

The Communication Effect of Contemporary Overseas Tibetan Film and Television and the New Orientation of International Communication of Cultural Value

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Abstract: Tell Tibetan stories well and spread the voice of the nation. Since entering the new era, the international dissemination of Tibetan culture has entered a new stage. Based on text analysis, this paper investigates the English feedback of Tibetan films and television on YouTube platform, analyzes the spiritual core of Western cultural communication under structural topics, combs the main problems existing at this stage, puts forward methods such as strengthening hematopoietic function, technology driven upgrading and reshaping values, discusses the construction of new communication concepts and explores a new pattern of international communication, Promote new breakthroughs in the construction of international communication capacity of Tibetan culture.

1. Research Origin

The issue of Tibet has long become a prominent issue of global concern and broadcast and reported by internationally renowned media. The issue setting and image construction of the oriental nation from the Western perspective not only guides the audience's attitude and cognition towards the image of Tibet, but also affects the development of international public opinion. As an important stall to display the image of Tibet and relevant local customs, Tibetan film and television plays an important role in the process of international communication and is an indispensable content carrier.

In the international community, the image of Tibet is often exaggerated and distorted by some foreign media lacking conscience. Reports on Tibet issues are full of words such as "human rights", "bondage" and "alienation", with bad attitude, extreme words and an obvious negative tone. British scholar Colin sparks believes that many Western media still report China's events with the Cold War mentality of opposing communism. No matter how amazing changes have taken place in this country in the past ten years, the reports of Western media on China's related issues are almost distorted. The purpose is to shape China into an external threat. The Tibet issue is no longer a simple topic report, but has become an important part of political game and multilateral diplomacy.

Nowadays, as the most influential video website in the world, YouTube platform includes the different voices of global media and users. Compared with traditional media, it has a more systematic and broader vision. It not only becomes the main media way for global audiences to understand China and Tibet, but also provides a suitable observation platform for studying various complex international communication from the Western perspective. It is precisely because of the media and related algorithms that the majority of users can avoid the interference of human factors and analyze and evaluate things relatively neutral.

Based on this, based on text analysis, this paper collects, summarizes, lists and analyzes the communication feedback data of Tibetan film and television from the Western perspective, and explores how the YouTube platform, as an important window of international communication, presents the national image of Tibet and even China. In order to avoid single presentation and

analysis of relevant data, this paper also analyzes the spiritual core of Western cultural communication under structural topics, and combs the main problems at this stage, so as to make it more appropriate to the research. At the same time, we should think about the remaining problems in the construction of international communication of Tibetan culture in China at the present stage, and make suggestions for the construction of international communication capacity of Tibetan culture in China.

2. Data Collection and Sorting

2.1 Review Statistical Overview

This paper digs, collects and arranges the English comments of six Tibetan films on youtube, including "gangren Boqi", to eliminate the missing data and invalid data. Finally, 152 comments and feedback on Tibetan films and television on the website and 40 effective information were collected. Then summarize the subject words of the text, analyze the topic tendency of the text, and make the obtained data into a table, as shown in the table below.

Table 1. Content analysis of English comments on "Tibetan film and television" on YouTube

Film	Effective quantity (piece)	Theme	Subject quantity (article)	Attitude towards the government Positive / negative / neutral / not mentioned
《Golden Pearl Mami》	11	Magical scenery	3	2/0/0/9
		fine scenery	4	
		free	2	
		Counter insurgency	2	
《Quiet Mani Stone》	4	consciousness	1	0/0/0/4
		life	1	
		share	2	
《Okaren Boqi》	5	beautiful views	2	0/0/0/5
		Ordinary road	1	
		sacred	1	
		life	1	
《Tibet Truth》	9	False propaganda	2	4/4/1/0
		emancipate	4	
		Alienated values	1	
		Power and rule	2	
《Sounds of Nature》	5	Magical scenery	2	0/0/0/5
		free	2	
		love	1	
《General Menba》	6	share	2	3/0/0/3
		love	1	
		communism	3	
Total	40			9/4/1/26

Through induction, it is found that the mention rate of "scenery" topic in 《Golden Pearl Mami》, 《Okaren Boqi》 and 《sounds of nature》 has reached about 50%, the mention rate of "life" topic in 《quiet Mani stone》 and 《Okaren Boqi》 has reached 20%, and the discussion of "freedom" topic in 《Golden Pearl Mami》 and 《sounds of nature》 has reached 18% and 40% respectively. It is worth noting that 35% of the text topics mentioned the attitude towards the government, and some positive or negative evaluations made it have a political attribute.

