A Study on the Emotional Expression of Chinese Image Shaped by Film and Television Culture from the Perspective of Cross-cultural Communication

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Abstract: *Against the backdrop of the deepening globalization process, the profound significance of international communication has become increasingly prominent, serving as a crucial channel for cultural exchange and interaction among nations. The rapid development of Internet technology has had a disruptive impact on the traditional information flow model, compelling the film and television industry to actively adapt to this transformation and gradually integrate into the international wave of technological and ideological innovation. In this context, cross-cultural communication, as a product of the globalization trend, has emerged as a core issue that cannot be ignored and has attracted significant attention in contemporary society. As a key medium in the field of cultural communication, Chinese television cultural programs play a vital role. They are not only important carriers of cultural dissemination but also vivid manifestations of specific cultural values and emotional characteristics. Through meticulous planning and content presentation, these programs can effectively establish and strengthen cultural identity among a wide audience, thereby promoting the extensive dissemination and deep penetration of culture. Among the numerous elements constituting television cultural programs, emotional expression is particularly crucial and has gradually drawn extensive attention and research from the academic community. The rich cultural connotations carried by these programs not only build a solid bridge for cross-cultural communication between countries and facilitate communication and exchange among different cultural backgrounds but also play an indispensable role in shaping a nation's international image and enhancing its soft power. In recent years, with the enhancement of China's comprehensive national strength and the significant improvement of its cultural soft power, the influence of Chinese television programs on the international stage has been expanding, becoming an important window for showcasing the charm of Chinese culture. Against this backdrop, emotional expression, as a core issue in the process of cultural transmission, has become increasingly prominent in terms of its research value and practical significance in the field of cross-cultural communication, urgently requiring in-depth exploration and study.*

Keywords: Cross-cultural; Emotional expression; Cultural symbols; Narrative strategies.

1. Introduction

Emotional communication stems from human emotional instincts, rational guidance, and social needs. In cross-cultural communication, communication scholar Wu Fei once proposed the concept of "empathetic communication". He believes that in the face of the common predicaments of global communication, people should cultivate the ability and wisdom of emotional commonality and practice the concept of empathetic civilization through emotional expression. Emotional communication in cross-cultural communication has unique value in promoting exchanges and cooperation between countries, enhancing ethnic friendship, facilitating people-to-people connectivity, and assisting in building a community with a shared future for mankind. The issue of "emotional expression" in cross-cultural communication proposed in this article mainly focuses on the cultural emotional expression of TV programs between countries in a cross-cultural context.

2. Definition and Theoretical Framework of Emotional Expression

Emotional expression refers to the process by which individuals convey and display emotions through language, behavior, non-verbal symbols, and other means. According to Paul Ekman's basic emotion theory, emotional expression can be divided into several basic emotions, such as happiness, sadness, anger, fear, disgust, and surprise. These emotions are not only reflections of psychological states but also externalized through various means such as facial expressions, body language, and voice intonation (Ekman, 1992). In addition, the social and cultural theory of emotional expression emphasizes that the way emotions are expressed is deeply influenced by cultural background. Hofstede's cultural dimension theory points out that different cultures have different norms and expectations for emotional expression. For example, individualistic cultures tend to express emotions directly, while collectivist cultures may be more reserved (Hofstede, 2001). This theoretical framework provides important theoretical support for the study of cross-cultural emotional expression.

Emotional expression is of extremely significant importance in personal mental health and social interaction. Firstly, emotional expression can effectively promote the psychological relief and adjustment of individuals, helping them to understand and properly handle their emotional states, thereby reducing psychological pressure and enhancing emotional management ability. Through the reasonable expression of emotions, individuals can better understand themselves, regulate their emotions, and avoid the negative impacts of emotional accumulation. Secondly, emotional expression plays a crucial role in social interaction. Through the transmission and exchange of emotions, individuals can quickly establish connections, enhance mutual trust and cooperation, and thereby promote the harmony and stability of interpersonal relationships (Goleman, 1995). In the complex context of cross-cultural communication, emotional expression also plays an important bridging role in promoting cultural understanding and recognition. Through emotional resonance, audiences can overcome cultural differences and barriers, enhance their understanding and acceptance of other cultures, and promote cultural exchange and integration. Therefore, emotional expression is not only an indispensable means in interpersonal communication but also a core element in the process of cultural communication, and it plays an irreplaceable role in maintaining individual mental health and promoting social harmony.

