

Dissemination and Interpretation of Animated Films in Intercultural Communication in China

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Abstract

As an important carrier for displaying local culture and national image, animated films play a key role in inheriting and innovating Chinese culture and cultivating national self-consciousness and cultural confidence. However, in the process of cross-cultural communication, Chinese animated films face problems such as an imperfect communication mechanism, insufficient cultural adaptability, and limited international influence. By analyzing these problems, this paper explores the specific communication mechanism and path of animated films in cross-cultural communication. It is found that there are problems such as improper balance between localization and internationalization of cultural content, lack of marketing strategy, and single communication channel in cross-cultural communication of Chinese animated films. Through case studies and empirical research, this paper proposes a series of strategies to optimize the dissemination mechanism, including enhancing the international adaptability of cultural content, adopting diversified dissemination channels, and strengthening marketing and branding in order to enhance the international competitiveness and cultural influence of Chinese animated films. The research in this paper provides concrete practical guidance and theoretical support for better dissemination and development of Chinese animated films in the context of globalization.

Keywords: *Intercultural Communication, Animated Movies, Communication Mechanisms, Strategic Research*

INTRODUCTION

Since the reform and opening up, China's economy has developed at a rapid pace, and its comprehensive national strength has become more prominent day by day. Against this background and trend, the State has begun to focus on cultural construction and development, with the main objective of enhancing the country's soft power, cultural competitiveness, and international discourse. Therefore, vigorously developing the cultural industry has become the main direction and hard requirement of the new era.

At the policy level, the State attaches great importance to the development of cultural industries. For example, policy documents such as the Law of the People's Republic of China on the Promotion of Cultural Industries and the 14th Five-Year Plan for the Development of Cultural Industries explicitly state that it is necessary to vigorously promote the high-quality development of cultural industries and enhance the international influence and competitiveness of China's cultural products. (Ministry of Culture and Tourism of the People's Republic of China, 2021). These policy documents provide solid guarantees and support for the development of cultural industries, especially emphasizing the importance and necessity of intercultural communication.

As an important carrier for displaying local culture and national image, animated movies have unique communication advantages and cultural influence. Through the carrier of animated films, the rich connotation and unique charm of Chinese culture can be effectively displayed and conveyed. However, in the process of cross-cultural communication, Chinese animated films face many practical problems and challenges. For example, the improper balance between localization and internationalization of cultural contents, the lack of marketing strategies, and the single channel of dissemination have limited the international dissemination effect of Chinese animated films (Zhao, 2021). In addition, lack of cultural adaptation is also an important factor, with cultural differences and language barriers often leading to poor understanding and acceptance of Chinese animated films by international audiences (Ke, Maharam, & Yahaya, 2021).

In recent years, some domestic animated movies have achieved excellent box office results and audience

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reputation domestically, but their performance in the international market has been relatively mediocre. For example, the movie *Nezha's Descent of the Magic Boy* has achieved great success in the domestic market, but its dissemination and acceptance in the international market is limited. This reflects the practical problems and challenges faced by Chinese animated films in cross-cultural communication, such as weak international publicity efforts (Sun & Hua, 2023).

Given the above background, this article aims to study the specific dissemination mechanism of Chinese animated films in cross-cultural communication, and explore the corresponding strategies that should be adopted in the dissemination process. Research in the past has shown that Chinese animated films face problems in cross-cultural communication, such as improper balance between localization and internationalization of cultural content, insufficient marketing strategies, and a single communication channel. Therefore, this article will propose a series of specific strategies to optimize the dissemination mechanism, including enhancing the international adaptability of cultural content, using multiple channels for promotion, strengthening market promotion and brand building, etc., in order to enhance the international competitiveness and cultural influence of Chinese animated films. Research has shown that animated films, as an important cultural medium, can effectively spread local cultural values and social concepts through their unique audio-visual language and storytelling (Bai, 2022). However, in practical operation, domestic animated films still face many challenges in cross-cultural communication, such as insufficient cultural adaptability, language barriers, and inadequate marketing strategies (Ke, Maharam, & Yahaya, 2021) .

