", the little girl Mu Mu's parents are deaf and mute, but as a healthy person herself, she refuses to open her mouth to speak. Beside her, Hong, who is also deaf and mute, has a healthy son, and because of the communication problem, the two of them are just like people in

two worlds. The film centers on the deaf and mute people, and makes more people pay attention to the real life environment of this marginalized group. Mu Mu's last cry is a voice for his father, but also for the deaf and mute people, so that the world can accept this kind of people, give them more tolerance and help, so that they can feel more social care.

Marginalized people in society live in different environments and have different psychological situations, and their values and mental states are also very different. The film, which focuses on marginalised people, portrays the psychology of the characters in depth, allowing the audience to know more about the living environment and living conditions of such people, and focuses on the social reality in the context of emotional identification.

3. Focusing on the Reality, Ideology and Value of the Narrative

From stone carvings to paintings, sculptures, texts and films, stories have always been present in the development of human art. Regardless of the form of art, the thematic content of the story is the most worthy of exploration. The dissemination of movies is often centered on content, leading social values in the form of storytelling, and then promoting the cohesion and integration of spiritual culture. As an important carrier of cultural communication, the storytelling ability of realist movies brings people a more intuitive reference value when judging values or facing social activities.

Stories cannot be separated from reality, and art is also based on real life. Characters are the core of the story, and the connotation of the story is related to the destiny of people; the struggle between people and life, and the relationship between people form the power of the story. The carrier of the story changes with time, but the power generated by the story, no matter how the form of carrying it changes, the people, events, and relationships are the unchanging factors that capture people's search for their own behaviors, which is also the charm of the story.

"As a kind of artistic creation modeled on social reality, realistically oriented films should take the intersubjectivity of people in the living world and the intentionality of human beings on social life as the base point."[2] In realism-oriented films, real characters, real events, and real behaviors are integrated into the language of the camera, triggering more profound value judgments from the audience. In daily life, people often ignore the refinement of events and the display of details, thus reducing their own perception of life, in which they are not aware of; or in reality, people often face countless challenges and confusions, and experience countless contradictions and struggles, and in this kind of practical anxiety, they often resort to the story of the characters to stimulate more passion for life, or to dilute the troubles brought by the reality with the help of the story's experience, or to trigger more warmth and warmth. Or to trigger more warmth and touches. This is the realistic expression of realist movies. The movie "Dearest" is adapted from a true story about a father, Tian Wenjun, who lost his son after a divorce. Tian Wenjun and his ex-wife met a group of parents who were also looking for their children in order to retrieve their children, and they encouraged and comforted each other without giving up the slightest hope, and finally retrieved their son thousands of miles away after three years of searching hard. Lost children occur from time to time, in the "baby home" official website, the data show that there are tens of thousands of people have been in the search for relatives or to help people on the road to find relatives. When it comes to child trafficking, as outsiders we see news and cold data, and imagine tragedy and misery, but the movie "Dearest" lets us see that behind the grief and misery of these lost children, there is still the spirit of never giving up hope. By deeply depicting the people and feelings behind the true story, the audience's perceptions fade from the surface of the story to a deeper level of emotional identification. Through the fate of the characters and events embedded in the story itself, the movie inspires the power of people's continuous struggle against fate, and projects this spiritual power into the hearts of the audience, triggering their emotional resonance and giving hope and encouragement to the lost children group at the same time. This struggle is warm and exciting, and the characters' character destiny and pursuit of hope in the story become references for the audience to recognize their situation, improve themselves and modify their behavior. The power of realism in the movie has contributed to a change in reality, as the relevant authorities soon launched the "Reunion" system (the Ministry of Public Security's platform for emergency release of information on missing children), and led to the revision of the relevant laws.

Realist films tend to reflect human nature in multiple dimensions, with critical coloring, tearing apart what most people consider to be beautiful, so that more people can see the "plain" truth. "Realism is a creative method, not just a subject matter." [3] Realist films are not only movies with realistic themes, but also movies with valuable connotations expressed through insights into real life. Realist

movies combine the two antagonistic forces of reality and romance in a realistic way, and create more vital characters to present a deeper significance of reality. Therefore, realist movies not only take care of the complicated and chaotic appearances of reality, but more importantly, they dig out the profound essence and spiritual connotation behind the appearances. The essence of connotation behind the appearance is mapped onto the psychological display of the characters in the works, and the social reaction brought about by facing the choices, dilemmas, deaths, and various problems in the movie, so as to let the audience explore the potential spiritual connotation and value orientations therein.