3. Shift in Emotional Expression Awareness

In the grand context of the interweaving and coexistence of virtual and reality, as well as the deepening interaction between humans and intelligent machines, the field of media and communication studies has quietly initiated a profound emotional turn. This turn is not only reflected in the emotional awareness expressed and conveyed in the media communication process but also delves into the detailed exploration and in-depth analysis of emotional elements in the communication process. Academic research on emotional expression has gradually evolved from the initial practical exploration level to a more systematic and theoretical height.

With the rapid development of digital technology and the vigorous rise of network technology, the communication model in the intelligent media ecosystem increasingly highlights the unique functions of media in emotional expression and their extensive penetration in daily use. At the same time, the mobilization mechanisms and utilization strategies of emotions in the digital media environment have also received increasing attention. Emotional expression not only enriches the presentation forms of media content but also has a positive and far-reaching impact on various aspects such as program production, content creation, and audience consumption. In the broader field of cultural dissemination, some astute scholars have further proposed the innovative concept of "practices of emotional expression", aiming to deeply explore the role and significance of emotions in the process of cultural dissemination. They point out that the practice of emotional expression is not only closely linked to media communication but also has a complex and subtle interrelationship with social culture. This interrelationship plays an indispensable role in shaping the media landscape, influencing social mentality, and promoting cultural change.

In the realm of international public opinion dissemination, the characteristic of "emotionalization" is equally prominent on international media and internet platforms. For instance, the large-scale cultural exchange program "Beauty in Diversity" transforms "emotions" into letters and remittances sent from overseas and domestic non-governmental organizations to China. The money and letters are combined into one, serving as both a special letter and an unpolished cultural history book. The program, with the theme of "Cultural Silk Road", invites many witnesses, artists, and participants to tell the stories of cultural exchange, open cooperation, and the collision of diverse cultures under the Belt and Road Initiative through "interview-style" dialogues, "exploratory-style" records, and "fusion-style" performances. It seeks emotional resonance in cultural differences, allowing "each beauty in its

own way" to "coexist beautifully" on the screen, and uses "warm power" to build the core of international cultural dissemination. When emotional experience becomes a daily practice in international communication, emotional aggregation and even emotional polarization become the new normal in international communication, and emotional expression is also incorporated as a new dimension of program dissemination into international communication research.

4. Research on Emotional Expression in Cross-cultural Communication

Cross-cultural communication is an important phenomenon in the process of globalization, especially in the medium of television programs, where the effectiveness of emotional expression directly affects the acceptance and recognition of culture. In the process of China's television programs going global, how to enhance external audiences' understanding and resonance with Chinese culture through emotional expression has become a focus of academic attention.

The academic community has long been concerned about emotional expression in cross-cultural communication. Foreign scholars have relatively mature research on emotional expression in cross-cultural communication, covering multiple disciplinary fields. For instance, in the application of emotional theory, some scholars draw on the theoretical frameworks of psychology and sociology to deeply study the psychological mechanisms and social impacts of emotional expression, exploring the importance of emotions in communication, especially their applicability in cross-cultural contexts. There are also numerous empirical studies that analyze specific cases to reveal how emotional expression generates resonance in different cultures. These studies typically combine quantitative and qualitative methods to gain a more comprehensive perspective. Compared to the research achievements of foreign scholars, domestic academic circles' attention to emotional expression in cross-cultural communication started relatively late, but in recent years, a certain theoretical foundation has gradually been formed. Researchers compare Chinese and Western cultures, focusing on cultural differences in emotional expression and exploring the characteristics of emotional expression in different cultural backgrounds. For example, studies have pointed out that Western culture emphasizes the expression of individual emotions, while Eastern culture places more emphasis on the restraint of emotions and collectivism.