Although existing studies have revealed the importance of animated movies in cross-cultural communication, there are still deficiencies in research methodology and content. On the one hand, most of the existing studies focus on qualitative analysis and lack systematic empirical research and data support (Zhao, 2021). On the other hand, there are fewer studies on the specific paths and implementation strategies of cross-cultural communication mechanisms for animated films, especially for the specific operational experiences and case studies of Chinese animated films in international market promotion are not in-depth enough (Sun & Hua, 2023).

Based on the above background, this paper aims to explore strategies to solve these dilemmas by analyzing the specific communication mechanisms and paths of Chinese animated films in cross-cultural communication. It is found that Chinese animated films have problems in cross-cultural communication, such as improper balance between localization and internationalization of cultural contents, lack of marketing strategies, and single communication channel. To this end, this paper will propose a series of specific strategies to optimize the communication mechanism, including enhancing the international adaptability of cultural content, adopting diversified communication channels, strengthening marketing and branding, etc., in order to enhance the international competitiveness and cultural influence of Chinese animated films.

Research status of cross-cultural communication of animated movies: The role of animated movies in cross-cultural communication has received widespread attention in recent years. Studies have shown that animated films, as an important carrier of cultural communication, can effectively convey cultural values and social concepts through their unique visual language and storytelling methods (Bai, 2022). However, in practice, domestic animated films still face many challenges in cross-cultural communication, including insufficient cultural adaptation, language barriers, and lack of marketing strategies (Ke, Maharam, & Yahaya, 2021).

Although existing studies have revealed the importance of animated movies in cross-cultural communication, there are still deficiencies in research methodology and content. On the one hand, most of the existing studies focus on qualitative analysis and lack systematic empirical research and data support (Zhao, 2021). On the other hand, there are fewer studies on the specific paths and implementation strategies of cross-cultural communication mechanisms for animated films, especially for the specific operational experiences and case studies of Chinese animated films in international market promotion are not in-depth enough (Sun & Hua, 2023).

Based on the above literature review and critique, this paper will be organized around the following research questions: 1. What are the main challenges and problems faced by Chinese animated films in cross-cultural

communication? 2. What are the specific dissemination mechanisms and pathways for animated films in intercultural communication? 3. How to optimize the distribution mechanism of Chinese animated films in order to enhance their international competitiveness and cultural influence? The research idea of this paper is firstly, to sort out the main problems currently faced by Chinese animation movies in cross-cultural communication through literature review; Secondly, combined with the case study, it explores the specific communication mechanism and path of animated films in cross-cultural communication; Finally, corresponding strategic suggestions are put forward, with a view to providing concrete practical guidance and theoretical support for the communication and development of Chinese animated films in the context of globalization. This paper will mainly adopt qualitative research methods, including literature analysis and case study analysis, in order to comprehensively analyze the status quo and problems of Chinese animated films in cross-cultural communication, and put forward practical optimization strategies.

MATERIALS AND METHODS

Analysis of the Current Situation of Domestic Animation Movie Dissemination in the Cross-cultural Perspective

Box Office Analysis of Domestic Animated Films

In the context of cross-cultural communication, the box office of a movie is of great significance as an important index for measuring the communication effect of a movie. At present, the box office status of China's animation movies is as follows: Overall growth trend: In recent years, the box office of domestic animation movies has shown a continuous growth trend. However, the market share of animated movies is still small compared to other genres. This reflects the fact that the influence of domestic animated movies in the domestic market is gradually increasing, but they still occupy a small share in the overall movie market (Zhao, 2021). Competition from imported animated movies: Although the box office of domestic animated movies is increasing year by year, there is still a big gap between them and foreign imported animated movies. Foreign animated movies have a wide audience base and high market share in the Chinese market, indicating their advantages in cross-cultural communication (Ke, Maharam, & Yahaya, 2021). Box office reversal trend: since 2018, some domestic animated movies, such as *Nezha's Descent of the Magic Boy*, have surpassed foreign imported animated movies at the box office. This indicates that domestic animated films have improved in terms of production quality and story content, and gradually gained more audience recognition (Xue & Shi, 2023). Box office contribution analysis: The data shows that a few high-grossing animated films (grossing more than \$100 million) contribute most of the box office revenue, while most animated films are concentrated between \$10 million and \$90 million. This suggests that domestic animated movies have potential in terms of box office revenue, but still need to improve their overall influence in order to achieve greater success in the international market (Sun & Hua, 2023).

