

Explore Abilities of Chinese film international transportation Format Through the Wandering Earth Global market Analysis

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Abstract:

In the wake of international market recognition brought about by the growing maturity of Chinese commercial film production, it's in good time exploring a patterned and replicable scheme for the future of Chinese film international development. The article analyzes global market feedback of The Wandering Earth by using business analysis model, SWOT, to compare with similar types of films that produced by Hollywood producers. After the comparison, there are three factors which be able to gain global film market and even widely culture expansion. First of all, film content with globally angle of view is the core of effectively intercultural communication. Secondly, closing to foreign culture can prepare well for win international box office. The third element is widely known creation team will bring more public attention. Based on the three elements, an effectively feasible pattern for Chinese film intercultural communication has been explored.

Keywords: Intercultural communication; Chinese Film; The Wandering Earth.

1. Introduction

The total global box office reached up to 33.9 billion dollars in 2023, and it included about 7.7 billion dollars box office in Chinese film market which earn 23 percent of global proportion [1]. Although Chinese box office increased quickly in the last two decades, most of Chinese films were earned by main market. Hollywood production still gain most box office in global market even though Chinese films tried to get more international box office nowadays. Chinese

films get less attention if comparing with similar type of movies. However, part of Chinese movies production abilities has increased as well as Hollywood producers, which brings a thinkable question of how Chinese movies develop larger overseas market with great intercultural communication becomes significant. Based on analyzing different overseas mode of propagation between Chinese movies and Hollywood productions, the article explores feasibility mode of Chinese movie overseas development. By using

SWOT analysis tool to compare similar type of films between Chinese and Hollywood productions, it clearly points out what are significant elements of high global box office movies. In the beginning, there is a sketch of main analyzed movies, basic analyzed tools, and related intercultural communication theory in the article. Then a Chinese movie and a Hollywood movie, The Wandering Earth and Interstellar, have compared their strengths, weaknesses, opportunities, and threats. Successful reasons of why Hollywood movies can gain great revenues from overseas market can be found out, and it becomes a guideline for Chinese movies overseas expansion.

2. Literature Review

2.1 Sketch of The Wandering Earth

The Wandering Earth is the first real and meaningful big budget science fiction movie which was made by Chinese producer. The film content is adapted from Cixin Liu, who wrote one of the global bestsellers The Three-Body Problem, earlier short story of the same name writing of The Wandering Earth. The story of the movie is that human realized sun will be expanded fast in hundred years, which will submerge the entire solar system. Therefore, people decided to build up more than ten thousand huge earth thruster machines for escaping and finding a new survivable system for earth and human. In the process of escaping solar system, stopping rotation brought disasters. Human only can leave underground, but the protagonist of the story wanted to escape from the dungeon. In the direction of fate, the protagonist and his families joined into a mission of restrike earth thruster machines, and they were almost failure because of the enormous gravitational pull of Jupiter. Eventually, they succeeded by human working together and protagonist's father sacrificed himself, which gave opportunities for escaping solar system and fly into the Kapler galaxy. After ten years of preparing, filming, and production, The Wandering Earth released in 2019 in the mainland of China, and it successfully earned great box office about 645 million dollars from main market.

Because of its successful main market revenue, it got attention from international companies and released in the United States and Korea markets, which brought six million dollars of overseas box office [2].

2.2 Sketch of SWOT

SWOT is a useful business analysis tool. It was proposed by Michael Porter in the 1980's, and it is a comprehensive, systematic and accurate research method in market environment of the research object. It analyzes objects under competitive market conditions with internal strengths, internal weaknesses, external opportunities, and external threats, which comes up with meaningful conclusive and forms positive study in the future. SWOT analysis tool has been used in different areas globally, especially for marketing analysis [3].

2.3 Sketch of Intercultural Communication Theory

Edward Hall, as the father of intercultural communication, introduced relevant cross-cultural theoretical achievements since 1950's. And his Silent Language points out that there are three elements of cognition related with intercultural communication, including cultural values, verbal communication and nonverbal communication. The theory is still suitable on cross-culture study [4]. According to John Berry in 1990's, he built cultural adaptation theory. It analyzes through two dimensions, including maintaining a tendency towards traditional culture and identity and tendency towards communication among other ethnic cultural groups [5]. At the same time, Phillips Davison, as the professor of Journalism and Sociology at Columbia University, proposed third party effects theory in his article, and it becomes one of the most valuable theories of communication psychology [6].

3. Compare Intercultural Communication Strategy between The Wandering Earth and Interstellar based on SWOT-Analysis Method

Table 1. SWOT Analysis of The Wandering Earth

Strength	Weakness
The film is the first real science fiction movie with big budget in China; The Movie is adapted from a famous writer's short novel; The producer prepared great social media marketing plan.	Main creative team had less international popularity; Content of the film has limitations on intercultural communication; International release plan was insufficient which led overseas box office much lower than main box office.

Opportunity	Threats
Global perspective brings more extensively narrative perspective and core concept recognition; Overseas market has started to gradually recognize that more and more Chinese movies have excellent production.	Similar Hollywood productions is more competitive globally than Chinese productions; Cultural differences lead information transmission deviation.

Table 1 and Table 2 are Analyzed by the article author after research information about The Wandering Earth and Interstellar. Based on research, internal strengths, internal

weaknesses, external opportunities, and external threats of those two movies are summarized on two charts.

