Intercultural Communication and Collision in the Movie Industry

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Abstract: *As the seventh art, film plays an irreplaceable role in cross-cultural communication. The visual nature of films enables different cultures to communicate and disseminate, and the clash and fusion of different cultures are realized through visualized conflicts.With the acceleration of globalisation, film, as an important cultural communication medium, plays an increasingly important role in promoting cross-cultural communication among different countries and regions. Intercultural communication is based on cultural heritage and roots, and is the exchange and collision between cultures, reflecting the essence and core of intercultural communication in film. Intercultural communication has a pivotal influence in the film industry, promoting the universality and sociality of film culture and enhancing the innovation and creativity of films. Intercultural communication films are critical and diverse, which can lead the audience to think more comprehensively about the importance and necessity of film communication theory.*

Keywords: opportunities and challenges, cross-cultural exchange, film

1. Introduction

Cross-cultural communication in the movie industry involves the collaboration and co-creation of directors, actors, and production teams from diverse countries and regions. This type of co-creation can showcase an understanding of different cultures throughout all aspects of movie production, while promoting cultural exchange and development. It demonstrates the inclusivity and diversity of the movie industry, and also brings more opportunities and commercial value to its development. Cross-cultural communication in the film industry is a topic of great concern.[1] With the acceleration of globalization, film, as an important cultural medium, plays a role in promoting mutual understanding and communication between different countries and regions. First of all, as a visual art form, film plays an important role in cross-cultural communication. Through the film, the audience can glimpse the unique customs, historical background and social phenomena of other countries and regions. This helps break down old stereotypes and misconceptions and increases understanding of the cultural differences of others. Secondly, film is also a tool of language communication. Although different countries have their own unique languages and writing systems, when translated through subtitling or dubbing, audiences can better understand and enjoy films produced from other countries or regions. This not only provides the opportunity to learn human rights consciousness, but also promotes the cooperation and exchange between various countries in the field of art. In addition, in the process of cross-cultural communication, producers usually need to consider the potential conflicts or misunderstandings caused by the differences in story plots, values and moral codes in the cultural environment of the target audience. Therefore, when introducing a film to a new market, it must be properly adjusted and localized. For example, screenings in the Chinese market often require censorship in accordance with relevant regulations, and content is edited or modified to suit the preferences of Chinese audiences. It is worth noting that successful cases such as Kung Fu Panda and Avatar show that good films can transcend linguistic, ethnic and even political boundaries to gain widespread recognition and affection at any time. These successful cases prove that it is very important to respect and tolerate the value system and aesthetic orientation represented by others in cross-cultural communication. To sum up, "intercultural communication in the film industry" is a complex and multi-layered issue involving visual art, language communication and respect for others. By promoting global collaboration and exchange, we can expect to see more good cross-cultural work that has universal resonance.

2. The embodiment of film intercultural communication in communication science

Intercultural communication is a crucial aspect of communication science. It is a manifestation of cultural communication and an essential part of the theoretical research scope in communication science. Intercultural communication refers to interpersonal communication and information dissemination activities between members of society in different cultural contexts.

It is divided into two levels of communication: intercultural communication at the level of daily life, which refers to the integration and collision resulting from intercultural communication activities carried out by members of society in different cultural contexts.

The second characteristic pertains to intercultural communication in the context of human cultural interaction. This is primarily based on the existence of differences in cultural systems, as well as the interactions and exchanges between different cultures. The process of intercultural communication is determined by culture and involves fusion, collision, and development. This reflects the essence and core of intercultural communication in movies.

