Research and Analysis on the Internationalization Development of Chinese Film

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Abstract: With the globalization of economy, the internationalization of the film industry has become the main development trend. For Chinese films, in order to realize the further development of the industry, it is necessary to take internationalization as the main development route. However, there is a big gap between the current Chinese films and the world's first-class standards in terms of production level and content connotation, and their influence in the world is insufficient, to realize the spread of Chinese culture through film art, we need to adhere to the goal of internationalization, establish an international development perspective, and integrate the concept of international development into the production and marketing of films. Based on this, this paper focuses on the analysis of the importance of the internationalization of Chinese films, and discusses the development strategy of internationalization in combination with the development of the film industry, hoping to provide some reference for the development of the film industry.

Keywords: Chinese film; Internationalization; Development strategy

As a big cultural country, it is an increasingly urgent task for China to develop cultural industry and realize cultural output. As an important carrier of culture and art, film industry is an effective channel to realize the development of cultural industry. However, the development of China's film industry is not optimistic, especially under the background of industrial internationalization, the development of film industry in some developed countries, such as the United States and South Korea, is higher than that in China, imported American blockbusters occupy a certain box office position in my country's film market, and Korean films have achieved good results in major international film awards. Since 2013, the box office of domestic films in China has far exceeded that of imported films. In recent years, there have also been high-quality films such as "I am not the God of Medicine" and "Wolf Warriors". However, in the international market, Chinese films frequently encounter cold plates. Neither word of mouth nor box office has advantages. Therefore, it is necessary to further expand overseas markets and realize the international development of Chinese films.

1. The Importance of Internationalization of Chinese Film

The development of information technology provides technical support for the international dissemination of information. The influence of international communication is not only reflected in the national strength, but also in the country's cultural output. Film is the main carrier to show culture and art, and the use of film to achieve cultural communication Cases abound.

1.1 Economic significance

The cultural industry is different from other technology industries. It does not need to consume too many resources to achieve higher cultural content and added value. The film industry occupies a dominant position in the cultural industry, film box office revenue, advertising sponsorship, peripheral products, Theme parks, etc. can bring greater economic added value. In addition, international film directors and stars, and high-quality works recognized by international film festivals have great commercial value [1].

1.2 Contribute to the dissemination of national image

The international dissemination of national image can be through television, radio, network and other media. The audience will choose the way and content of reception according to their actual situation. Film is not only an art form but also a way of entertainment. Film has become a part of people's daily life, which can realize the dissemination of national image through the combination of audio-

visual, So as to enhance the international influence of the country.

1.3 Contribute to the development of national culture

Under the background of globalization, film, as a cultural behavior, plays an important role in the development of Chinese national culture. Among them, "Korean Wave" is a successful case. A large number of domestic cultural content is added to film and television works to achieve content Effective dissemination [2]. my country is rich in cultural resources. On the one hand, it is necessary to accurately distinguish various cultural forms. In the face of the impact of foreign cultures, it is necessary to always maintain a cautious attitude. On the other hand, it is necessary to broaden the channels of cultural communication and use movies and other media to realize national culture in the world. Spread within the scope.

2. Strategies for the Internationalization of Chinese Films

Combined with the current problems in the international development of Chinese films, it is necessary to form an international perspective in the development of the film industry and actively explore effective international development strategies.

2.1 Film production needs an international perspective

If Chinese films want to enter the international stage, they need to compete with other countries. They need to take the international level as the requirements for the production process and content of the film, and at the same time properly integrate the Chinese cultural elements. First of all, film directors, screenwriters, and producers must have an international vision. In the current film production process, my country has become the world's second largest film market, which leads to the existence of excellent consideration of the domestic market by the producers. Pay more attention to cost and box office, and too much cater to the current unhealthy film market, which affects the quality of the film. The most direct manifestation is that the box office of a certain film is very high, however, the content quality is far from the level of excellent films. Therefore, directors, screenwriters and producers need to start from the perspective of internationalization, learn the production experience of excellent films, analyze and study the film market around the world, and adhere to the film quality [3]; secondly, the production demand of Chinese films should eradicate the disadvantage of "traffic", in order to realize the international dissemination of films, the film's theme, conception, plot logic, actors' interpretation and other factors are indispensable. Throughout China's film market, the problem of "flow" is serious, and some entertainers do not meet the standard of professional performance. The main reason for this problem is that China's film and television market has developed rapidly and a large amount of capital has poured in, but the content output has not reached the quality height that matches the input, on the one hand, the film industry needs to set a certain threshold for employment, put forward certain quality requirements for film works entering the market, and control the problem of excessive commercialization through the implementation of policies; on the other hand, film producers need to take film quality as the first principle; finally, in terms of film themes and types, Chinese films have also made many attempts, for example, "Crouching Tiger, Hidden Dragon" and "The Great Wall" fully show the content of Chinese traditional culture. "Wolf Warriors" and "Operation Red Sea" show the development of the country from the perspective of soldiers. It is necessary to further expand the types of movies. From an international perspective, choose some topics that are hot in international discussions, such as feminism, environmental protection, science fiction, etc, instead of being fixed on a single content such as emotional movies.

2.2 Pay attention to the application of international marketing strategy

The international development of Chinese films needs to rely on an international platform, and some high-quality films need to continue to participate in international film festivals to further increase the international influence of film works. Only by comparing with films from other countries in the world can we accurately find out the advantages and disadvantages of Chinese films [4]. In addition, the marketing of films needs to give full play to the role of new media and use international social platforms to strengthen the promotion of films. In the process of marketing, it is also necessary to do a good job of scale control and build momentum in the film market at home and abroad in advance. For example, Chinese films can release various styles of publicity posters and various reasons for different screening areas, can be properly integrated into some of China's unique cultural elements, so that overseas audiences can be interested in the film.

2.3 Form a characteristic film type film

At present, only martial arts films are recognized as Chinese genre films in the world, and other types of films do not purely reflect Chinese elements. At the present stage, the structure of genre films in China's film market has been out of balance. If Chinese films want to enter the international market, they need to develop in an all-round way and form their own genre film model, which not only meets the needs of the domestic film market, but also needs to use the international mainstream aesthetics and values.

2.4 Realize the integration of film culture

Inclusiveness and inclusive development have always been China's traditional virtues, and they are also applicable in the development of the film industry. On the one hand, it is necessary to add Chinese characteristic culture in the film production process, establish the production concept of cultural communication, and use films to realize the international development of Chinese culture. On the other hand, it is necessary to learn to tolerate other cultural forms, while integrating into Chinese culture, we also need to avoid falling into the fixed thinking mode of "Chinese characteristics". Especially in the international film stage, we need to basically tolerate all things, break the inherent cultural and class barriers, and be calm according to the specific film content. Only by adding other cultural forms, making films from an open perspective, and looking at films can we truly realize the international development of Chinese films [5].

Conclusion: all in all, in today's international development, the development of China's film industry needs to focus on the world, correctly realize the existing problems of China's film industry, and start from internationalization. In the process of film production, we need to always take quality as the first element, broaden the types of films, pay attention to international hot topics, attach importance to the application of international marketing strategies, and make use of the advantages of new media to realize the publicity of films, form characteristic film types, strengthen the integration of different cultural forms, carry out the international development of films with an open and inclusive attitude, and require the development of the film industry with the production level of international films.

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