The movie "Nice View" tells the story of Jing Hao who comes to live in Shenzhen alone with his younger sister and turns his life around by constantly fighting. In the movie, Jing Hao's character is set as a 20-year-old young man, his father ran away, his mother died, his sister has a heart condition, and he relies on a cell phone repair store to make ends meet. In order to raise money for his sister's medical treatment, he mortgaged his store to get the principal of the business which he thought he could make a big profit. The sudden change of policy cut off Jing Hao's way of making money, and with the help of his partners, he overcame all the difficulties and set up his own factory with his persistent efforts. Although there is no prototype story in "Nice View", it is a vivid image of millions of workers, and you can see the workers who work hard for their lives everywhere in real life, and other characters are also the countless people who work hard for their happiness in the real society. The movie brings together the little people in real life, recreates real life, and shows the hardship of having to struggle for a happy life. While the story shows the fate of the characters to the audience, it provides a spiritual orientation, leading the audience to explore the values to follow in reality. The spirit of realism embodied in the movie is to integrate the suffering in reality with optimism, and to integrate the hardship of the lower class characters with the happiness they finally obtain. The deep sense of logic in the narrative, the deep analysis of values, the universalized expression of attitudes, and the effective resolution of depressed psychology brought by the spiritual core of realist films all give the audience enjoyment in their souls.

Art is deeply rooted in people's lives, and all aspects of life, including love and hate, ideals and realities, happiness and sorrow, can be inspired by works of art. Art is a powerful carrier to satisfy people's spiritual life, and movie art builds a bridge of communication with the audience through the language of images. The story as the most essential core composition is transmitted to the audience's effective values, so as to satisfy people's spiritual life and achieve the coordination of material and spiritual. The communication of image language conveys not only the surface story, but more importantly, the profound value level, and the transmission and penetration of values is an important function of the movie.

People and social groups build up a sense of identity that enables culture to be continuously deposited, and through continuous practice and rich experience, cultural values are constructed and react on people's social practice, guiding people's daily behavior. Cultural identity is the affirmative recognition of the most meaningful things of a nation formed by people living together in a national community for a long period of time, and its core is the recognition of the basic values of a nation. As a carrier of culture dissemination, movie art upholds the spirit of the times, and the value tendency it presents shows, to a certain extent, the bottom of the cultural self-confidence. "I Am What I Am" is one of the few reality-oriented animated movies that tells the inspiring story of an ordinary left-behind child, Ah Juan, who goes from strength to strength. Lion dance is a traditional Chinese folk art form that combines martial arts, dance and music, etc. The movie takes lion dance culture as its theme, and the story kernel of traditional culture is portrayed in the form of animation as a narrative of ordinary people's growth, which shows the characters' beliefs and hopes, and reveals profound values and powerful spiritual connotations. The lion dance in the movie is not only a folklore activity with Chinese cultural characteristics, but also represents the spiritual awakening of Ah Kuen, who has transformed from a "sick cat" to a "lion". It not only represents the transformation of Ah Kuen from a "sick cat" to a "lion", but in a certain sense, it also symbolizes the transformation of the Chinese people from a "sleeping lion" to a "mighty lion" that is constantly growing stronger and stronger, presenting the infinite power given by the values, which have gradually risen from the emotional identification with the youngsters to the ideological recognition of the national tradition and sentiment. It gradually rises from the emotional identification with the youth to the ideological identification with the national traditional sentiment, and raises the personal value to the national sentiment.

4. Realizing Cultural Identity through Empathy and Consensus

As China's position in the international arena continues to rise, the establishment and shaping of the

image of a great power is particularly important in the process of spreading Chinese culture and transmitting values. In the era of globalization, China's realistic films are constantly subject to the strong impact of foreign cultures. On the basis of adhering to the spirit of realism and maintaining the value characteristics in the audiovisual image, it can achieve the smooth dissemination and exchange of culture, implying a strong cultural self-confidence.