Cross-Cultural Analysis of Domestic Animation Filmmaking

In order to promote the influence of domestic animated films in cross-cultural communication, it is necessary to deeply analyze the current situation of their production and explore how to enhance their international competitiveness in terms of cultural transmission and content creation. Many domestic animated films are adapted from existing literary works or traditional stories, which have a good market base and audience recognition in China. Through these adaptations, domestically produced animated films can quickly gain audience attention and recognition in the domestic market, laying the foundation for their international dissemination (Zhao, 2021). Domestic animated movies usually choose to be released during winter and summer vacations and holidays to take advantage of the audience's leisure time and increase the frequency of viewing and box office. However, in cross-cultural communication, it is necessary to consider the release schedule and audience habits in international markets to optimize the communication effect (Xue & Shi, 2023). Compared with foreign animated films, there is still a gap in the production level and technology of domestic animated films. Compared with foreign animated movies, there is still a gap between domestic animated movies in terms of production level and technology. By injecting cultural elements with Chinese characteristics, such as traditional Chinese culture and values, their uniqueness and attractiveness in the international market can be enhanced (Bai, 2022). Except for Hong Kong films, other types of domestic

animated films have relatively weak influence in the international market. Therefore, it is necessary to start from the aspects of story creation, technology enhancement and marketing to comprehensively improve the cross-cultural communication ability of domestic animated movies (Sun & Hua, 2023).

Analysis of the Influencing Factors of Animated Film Communication in Cross-cultural Perspective

On the whole, there are more factors affecting the dissemination of animated films, so in specific practice, we should start from a multi-dimensional perspective and deeply analyze the influencing factors behind them, so as to seize the key, identify the problems, and base on the basics, and comprehensively promote the effective dissemination of animated films in the context of cross-cultural backgrounds and trends. In general, the factors affecting the dissemination of animated movies are divided into the following aspects:

The Design of Animated Movie Images Affects Communication Effects

Animated film design is based on the content of the movie, the character structure, and thus the creation of characters with spirit and soul, specific goals and benchmarks, and full-bodied feelings and influence (Xie, Hu, & Qiu, 2022). Explored from the production method, can be divided into two-dimensional and three-dimensional animated movie characters, generally two-dimensional more good and evil to express the character image, while three-dimensional is beyond the good and evil for the construction of characters. At present, with the progress of information technology, the demand for high production and fine production of animated movies is getting higher and higher, especially the 3D type of movies, which is the object of the audience's delight and joyful pursuit (Wu, Chen, & Chiu, 2016; Gao & Zhang, n.d.).

The Creation of Stories and Films Affects the Effectiveness of Communication

According to market research, foreign animated movies are liked by the public because they have an ups and downs storyline, while the production level and quality of the series are very high. Among other things, foreign movie productions are based on a higher level of grounding and values, which are more likely to resonate with the audience's emotions (Douglas, n.d.). For example, covers of Disney animated songs on YouTube extend the original story through various audiovisual codes and production elements, contributing to the development of a sustainable transmedia musical paradigm (Vizcaíno-Verdú, Aguaded, & Contreras-Pulido, 2021). Pixar's experimental storytelling program demonstrated the impact of new technologies and workflows on creative freedom through the film *Purl* (Lally et al., 2018).