With the development of new media, some scholars have begun to pay attention to the forms and effects of emotional expression in social media, film and television works, and other media, analyzing how media influence cross-cultural emotional transmission. Some studies further emphasize that emotional expression plays a crucial role in promoting cultural identity, highlighting how emotional resonance helps audiences overcome cultural barriers and enhance their understanding and acceptance of foreign cultures. With the advancement of digital technology, scholars have gradually focused on how technology changes the way emotions are expressed and the role it plays in cross-cultural communication, such as applying virtual reality (VR) and artificial intelligence (AI) to all aspects of communication and production. They have proposed that future research on emotional expression in cross-cultural communication will pay more attention to the development of interdisciplinary studies and broaden perspectives from multiple fields such as psychology, sociology, and communication studies to deeply explore the complexity of emotional expression. Research will also gradually expand the perspective of emotional expression from a single cultural background to a global perspective. In the context of international cooperation such as the "Belt and Road Initiative", especially in terms of emotional expression, more attention will be paid to the exchange and collision of different cultures. Overall, with the diversification of research methods, more empirical research-based data analysis will emerge to verify the specific impact of emotional expression on the effectiveness of cross-cultural communication in the future.

In addition, to more deeply analyze and discuss the characteristics and effects of emotional expression in Chinese TV programs, scholars have not only provided theoretical explanations from a macro perspective but also focused their research on several popular TV dramas beloved by audiences. Through specific case studies, they attempt to reveal the underlying factors behind emotional expression. The research finds that the success or failure of emotional expression is not isolated but closely related to the cultural background, values, and emotional experiences of the audience, showing significant correlations. In this research, scholars have adopted various scientific research methods, including designing and distributing questionnaires and conducting in-depth interviews with audiences from different countries, systematically collecting a large amount of data on the emotional responses of foreign audiences when watching Chinese TV programs (Wang & Li, 2021). After detailed analysis and processing of these valuable data, the results show an encouraging trend: most foreign audiences can overcome cultural differences when watching Chinese TV programs and have a strong emotional resonance with Chinese culture through the emotional stories contained in the programs. Especially when the program content

involves universal values such as family affection and friendship that transcend national boundaries, this emotional resonance is particularly significant, making it easier for foreign audiences to develop a positive cultural identity towards Chinese culture and promoting cross-cultural communication and understanding to a certain extent.

5. Emotional Expression in TV Cultural Programs

Emotion is not only a reflection of personal experience but also a carrier of cultural values and social identity. In the research of TV cultural programs, there are many dominant studies on empathetic communication, but they cannot explain the dynamic process of emotional generation and the influence of media logic on emotions in a deeply mediated environment. Mediated emotions have become a shaping force in current international communication trends. China's international communication and cross-cultural communication practices need to stimulate the psychological and emotional components in ideology, be vigilant against single and one-way empathetic communication, and grasp the media characteristics of TV programs as mass communication and international social media for emotional intervention, thereby enhancing cross-cultural communication capabilities in a three-dimensional manner. Through the transmission of emotions, exchanges and understanding between different cultures can be deepened. Exploring the role of emotional expression in cross-cultural communication and understanding the characteristics of emotional expression in Chinese TV cultural programs can provide theoretical support for enhancing cultural confidence and promoting cultural exchange, and is also of great significance for promoting global cultural exchange and enhancing cultural identity. This study aims to explore the characteristics of emotional expression in Chinese TV cultural programs from the perspective of cross-cultural communication, summarize the main forms and features of emotional expression in Chinese TV cultural programs, analyze the audience feedback, the transmission and acceptance of cultural connotations, as well as the "commonality" and "co-creation" of emotional expression among audiences from different cultural backgrounds, and propose the role and potential value of emotional expression in promoting cultural exchanges between China and foreign countries. The study selects three typical samples focusing on traditional Chinese classics, traditional festivals, and the overseas dissemination of localized programs, and adopts a combination of qualitative and quantitative research methods, which complement each other during the research process. Qualitative research helps to describe and explain the program samples, analyze the cases of TV cultural programs, discover the emotional expression elements, expression methods, and communication effects in the program dissemination process and effects, thereby generating hypotheses and revealing the deeper emotional communication phenomena. Quantitative research is used to verify the hypotheses and the validity of the emotional expression research questions in qualitative research, and to quantify the universality and acceptability of these phenomena, obtaining data on the audience's acceptance, understanding, and cultural identity of emotional expression. In the initial stage of the research design, the combination points of the two methods have been clearly defined, and both methods' findings will be comprehensively applied in the data analysis and result discussion stages to form a comprehensive understanding of the communication effects of emotional expression in Chinese variety shows from the perspective of cross-cultural communication. The integration of the two research methods helps to reveal the multi-level and multi-dimensional cross-cultural interaction processes in cross-cultural communication research, providing more comprehensive insights into emotional expression and practical suggestions for communication.