In terms of visual images, realist films are mostly based on the story kernel of Chinese characteristics and localized characters to open up the path of cross-cultural communication. Works with national characteristics have a profound national spiritual core. Under the continuous nourishment and nurturing of the Chinese earth, the Chinese people have the characters of wisdom, perseverance, bravery and diligence, and so on, and therefore, realist movies always convey stories with national characteristics. "Operation Red Sea" is a movie based on the real "Yemeni evacuation" incident, with real environment, real scene, real equipment, to create a real visual image, "Jiaolong Commando" was ordered to go deep into the battlefield to rescue the hostages without fear of sacrifices, the fierce war scenes show the spirit and strength of China. The fierce war scenes show China's spirit and strength, and the protection of citizens' personal and property safety highlights China's consciousness and image of a great nation, and constructs a visual image of the nation in the international perspective. The fierce war scenes show China's spirit and strength, and the protection of citizens' personal and property safety highlights China's consciousness and image of a great nation, and constructs a visual image of the nation in the international perspective.

In terms of auditory sense, China has a vast region and rich language, the implantation of regional language in movie art can better highlight the reality and vividness of the characters, which to a certain extent represents the reality of the people's life in the region, and shows certain practical significance in cross-cultural communication. For example, in "Return to Dust", the characters in the movie have strong regional characteristics and identity traits, and the lines are in Northwest dialect. Actress Haiqing has gone from not understanding the dialect to being able to talk to the local elders through three months of study, and has deeply integrated with the character image. The formation of dialect has been accumulated and precipitated through countless generations, and has strong local characteristics. As dialect is closer to real life, its inclusion in film and television narratives symbolizes to a certain extent the ordinary people, as well as the inherent reality embodied by its characters. The cross-cultural dissemination of realist films demonstrates the integration of different cultures in different regions on the one hand, and the continuous recognition of the inner spiritual values by different people on the other.

Since the formation of China's national movie industry, most of the Chinese stories filmed by Chinese people have had better dissemination within China, with national images serving the nation.[4] Wolf Warrior 2 once ranked first in the history of Chinese domestic movie box office, but in the international market, the box office is not as good as it should be. Patriotism, family sentiment, and the spirit of the times in the eyes of the Chinese people seem to be out of place overseas. The movie highlights the blood and commitment of soldiers, as well as their willingness to dedicate themselves and sacrifice their lives for others. The construction of extreme heroism makes Chinese people's blood boil, and infinitely fits the core values of Chinese people, but cultural differences are difficult to resonate with or even misinterpret in the hearts of foreign audiences.

Realistic movies are closer to life and reality, and therefore can explore the balance of cultural communication at home and abroad while adhering to Chinese culture, incorporating meanings, emotions and values prevalent in the daily lives of human beings. By conveying humanistic concern through the kernel of excellent stories that unite the connotations of Chinese culture, cultural integration is gradually formed and a cultural consensus is reached. "Studying cross-cultural communication of Chinese movies on the basis of culture can touch the fundamentals of cross-cultural communication research."[5] Chinese stories are taken from a wide range of materials, and core values and the spirit of realism are selected and conveyed in the transmission of the stories, adapting the content of realistic stories to the attitude of real life and contributing to the audience's recognition and reflection of the values in the movie. "The so-called people's values, aesthetics, is to instinctively sympathize with the weak, sympathize with the disadvantaged, sympathize with those who suffer, share the same breath with them, share their fate, and give humanitarianism a deep concern, empathy." Reality is imperfect, and realist films precisely show the roughness and graininess of the characters in the story and the cruelty of the real story, so as to make the audience empathize with them, especially sympathize with the underprivileged and weak characters at the bottom of the hierarchy, and combine the goodness of human beings with realism, to downplay the cultural differences and to promote the cross-cultural dissemination of realist films.

5. Conclusions

The 5,000 years of cultural heritage of the Chinese nation have provided rich materials for realistic movies. In the cross-cultural dissemination of realist films, our culture and foreign cultures have constantly collided and exchanged, thus enhancing cultural self-confidence and further improving the image of the country and the nation. Only by seeking common ground while reserving differences can we explore the way of communication that realizes cultural fusion and suits our own development through continuous innovation. Realistic movies should grasp the connection between the story and reality in the movie, pay more attention to the reality, and provide a way or model for the cross-cultural communication of Chinese culture with reference significance.

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