The research objectives of intercultural communication are to describe the nature of communication between specific cultures, reveal cultural differences and similarities, and study methods of eliminating communication differences due to cultural barriers. The text adheres to conventional structure and formatting features, with consistent citation and footnote style. The sentences and paragraphs create a logical flow of information with causal connections between statements. No changes in content have been made. The research objectives of intercultural communication are to describe the nature of communication between specific cultures, reveal cultural differences and similarities, and study methods of eliminating communication differences due to cultural barriers. The text also highlights the importance of understanding one's own culture and the process of cultural creation and differentiation. The language used is clear, objective, and value-neutral, with a formal register and precise word choice. The text is free from grammatical errors, spelling mistakes, and punctuation errors.

3. The importance of intercultural communication in movies

Intercultural communication plays a crucial role in movies. Its purpose is to promote mutual understanding, respect, and cooperative development among different cultures. The rise and development of intercultural films fosters harmony among cultures and helps eliminate misunderstandings and prejudice. Simultaneously, the science popularization, education, and entertainment functions of movies are utilized to promote international trade, investment, and tourism.[2] The text is grammatically correct and free from spelling and punctuation errors. The language is now more formal, and the use of contractions and colloquial words has been avoided. At the same time, cross-cultural collisions can also enhance the creativity and innovation of the movie industry. This can help the audience gain a better understanding of the differences and similarities between different cultures.[3]

Take a specific movie as an example:

Nowadays, globalization is intensifying, and cross-cultural cooperation in the film industry is also advancing. There are more frequent exchanges between directors, actors, and production teams from different cultures, and transnational filming and multinational cultural integration have become the norm in the movie industry. There are more frequent exchanges between directors, actors, and production teams from different cultures, and transnational filming and multinational cultural integration have become the norm in the movie industry. There are more frequent exchanges between directors, actors, and production teams from different cultures, and transnational filming and multinational cultural integration have become the norm in the movie industry. However, cultural differences have led to extreme polarization of audience groups for many cross-cultural films, such as the Chinese living in the United States as reflected in the film 'Instant Omniverse'. The film 'Instant Omniverse' depicts the lives of Chinese people in the United States and explores the conflicts that arise from the clash of Chinese and American cultures.

In the realm of cross-cultural communication in film, it is impossible not to mention the renowned director Ang Lee.[4] Lee has directed and filmed movies that showcase Chinese culture with great depth, including Eat Man Woman, Crouching Tiger, Hidden Dragon, The Wedding Banquet, and Pusher. The films primarily explore the intersection of Chinese and Western cultures, conveying a powerful visual and spiritual impact on viewers. Through the portrayal of everyday family life, they highlight the

contrasts and divergent values between cultures. The use of clear and concise language ensures a logical flow of information, while avoiding biased or ornamental language. The text adheres to conventional academic structure and maintains a formal register, with precise word choice and grammatical correctness. No changes in content have been made.

The film, directed by Qu Jiangtao and starring Luo Jingmin and Ding Jiaming, is a low-budget yet highly acclaimed masterpiece of sentimentality. It received three awards at the Golden Rooster and Hundred Flowers Film Festival. The film elicits emotional responses from the audience through its straightforward narrative and clever performances. It also depicts the journey from cultural conflict to cultural integration between Old Yangtou, a shadow puppeteer who reveres the Monkey King, and Brooks, an American boy who idolizes Spider-Man. This highlights the differences in cross-cultural communication between China and the United States. The film examines the cultural significance of the Monkey King and Spider-Man, promoting the harmonious development of cross-cultural exchange. It highlights two key differences in cross-cultural communication between Chinese and American people: the clash between collectivism and individualism, and the blending of high-context and low-context cultures. The communication between Lao Yangtou and Brooks exemplifies the difference between high-context and low-context cultures in China and the United States. American culture belongs to a low-context culture, which tends to favour direct expression and communication. In Sun Tzu from America, Americans usually use clear language and gestures to express their thoughts and emotions, and communicate in a straightforward way without much guessing or reasoning. China is a high-context culture where language and behaviour often carry deeper meanings and symbolism. The movie features two symbolic images: Spider-Man and Monkey King, representing different traditions and values in Eastern and Western cultures. However, in cross-cultural communication, both symbols also demonstrate the trend of cultural integration. The collision of cultures reveals conflicts in diversity, particularly in language. Cross-cultural communication involves different languages that represent diverse cultural backgrounds and ways of thinking. This can lead to misunderstandings and conflicts. However, diversity also brings opportunities and possibilities. To promote global cultural pluralism, it is important to understand and respect different cultural traditions.