In contrast, Chinese animated movies that have gone out of China are mainly based on Chinese style and Chinese elements. However, compared with some other themes and types of movies, its spreading influence is not very big, which shows that in the production of animated movies and the arrangement of storyline, both elevation and far-reaching intention are needed. For example, the use of digital storytelling and virtual world platforms (e.g., Opensim) for the production of animated movies in educational environments demonstrated positive results, which were validated among high school students in Turkey and Greece (Konstantinou, n.d.). Teaching visual storytelling, through a virtual production pipeline incorporating motion capture and visual effects, demonstrates the impact of storytelling and animated filmmaking on communication (Bennett & Kruse, 2015).

In addition, the impact of story creation on communication effects is further revealed by analyzing the use of metaphors in animated films and their impact on narrative and plot structure. Specifically, there are three main types of creative metaphors: supportive, action-forming and destructive (Prokhorov, 2021). This complex story structure and deep themes better resonate with the audience and improve the communication effects of animated movies.

Cultural Values and Techno-Artistic Integration Affect Communication Effectiveness

An in-depth analysis of domestic animated films reveals that the cultural values and technical arts behind them mainly focus on the following three aspects, which significantly affect the cross-cultural communication effect of animated films:

Domestic animated movies often reflect the lives of the current public and arouse their thoughts by reflecting on some current social issues. For example, the film “The Descent of Nezha the Magic Boy” reinvented a traditional story through a modern perspective, enabling it to gain wide recognition in the international market. By focusing on real-life universal issues, animated films can cross cultural barriers and enhance their international communication. Such a realistic narrative approach not only resonates with domestic audiences, but also allows international audiences to understand all aspects of Chinese society through empathy (Xue & Shi, 2023).

Domestic animated films often tap into traditional cultural themes, innovate and reinvent them as a means of producing animated films. These movies are not only popular domestically, but also show strong potential for dissemination internationally. For example, *The Return of the Great Sage* is based on traditional mythological stories and combines modern aesthetics and technical means, which has enabled it to gain high attention in the international market. By displaying unique traditional cultural elements, such movies can attract the interest of international audiences and enhance cultural identity and understanding. This integration of traditional cultural elements makes domestic animated movies more attractive in cross-cultural communication (Wang, 2022).

Animated movies with clear concepts of right and wrong, values and emotional good and bad usually reflect upward spirit, positive values and positive qualities. For example, the movie “White Snake: Fate” not only shows the process of personal growth and self-challenge, but also conveys positive values. By portraying characters and storylines with positive energy, such movies are able to subconsciously influence viewers' moral literacy (Bai, 2022). In different cultural contexts, these movies resonate with the audience and enhance their communication effects (Fajar, Munir, & Prameswari, 2023).

It can be seen through the above case study that domestic animated films are able to obtain better results in cross-cultural communication through realism themes, traditional cultural elements and clear values. The integration of these cultural values and technical arts not only enhances the attractiveness and communication power of animated movies, but also plays an important role in enhancing the international competitiveness and cultural influence of Chinese animated movies.

RESULTS AND DISCUSSION

Analysis of the Communication Path of Animated Films in Cross-cultural Communication

Focusing on quality, based on practice, and effectively putting the quality of animated films into practice

The essence of the dissemination of animated movies lies in the quality of animated movies. High-quality animated movies can attract the audience from the content, so that more viewers voluntarily go to watch, which is also the basis and key to the effective dissemination of China's animated movies out of the country and into the world. Therefore, it is necessary to do the following: control of theme and ideas: the theme and ideas of a movie are its soul, and it is necessary to ensure that its content is positive and uplifting, rich in educational significance and social value; enhancement of elements and production: through increasing production funds, strengthening editing and production processes, ensure that the movie reaches international standards in terms of visual and auditory; publicity and promotion: to create a “quality first” communication path, it is necessary for all staff members, such as directors, producers and actors, to make joint efforts to realize the quality-driven market. Publicity and promotion: to create a “quality first” communication path, which requires the joint commitment of all film directors, producers, actors and other staff, so as to realize a quality-driven market. Utilizing diversified promotional channels for effective dissemination of animated films (Fajar, Munir, & Prameswari, 2023). On this basis, through the radiation-driven way, forming the development mode of “quality as the center + elements as radiation”, using the core advantages to strengthen the three-dimensional publicity, so that domestic animated films can go out better in the new period. Therefore, it is more necessary to base on cultural roots, use rich and valuable cultural heritage, adhere to the principle of “making the past serve the present”, refine the cultural characteristics in animation films, form unique cultural elements, and use cultural symbols to make animation films more

textured, so as to effectively convey a cultural symbol and enhance the cultural elements of the entire animation film (Bai, 2020).