2.2 Structural Topic Distribution

Table 2. Structural topic distribution based on English comment text analysis

Percentage of topics involved	
Topic 1	Tibet has beautiful scenery (0.28)
Topic 2	Communist Party of China, communism (0.23)
Topic 3	Individual freedom and equality (0.10)
Topic 4	Share with others (0.10)
Topic 5	Personal ideological consciousness (0.05)
Topic 6	Care and friendship between people (0.05)

The content attribute of the text can reflect the theme tendency and emotional attribution of relevant comments. Through the superposition of subject words, we can analyze the important topics under the zero prose text, which can represent the semantic relationship between the texts at a deeper level, so as to extract the deeper topic attribute hidden under the subject words. Through the constructed topic model (Table 2), the top six topics in the English comments on Tibetan films and television include topic 1, beautiful scenery in Tibet (the proportion of topics is 0.28), topic 2, Communist Party of China and communism (the proportion of topics is 0.23), topic 3, personal freedom and equality (the proportion of topics is 0.1), topic 4, sharing with others (the proportion of topics is 0.1), Topic 5 personal ideological awareness (topic ratio 0.05), topic 6 care and friendship between people (topic ratio 0.05), other topics (topic ratio 0.19).

3. The value Orientation of Tibetan Film and Television English Comments Presented on YouTube Platform

3.1 The Expression of Individualism on Freedom and Equality

Freedom and equality is an important expression point of Tibetan film and television, mostly depicting the exercise of independent rights without the constraints of external conditions. There are detailed descriptions of freedom and equality in films such as 《okaren Boqi》. In order to fulfill his father's last wish, the villager NIMA zadui and his uncle Yang made a pilgrimage to gangren Boqi, Shenshan. There were 11 other entourages on the way. Everyone in the team of 11 had different stories, had their own hopes, ran for the goal in their hearts, and interpreted the plain beauty. In the picture of the film, the techniques of pushing, pulling, shaking, upgrading and descending are rarely used, and even the background music is cancelled. The fixed lens has become the main lens language of the film. This undisturbed "freedom and equality" also cites the core value of Western society - individualism.

Individualism advocates equality, emphasizes individual rights, publicizes individual freedom, and respects the rights of others. It has a great impact on the political, economic, social and other levels of western countries. Individualism pursuers control and dominate their own destiny without the influence and interference of the government, ruling class, aristocracy, church or other external forces. Although this kind of freedom and independence needs to pay a huge price, they believe that every ordinary person or humble person can find the direction of life, realize the value of their existence and realize real personal independence through their own efforts.

3.2 A Strong Expression of Loyalty and Love for One's Country

In a broad sense, "patriotism" is the embodiment of love and loyalty to one's own country, emphasizing the individual or collective attitude of positive support for the motherland. In this regard, patriotism exists in all countries, and the citizens of each country have similar feelings for their own country. The Tibetan film 《Golden Pearl Mami》 tells the history of the people's Liberation Army stationed in Tibet in 1950. Jinzhu Mami is a Tibetan language. Jinzhu refers to the Bodhisattva who saves suffering, and Mami refers to the soldier. The patriotism of the film is based on national identity. In the early days of liberation, Tibet, which got rid of the shackles of the old

society, is still isolated from the outside world. Tibet of different nationalities, regions and languages needs a sense of being able to maintain it together and a sense of common support from different nationalities and regions to survive with the newly born new China for a long time "Our consciousness". The people's Liberation Army is the link between the two. We work together to promote the national policy, so that the people of all nationalities are equal, national unity and common prosperity.

Reviewing the social forms of western countries, they are both political power countries as a "national melting pot", and the values and civilizations of all ethnic groups are intertwined. In terms of artistic form, the film *Saving Private Ryan* is a typical case. Triggered by the collective memory and lofty patriotism, General Marshall established a search and rescue team with the belief of victory in order to find Private Ryan. Their search and rescue of soldiers has long been rid of the simple field of realism, supplemented by exciting story plots, and the glory of nationalism has been sublimated in the hearts of each audience. It is a strong expression of loyalty and love for the country.

3.3 It Resonates with the Cultural Atmosphere of the Unity of Politics and Religion

Tibet is also a region with a strong religious atmosphere. The integration of religious ideas and real life has formed a commonly recognized collection of folk customs, which has derived a series of cultural rituals and created a wonderful and magnificent cultural landscape. Wan Ma Caidan directed the film "silent Mani stone", which tells the story of children yearning for the world outside the mountains and meeting adults who abide by rules and worship religion under the religious background. The film breaks the habitual thinking of previous Tibetan films, focuses on people, takes people's spirit as the guidance, shows the unique personality of the characters with piety and trust in gods and the detailed description of the causal cycle of life and death. Religion not only occupies an important position in the hearts of the Tibetan people, but also is the externalization of the Tibetan people's life. It is also a prominent carrier for religious believers in other regions to cause cultural resonance.