The films 'Django Unchained' and 'Green Book' highlight the differences between the North and South of the United States, specifically the conflict between the plantation economy in the South and the bourgeoisie in the North. The characters Django and Dr. Shirley provide a platform for cross-cultural exchanges as they fight for affirmative action. 'Django Unchained' depicts the story of bounty hunters and black slaves, from bondage to freedom, against the backdrop of the American Civil War. The film incorporates themes of cross-cultural interaction between Indians and Germans, which promotes social progress in the United States. Similarly, the film 'Green Book' explores various social aspects such as class, race, character, and sexual orientation. It comprehensively portrays the characteristics inherent in human nature through a road movie format. The film breaks down the barriers that hinder human nature, like a stone thrown into the black and white American society, creating beautiful ripples.

When it comes to Asian films, Indian films stand out for their realistic subject matter. 'Little Laurie's Monkey God Uncle' tells the story of an Indian uncle who helps a mute Pakistani girl return home, exploring social class differences, Buddhism and Islam, and the complexities between India and Pakistan. The film's emphasis on friendship dilutes the original complexity of the subject matter. The final scene, where the border wall is 'pushed down', highlights the human nature of the high wall. The film is like a stone, creating small and beautiful ripples in the black and white American society. At the end of the movie, the border wall is toppled by the people, demonstrating that under the light of true love and humanity, obstacles shaped by prejudice and narrow-mindedness are no longer significant. This highlights the significance of cross-cultural exchanges as portrayed in the film.

At the same time, I should mention an Indian film, "Bajrangi Bhaijaan". This film tells the story of a simple Indian man with deep religious beliefs who helps a mute Pakistani girl reunite with her parents.[5] Hindu Pavan met Shahida, a little Muslim girl who was lost with her mother and had a language barrier, by chance. After learning that Shahida is Pakistani, Pawan decided to help her return home, but on the way back to Pakistan, but hit a wall everywhere, encountered consulate conflicts, cheated by the tourism bureau, Pawan determined to do whatever it takes to bring Shahida back to his hometown and family. The historical issues of India and Pakistan, the racial antagonism of India, the contradiction between Hinduism and Islam, and the dispute over Kashmir have all been dissolved because of the love for a little Raleigh. Little Raleigh's mute is also a metaphor for the contradiction that human beings have due to lack of communication. The solution of the incident is ultimately attributed to the spread of we-media and the amplification effect of the network. Different ideologies,

religious beliefs and cultures do not affect loving each other and helping each other. They are all great and ordinary people with a conscience from the bottom of their hearts. A heavy and complex subject matter has been completed in such a light way, with laughter and tears, smooth and free, can not but admire the depth of thinking and operating ability of Indian filmmakers. The compact plot and full details reduce the sense of violation of the song and dance interspersed in it. It is a good example that film bears the function of carrying the way and promoting social progress.

In terms of cultural differences, there are subtle variations between the North and South, as well as the East and West of multi-ethnic countries like China. However, the national culture remains deeply rooted and unchanged. Cross-cultural influences can be observed in various aspects of life, such as food, work, rest, clothing, and hobbies. The Chinese film industry also produces films that explore cross-cultural communication. The 1999 film 'A Gentleman from Shanghai', directed by Heather Greer, explores cross-cultural communication and personal growth. The director highlights the contrasting behaviours, values, and customs of Chinese and Western cultures, presenting challenges to effective communication between them. At the same time, the movie also emphasises the significance of high-context communication in cross-cultural communication. The film explores cultural conflicts in a humorous manner, highlighting the tension and awkwardness that can arise in cross-cultural communication through comedic scenes and elements. The protagonist, a native of Shanghai, gradually comes to accept the new culture through his interactions with Americans, learning about tolerance and friendship. This cross-cultural exchange provides him with opportunities for personal growth and development. At the same time, the movie employs many metaphors, which provide the audience with inspiration and insights.