In the dissemination of cross-cultural animated films, it is necessary to systematically develop and holistically enhance animated films with the help of the country's "going out" strategy, and also to enhance the influence and radiation of animated films based on cultural foundations. Using cultural symbols and lubricating the communication mechanism can fully reflect the humanistic charm of animated films, making them more warm and textured. In the final analysis, the spread of animated films is actually the spread of the culture behind them. Therefore, in the production of animated films, it is necessary to deeply analyze the culture in order to produce excellent animated film works (Ke, Maharam, & Yahaya, 2021).

Broaden publicity channels and strengthen cultural exchanges and communication

Chinese culture is famous for its deep and long tradition, so this advantage should be fully utilized in the dissemination of animated films. At the present stage, the following measures can be taken in the dissemination of animated movies in the cross-cultural perspective: With the help of enterprise propaganda: using enterprise resources, the culture will be publicized, so that more people can understand China's local culture and values; international film award programs: through the high standard specifications of the international and domestic characteristics of the film award programs, the films of various countries will be absorbed and evaluated objectively, which will help to promote the appreciation of the films, and to achieve the purpose of publicizing China's animation films. This can effectively drive domestic animation films, promote their development in the direction of specialization and scale, and enhance their overall radiation, influence and competitiveness (Zhao, 2021); Developing film exhibitions: organize regular China Film Expositions to expand the influence and enhance the brand effect. Through information technology, network equipment, etc., create an all-area exhibition model, build an online movie-viewing platform, and, with the help of cloud technology or intelligent technology, break the limitations of geography, time and space, so as to allow more international friends to appreciate domestic animated movies (Wang, 2022).

These three aspects are the key to broaden publicity channels and strengthen cultural exchanges and communication, as a basis to drive the dissemination and development of China's animated films in the international arena, which is conducive to domestic animated films to go out of the country and find a place in the world's cultural competition.

Utilization of diversified communication channels

Cross-cultural communication of animated films not only relies on traditional theatrical distribution channels, but also needs to utilize diversified communication channels such as digital media and social platforms. Through these emerging channels, animated movies can reach international audiences faster and get more feedback and interaction. For example, by releasing on platforms such as YouTube and Netflix, domestically produced animated movies can rapidly expand their international audience base and enhance their global influence (Bai, 2022).

High-Quality Translation and Dubbing

Language is a key medium for cross-cultural communication, and high-quality translation and dubbing are necessary for the successful communication of animated movies. Excellent translation and dubbing can help international audiences better understand and appreciate the content of a movie, while the opposite may lead to misunderstanding and cultural conflict. The success of the movie *The Return of the Great Sage* in the international market is partly attributed to its excellent translation and dubbing work, which makes it easier for overseas audiences to accept and understand the cultural background and story content of the movie (Zhao, 2021).

Integration of Traditional Cultural Elements

Incorporating traditional cultural elements into animated movies not only enhances the cultural depth of the movie, but also attracts the interest of international audiences. For example, *The Return of the Great Sage* is

based on traditional mythological stories and combines modern aesthetics and technological means, making it not only a great success at home, but also gaining high attention in the international market. By showcasing unique traditional cultural elements, such movies can enhance cultural identity and understanding and improve their international communication effects (Wang, 2022).