In the western countries led by the United States, the religious brand is also prominent. In the United States, more than half of the country's population believe in Christianity and Judaism. There are a large number of churches and assembly places in the city. The image of "God" has been rooted in the hearts of most American people. As a cultural melting pot formed by immigrants, due to the ideological support of natural human rights, every American has the freedom to believe in religion. They are convinced that faith can transcend crime and punishment, guide different classes and nationalities, and become the moral support in their hearts. In the series of films "the Godfather Trilogy", the depiction of religion and the belief in God in an elegant and warm family atmosphere, coupled with thrilling revenge and assassination, leave an unforgettable impression on people. The dissemination with religion as the media fully reflects the believers' own views on the surrounding world and the value orientation of social culture under the religious background.

4. The Current Situation of International Communication of Tibetan Cultural Values

4.1 Media Communication Environment Extended by Cold War Thinking in the International Field

In the power construction of global governance, the Western centrism led by the United States has occupied the resource advantage and played a structural role for a long time. The topic of Tibet is no longer a pure academic proposition, but has been endowed with complex meaning by the relevant western media with different ingenuity. Their reports on the integration of Tibet are attacked, discredited, ridiculed and even incorporated into the system framework of Cold War confrontation thinking. As the representative of the comprehensive national strength of the eastern countries, China is also recognized by some western countries as an uneasy force that destroys the global economic development and balance. Although the objective results achieved by China are obvious to all, some western media still stand in the opposite perspective and adopt the "intentional"

reporting strategy for the development of Tibet in China. Therefore, a set of meaning system under the extension of cold war thinking has been formed.

The complex "factors" carried by the report on the Tibet issue in the context of international communication, when incorporated into the political, economic, diplomatic and other scenes, have brewed into a dialogue game between eastern and Western countries on positions, powers and interests. In the communication reports of Western media, whether the number of articles reported, the choice of words and sentences, or the relevant agenda setting and emotional expression, all confirm the increasingly important role of China on the international stage. In essence, the reporting deviation of the Tibet issue stems from the different national systems and development models between eastern and Western countries. However, today, with the multipolar development of the world pattern and the recognition of China's reform and development, economic development and increasingly prominent international status, the western media will also use various conspiracy, conspiracy and other discourse systems to convey their anxiety. The argument system of "China Threat Theory" will always exist, which is also the substantive core of the extension of the cold war thinking.

4.2 Limited Territory Due to Insufficient Competitiveness in Overseas Market

New media represented by the Internet is the main choice of communication in the current international market. Due to its incomparable communication advantages over traditional media, new media has become the first choice for communication audiences at home and abroad, and it is also an important way and way to attract international audiences to understand China. The status of new media has become increasingly prominent, and the state has gradually faced up to its role in foreign exchange. It has important functions in image building, international discourse and public opinion initiative. On the other hand, China also attaches great importance to the role of new media communication in international communication under the background of the Internet, making it a new window for China's foreign communication.

However, although China's main external communication window has gradually caught up with Western media institutions in terms of capital and volume, it is still different from western media in terms of post setting, personnel quality and operation mode. As a "mouthpiece" institution, China's mainstream media are still affected by objective factors such as China's publicity system. These bottlenecks restricting the improvement of the capacity of China's communication institutions may be difficult to overcome in the short term. This makes it difficult to spread Tibetan cultural values due to these factors. Due to the lack of international market competitiveness of the mainstream media, the territory is limited, and a considerable number of foreign audiences do not know the charm and connotation of Tibetan culture in the real sense. In the future, it is necessary to optimize the overall communication pattern and main functions of Tibetan culture, increase the number of visits and contacts of Tibetan culture in the field of international communication, and expand and strengthen the international communication territory.

4.3 The Audience is Limited Due to the Lack of Influence of Overseas Media

Although the international communication of Chinese media has made remarkable progress in recent years, our overseas communication power and influence are still relatively limited. On the other hand, Tibetan culture also has limitations in the process of international communication due to its special nature.

From the perspective of the principles and policies of communication institutions, an important reason for the lack of influence of international communication is that there are too many traces of publicity stations. Our communication is more as an important part of publicity work. Most foreign communication platforms in western countries operate in a commercial mode with less ideological components, while China's mainstream communication platforms reflect the country's "Media Diplomacy" strategy. Too many publicity marks will easily lead to detours in the construction of international communication influence. In the process of communication, the two sides with the communicator as the main tone cannot deeply participate in international communication and establish influence unless the audience's status is highlighted and emphasized and affirmed by the

audience. Indeed, under such a background, it is impossible to shorten the distance with the audience.