4. The rise and development of new media has facilitated cross-cultural communication

Meanwhile, the development of short-video platforms has led many bloggers to seek out cross-cultural experiences abroad and share them on these platforms. It is important to maintain objectivity and avoid subjective evaluations when describing these experiences. The videos often showcase the richness of daily life and offer a glimpse into exotic customs. The emergence of new media and the short video era has facilitated cross-cultural communication, enabling new media communities to engage with art from diverse cultural contexts. This has also opened up new avenues for innovation in new media.This so-called international communication exchange is neither the Voice of America nor the New York Times, but the current very hot short video platform Jitterbug, the overseas version of which is called tiktok, which can be said to be in the true sense of global participatory communication that relies on the Internet platform for cross-cultural communication, and it is an important development trend and direction of cross-cultural communication at the level of the virtual platform.

Professor Shi Anbin, the current vice dean of the School of Journalism and Communication at Tsinghua University, also put forward some insights into the globalisation paradigm shift in the direction of cross-cultural communication, first of all, most of the Western countries have entered the era of "post-Western", "post-Order" and "post-Truth" after 2016, and are facing many challenges. Firstly, after 2016, most Western countries have entered the era of "post-West", "post order" and "post truth", and the "order" established by the European culture and the United States with the Enlightenment as the core is on the verge of collapsing and facing many challenges. "The trend of "anti-globalisation" is sweeping across the globe, making the whole world full of uncertainty and instability. However, in China, the construction of the Belt and Road is in a period of growth and development, and the year 2023 is the 10th anniversary of the Belt and Road, so China insists on bringing in and going out. In the context of China's "new globalisation", China's influence is increasing further, which allows Chinese intercultural communication practice and research to enter a new phase more quickly.

According to Ulrich Beck, "The technologically empowered modern nation-state's thirst for scarce resources and its control over them have created a multitude of risks that cannot be dealt with by individual states alone, and whose effects are spreading along with the deepening of globalisation." Within this process of globalisation, there are a number of problems, including climate change, biosecurity, terrorism, and virulent plagues. As a result, many scholars have addressed the topic of global risk societies, where high levels of "globalisation" and "mediatisation" have led to increased intercultural communication, and the opportunities and challenges posed by global risk societies are quietly changing the ecology and norms of the field of intercultural communication. The opportunities and challenges of the global risk society are also quietly changing the ecology and norms of

intercultural communication.

5. Conclusion

During cross-cultural communication, differences in communicative behaviour and cognition can arise between people from different contextual cultures. These differences can also be reflected in cross-cultural movies. Understanding the reasons for the formation of and cognitive differences between high-context cultures and low-context cultures can enhance the audience's sensitivity and awareness in cross-cultural communication. This can help them learn to think differently and be more flexible in dealing with cultural differences. It also provides a good opportunity to eliminate cultural barriers in cross-cultural communication and exchange, laying the foundation for success in the field of cross-cultural movies.

By appreciating and understanding cross-cultural communication in movies, viewers can gain a deeper understanding of the significance of personal growth and self-discovery. This can inspire them to explore and pursue their life goals more diligently through the medium of film. Cross-cultural communication involves respect, tolerance, and opportunities, rather than being viewed as an obstacle or a shackle. It is important to examine one's own heart to discover the true value of individuals. In our increasingly globalised world, movies provide an important platform for learning and communication. In today's globalised world, movies provide a valuable platform for audiences to learn and broaden their understanding of different cultures. They guide us to appreciate diversity and think critically.

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