Effective Marketing Strategies

Effective marketing strategies are crucial to the international dissemination of animated movies. At present, the promotion efforts and strategies of domestic animated movies in the international market are still insufficient. The international popularity and acceptance of domestically produced animated films can be enhanced by improving marketing strategies, such as using social media platforms for publicity and participating in international film festivals. A successful case is the movie *Nezha's Descent of the Magic Boy*, which has achieved remarkable success in the international market through a variety of marketing tactics (Ke, Maharam, & Yahaya, 2021).

Audience Acceptance and Cultural Adaptability

Audience acceptance and cultural adaptability are the keys to the success of cross-cultural communication of animated movies. By understanding the needs and preferences of audiences from different cultural backgrounds and adjusting the content and expression of animated movies, their acceptance and influence in the international market can be enhanced. For example, the movie *White Snake: Fate* not only resonates with audiences domestically, but also conveys universal values and enhances its communication effect in the international market through delicate emotional portrayal and profound expression of values (Fajar, Munir, & Prameswari, 2023).

Through the above analysis, it can be seen that the communication path of animated films in cross-cultural communication involves a number of aspects, including focusing on quality, broadening publicity channels, utilizing diversified communication channels, high-quality translation and dubbing, integrating traditional cultural elements, effective marketing strategies, and audience acceptance and cultural adaptability. These factors interact with each other to determine the success or failure of animated films in cross-cultural communication.

Interpretation Of Animated Films in Cross-Cultural Communication

In the analysis of this paper, the dilemmas of animated films in cross-cultural communication and their influencing factors are discussed, and corresponding communication strategies are proposed. By comparing with existing research, we can gain a deeper understanding of the root causes of these problems and the effectiveness of solutions to address them.

When studying the impact of the quality presentation of animated films on their cross-cultural dissemination, this article found that the quality of animated films themselves is the foundation and key to their ultimate results in cross-cultural dissemination. High quality animated films not only attract more audiences, but also gain better reputation and dissemination effects in the international market. In addition, this article further emphasizes that in the process of improving the quality of film works, all film production personnel should participate together and finely control each production process, which coincides with existing research.

This article points out that animated films are re creating traditional Chinese stories by integrating modern audience perspectives, which can gain more recognition in the international market. Existing research also indicates that the internationalization of cultural content is a key factor in attracting global audiences (Li and Yang, 2021). Meanwhile, preserving unique local cultural elements can also enhance the audience's sense of cultural identity. In this study, it is further pointed out that incorporating cultural symbols with Chinese characteristics into film content can enhance the cultural texture of the film. This coincides with Xu's (2020) research findings on cultural adaptation.

This article conducts research on communication channels and finds that animated movies can reach international audiences faster and more widely through digital media and social platforms. Through the summary of existing research, it can be found that digital media plays an increasingly important role in cross-

cultural communication. Therefore, animated films can break through the limitations of time and space in the dissemination process and expand the audience range of dissemination (Zhang&Wang, 2022). In addition, this study suggests that film professionals can create comprehensive exhibition models and build online exhibition platforms through information technology and network devices, and this viewpoint has not been fully explored in existing research.

Researchers have observed two factors in the translation and dubbing of animated films, and found that accurate translation and vivid dubbing are necessary conditions for the successful cross-cultural dissemination of animated films. The analysis in this article and existing research indicate that the quality of translation and dubbing directly affects the international audience's understanding and acceptance of the film (Liu, 2019). In addition, this article believes that through early promotion and targeted marketing strategies, the positive impact of dubbed dubbing on audience viewing can be further enhanced. This is consistent with the research conclusion of Xu Xiaoming (2020) on translation difficulties and solutions.

The international dissemination of animated films is also influenced by communication strategies. This study suggests promoting animated films through social media and actively registering for international film festivals to enhance the international visibility of domestic animated films. Current research also agrees with this viewpoint, pointing out that marketing strategy is one of the important factors for the success of movies (Sun Hua, 2023). Starting from a cross-cultural perspective, this article further proposes the establishment of a "full coverage" promotional network to make domestic animated films well-known to audiences through global social media.