From the perspective of communication content, the communication of Tibetan film and television value mostly provides general content works, and even domestic film and television works are directly moved to international channels, lacking detailed division of content. Due to the communication obstacles brought by cross-cultural communication, it is difficult for foreign audiences to understand, and the communication effect will be greatly reduced. In addition, based on the previous analysis of guided communication, Tibetan film and television culture has similarities with western social culture, but these similarities lack corresponding audience investigation and research and communication effect evaluation, which will react on the later cultural value communication. Fortunately, relevant departments have been trying to improve, accumulate theory, experience and technology, and improve the participation rate of foreign audiences.

5. New Orientation of International Cultural Communication

5.1 Adhere to "Content is King" And Improve Product Competitiveness

In the future, international communication will mostly take the road of quantitative and large-scale information production and multi-channel and multi scene information distribution, give full play to the industrial capacity of various media, strengthen their hematopoietic viability, and achieve a breakthrough in the competition with foreign media. A very important point is to grasp the media competition planning of "content is king". In the external reports of Tibetan film and television related content products, adhere to the specific situation and specific analysis. According to the audiences of different countries and cultures, the content is arranged and produced, the feedback of overseas audiences is collected in time, and the content communication is forced to improve. The specific performance is to improve the original rate, starting rate and landing rate of Tibetan film and television communication content. Seize the opportunity. Secondly, respond to international concerns through high-quality feedback mechanisms, such as the acquisition, writing and editing of English characters. Third, build a content communication channel for the development of all media, so as to adapt to the development trend of information communication, enhance the radiation to the international communication market and attract more audiences to participate in it.

5.2 Driven by Technological Upgrading, Increase the International Voice

In the current international communication field, in addition to improving the quality of communication content and product competitiveness, a more hidden intermediate force is gradually infiltrating technology. Technology is replacing part of the division of tasks originally mastered by manpower and taking over the power of information distribution semi or fully. As a technical language, algorithm seems objective and neutral, but it is still an "extension" of human thinking in essence. Algorithm decision-making depends on the vast social and natural data. The existing stereotypes of human society are captured by the algorithm and extended and strengthened in the process of operation. For example, objective and fair information on Tibet issues cannot occupy a prominent position on the mainstream western information websites, and biased information in line with the political interests of western countries will not hesitate to obtain more search seats.

Technology, as an emerging force of international communication, is rising. On the one hand, relevant departments need to enter the corresponding technology platform and issue its restrictive legal framework and logical algorithm, so that technology companies (departments) can bear corresponding public responsibilities and supervise them. On the other hand, the media need to follow the production law of algorithm technology and turn technical restrictions into technical opportunities. Disseminate all kinds of information, including the Tibet issue, and establish a new position of China's image in international communication.

5.3 Reshape Values and Explore a New Pattern of Communication

Today's world is facing great changes that have not been seen in a century. Economic development and social progress have brought closer and closer cooperation between countries. At the same time, they are also facing many challenges. In January 18, 2017, President XI JIN PING attended a high-level conference on "Building a Community of Shared Future for Mankind" at the Palace of Nations in Geneva, Switzerland, and delivered a keynote speech. The voice of the "Building a Community of Shared Future for Mankind" was heard in more countries and regions. The trend of global integration has not only weakened the invisible barriers between nations, but also manifested the conflicts of interests between countries and regions. The value concept of "community of common destiny" is becoming an international common discourse recognized by most countries.

Although the international communication pattern dominated by western countries and the prejudice and anxiety about China's rise have become the limiting factors for China to enhance its influence and voice in the international community, it is undeniable that the value concept of "community" emphasizes taking mankind itself as the center, breaking the interest gap between countries and jumping out of the restriction cluster of "western centralism". While offsetting the implementation of "zero sum game" and "jungle law" in some countries, it seeks the harmonious symbiosis between man and society and nature, and pursues the idea of "seeking common ground while reserving differences" rather than "power logic". It opens up a research direction and a new research perspective for the dissemination and guidance of Tibetan theme and film and television cultural value.

6. Conclusion

As a hot topic concerned by the whole world, the topic of Chinese Tibetan theme is an important publicity content of China's international communication, and Chinese Tibetan theme film and television is naturally the main part to add luster to it, so as to better safeguard the national image and national interests. Now it seems that there is still a gap in China's international communication ability compared with the West. We need to spare no effort to break its monopoly pattern. In addition, with the process of globalization, the global media pattern has ushered in great changes. For us, it is not only an opportunity to enhance the influence of international communication, but also a challenge to our modern communication system. Our international communication ability must adapt to the level of social and economic development and international status, and build a communication information network with wide coverage, leading theoretical cognition and advanced technology. Give play to China's influence on the international stage and bring a new look to more audiences at home and abroad.

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