The research results show that the emotional expression in Chinese TV cultural programs is presented in the forms of emotional narrative, cultural symbols, visual representation, and sound accompaniment, and highlights diverse characteristics. The emotional expression in the programs not only reflects the connotations of traditional Chinese culture but also integrates modern social values. While emphasizing emotional narrative strategies, the programs restore the storylines and character relationships through real on-site performances, generating strong emotional resonance among the audience. For instance, through classic inheritance, friendship and peace, historical anecdotes, etc., the commonality and cultural identity of the audience in terms of emotions are enhanced. Cultural symbols such as traditional festivals, ethnic customs, and multilingual displays, which are indispensable in emotional expression, are also strongly embedded in cultural programs. These symbols not only convey emotions but also play a leading role in helping foreign audiences understand Chinese culture. For example, in the special episode of the Spring Festival, a traditional festival, typical rituals such as family reunion dinners and fireworks displays are used to strengthen the sense of family and country, enhancing the cultural identity of domestic and overseas audiences. In terms of visual representation, rich emotional information is conveyed through landscape shooting, color, and composition. The use of music accompaniment is also extremely important. In the international communication perspective, emotional elements and symbols are transmitted appropriately through the program framework, further strengthening the emotional expression and satisfying the audience's emotional experience.

Emotional expression plays a crucial role in the acceptance and understanding of cultural content by the audience

in international communication. The research finds that emotional resonance can significantly enhance the attractiveness and communication effect of cultural content.

According to the expression viewpoint proposed by the "Horsted Cultural Dimensions Theory," different cultures have varying degrees of acceptance for emotional expression, and there are differences between cultures. Television cultural programs can, to some extent, bridge these cultural differences and make Chinese television cultural programs more easily understood and accepted by external audiences through the flexible use of various emotional expression strategies. In the context of cross-cultural communication, this helps viewers develop increasingly positive perceptions and evaluations of Chinese culture, often resonating with the program on an emotional level. This is one of the reasons why emotional connection becomes an indispensable and important element in cross-cultural communication.

In summary, through the skillful use of narrative strategies, in-depth exploration of cultural symbols, and the organic integration of visual and musical elements, Chinese television programs have demonstrated emotional expression in cross-cultural communication. This not only profoundly reveals their inherent significance but also highlights their unique value in this field. In the new era context, with the increasing frequency and deepening of global cultural exchanges, the specific mechanisms of emotional expression and its far-reaching impact will undoubtedly become a key focus for continuous exploration and research by both academia and industry. Such research will not only provide more solid and systematic theoretical support for cultural diversity and harmonious coexistence but also offer practical guidance for implementation. At the same time, with the rapid development of new media technologies and the emergence of new communication platforms, the methods and means of emotional expression will see greater possibilities for innovation, thus injecting new vitality and momentum into cross-cultural communication.

6. Conclusions

Emotional expression, as a core element in human interaction and cultural dissemination, cannot be overlooked in terms of its theoretical research foundation and importance. In the production and broadcasting of television programs, emotional expression is not only a tool for cultural transmission but also plays a crucial role in enhancing audience participation, boosting program appeal, and fostering mutual understanding and resonance among viewers from different cultural backgrounds. Therefore, a deep and systematic study of the specific ways and mechanisms by which emotional expression functions in television programs will greatly contribute to the theoretical and practical development of cross-cultural communication. In summary, research on emotional expression in cross-cultural communication, whether at the level of theoretical exploration or practical application, demonstrates an extremely broad scope for development and profound research value. As globalization accelerates and deepens, further exploration and exploitation of the research potential in this field will undoubtedly help promote mutual understanding and deep integration between different cultures, while also significantly enhancing the widespread dissemination and influence of television as a medium on a global scale.

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