In previous studies, it has been found through literature that audience acceptance and cultural adaptability also affect the success rate of cross-cultural communication in animated films. This study found that by understanding the needs and preferences of audiences from different cultural backgrounds, adjusting the content, filming, and production methods of animated films can also improve the acceptance of their works in the international market. Existing research has also found that cultural adaptability is an important factor in cross-cultural communication (Fang, 2020). In addition, this article also suggests establishing a long-term development mechanism for domestic animated films through serialized creation, so as to form a sustained influence and IP effect in the international film market.

Nowadays, in the process of actively promoting animated films globally, it is necessary to use new promotional models, accurately target the audience of the film, and implement precise and targeted film marketing for contemporary audiences. This is consistent with the strategy proposed by Xu (2020) to create a "fully covered" promotional network, ensuring that domestic animated films can occupy a place in the development of contemporary multiculturalism. This article also proposes that animated films should develop their own film industry chain to achieve a long-term development mechanism for domestic animated films.

Overall, this study covers various factors that affect the cross-cultural dissemination of animated films, such as the quality of film works, localization and internationalization of cultural content, diversification of communication channels, high-quality translation and dubbing, precise marketing strategies, and audience acceptance and cultural adaptability. These factors interact with each other and affect the global dissemination effect of animated films. Finally, in-depth research on the cultural background and preferences of the target audience for film distribution, and adjusting the content and presentation of the film according to different cultural backgrounds, can greatly improve the acceptance of the film in the international market.

CONCLUSION

This article analyzes the challenges and influencing factors faced by domestic animated films in cross-cultural communication, and proposes a series of strategies to enhance their international dissemination effectiveness. Research has found that the success of animated films in cross-cultural communication is influenced by factors such as film quality, localization and internationalization of cultural content, diversified communication channels, high-quality translation and dubbing, effective marketing strategies, and audience acceptance and cultural adaptability.

Firstly, improving the quality of movies is an important prerequisite for achieving cross-cultural exchange of film works. High quality production can attract more audiences, gain dissemination advantages in the international market through word-of-mouth, and is also a key factor for audiences to be willing to spend time and money watching in cinemas. Therefore, effectively implementing the production quality of animated films is the foundation and benchmark for their promotion and dissemination.

Secondly, the balance between localization and internationalization of cultural content is crucial. By preserving unique cultural elements while making the film content understandable and accepted by international audiences, the cultural depth and international dissemination of the film can be enhanced. By utilizing diversified communication channels, including traditional and digital media, social platforms, etc., the scope of film dissemination can be expanded and the audience can be broadened.

High quality translation and dubbing can reduce cultural misunderstandings, enhance the audience's viewing experience, and thus increase the international acceptance of movies. Developing effective marketing strategies, promoting films through social media, and participating in international film festivals can enhance their visibility and international influence. Thoroughly studying the cultural background and preferences of the target market audience, adjusting film content and expression based on different cultural backgrounds, can significantly improve its acceptance in the international market.

The research value of this article lies in systematically exploring the multiple factors that affect the cross-cultural dissemination of domestic animated films, and proposing specific strategic suggestions, providing theoretical support and practical guidance for enhancing the international dissemination effect of domestic animated films. However, this article mainly adopts qualitative analysis methods and lacks systematic empirical research and data support. Future research can further validate the strategies and their effects proposed in this article through quantitative research methods. In addition, the research object of this article mainly focuses on Chinese animated films, and there is no detailed exploration of the cross-cultural dissemination of animated films in other countries. Future research can provide broader theoretical and practical guidance by comparing cross-cultural communication strategies of animated films in different countries.

Looking ahead, with the continuous deepening of globalization, the importance of animated films in cross-cultural communication will further increase. Domestic animated films need to constantly innovate, improve quality, balance localization and internationalization, utilize diversified communication channels, focus on translation and dubbing quality, develop effective marketing strategies, and conduct in-depth research on the cultural background and preferences of target market audiences to achieve better international communication effects. Through continuous efforts and optimization strategies, domestic animated films will undoubtedly occupy an important position in the global cultural market, showcasing the unique charm and value of Chinese culture.

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