Table 2. SWOT Analysis of Interstellar

Strength	Weakness
Interstellar has an internationally renowned reputation creative team; The film owns high quality content; Large-scale film production was supported by sufficient capital; The film released globally and gain high box office from multiple regions.	The movie involves science fiction concept which brings border of understanding; Content of the movie is based on American culture that makes it have cross cultural limitations.
Opportunity	Threats
Well-known Hollywood production teams have high recognition, which is conducive to earn widely global market; High quality science fiction movies belong to scarcity classification even recently.	Similar Chinese productions have started to challenge the global competition of Hollywood productions; Cultural differences lead information transmission deviation.

3.1 Comparing Strengths and Weaknesses between The Wandering Earth and Interstellar

When compare Chinese science fiction movie, The Wandering Earth, and similar type of Hollywood movie, Interstellar, the internal strengths and weaknesses are different. First of all, as the first real science fiction movie with big budget in China, The Wandering Earth owns strength of sustainable self-propagation. Especially overlay the widely influence of the original film author, the movie received widespread attention in main screening markets. However, the box office didn't increase well because the movie's creative team, except the author, was an unknown team with no representative productions. The box office of the movie in China was increased extremely fast after two weeks of the release day because of positive reviews from social media. Great feedback from Chinese market led benign transmission, which reached mid term box office reverse decline result. Interstellar owns different box office curve. Interstellar owns well-known Hollywood production teams with high recognitions, which is conducive to earn widely global market. Therefore, the movie gains great international box office since the beginning of release day. At the same time, the production team had already planned to collaborate with global film companies during production period, which provided excellent inter-

national display channels. Meanwhile, it was the missing part of The Wandering Earth during its production period. In addition, Interstellar had another strength that this large-scale film production was supported by sufficient capital, which brought the high-quality movie becomes a classic production of the same genre of movies. It has formatted long tail effect of communication advantages. However, Interstellar involves deeply science fiction concept that brings border of understanding. Audiences' feedback of the movie was polarization when compared with popcorn movies which released on similar period. It might be the reason of significant differences in box office revenue on different regions. Moreover, content of Interstellar is based on American culture that makes it have cross cultural limitations, which is another weakness of the movie.

3.2 External Opportunities and threats between The Wandering Earth and Interstellar

When looking at The Wandering Earth's content from global perspective, it brings more extensively narrative perspective and core concept recognition, which leads positive impact at intercultural communication. This perspective of human community is easily understood by global audiences that weak the border of cross-culture transition. Otherwise, enhancing national strength, tech-

nological progress and high-quality production personnels merge good foundation of Chinese movie production. Overseas market has started to gradually recognize that more and more Chinese movies have excellent production even comparing with Hollywood productions, and overseas audience would like to go to theater and enjoy Chinese productions. However, when comparing with the great movie as *Interstellar*, it becomes an external threat because similar Hollywood productions is more competitive globally than Chinese productions. If a Chinese movie and a Hollywood movie release on the same period in the same region, Hollywood productions own highly popularity and great global marketing plan which certainly will influence Chinese movie's box office much lower than releasing on different period. Although the border of culture understanding can lead problem of intercultural communication, the deeply thinking and unique content of Hollywood movies still bring external opportunities in long-term. Especially *Interstellar*, a successful movie directed by one of the best directors who names Christopher Nolan, is still belong to scarce varieties of all movie types. It's also the reason of reaching high box office on second release. Until now, Chinese movies still difficult to reach as height level as *Interstellar*.

4. Key Factors in cross-cultural dissemination of film

4.1 Cross Cultural Audience Resonate When Being Spread Good Story Corn

The core of film content is easily to spread values and get cross cultural audience resonate, and it's the basement of productions expending oversea market. According to Edward Hall, his published book which name is *Silent Language* pointed out three elements of cognition related with intercultural communication. It displays understanding and recognition of culture is the basis for reaching consensus between cross cultural communicators and intercultural disseminator [4]. From the perspective of achieving the first element of cultural values, the Hollywood movie *Interstellar* creative great values globally. The theory is still suitable on cross-culture study. *Interstellar* is starting from the impact of the deterioration of the Earth's environment on the future of all humanity. It stands on narrate the story from the perspective of the survival of all humanity, which easily break culture borders and forming a consensus on cultural values. Meanwhile, Chinese movie *The Wandering Earth* also narrate from the perspective of all humanity, which brought about 600 million on North America and Korea markets [2]. Secondly, *Interstellar*

transliteration versions provided in different regions brought understanding convenience on verbal communication of cross culture transmission. Overseas audience were easily understood the concept conveyed in the plot with their official languages. Nevertheless, nonverbal communication on *Interstellar* is also great. The movie is not only focus on searching for the future of humanity in outer space, but also focus on family affection and negative side of humanity through direct body language and facial expression processions. Because human nature is interconnected, the movie is barrier free in cross-cultural emotional transmission. *The Wandering Earth* tried in line with the global context at both verbal communication and nonverbal communication, it still caused misunderstandings from oversea audiences because of communication with more Chinese cultural context characteristics, which led polarized evaluation of overseas markets [7].

4.2 Gaining Promotional Advantages by Closing to Foreign Cultures

According to John Barry's cultural adaptation theory, two dimensions, including maintaining a tendency towards traditional culture and identity and tendency towards communication among other ethnic cultural groups, are positive assistance for intercultural communication [5]. Part of Hollywood productions, especially large-scale productions, signed copyright cooperation agreements with foreign film productions during producing period to get more screens and box office. For example, an United States producer calls STX used to signed copyright cooperation agreements with HY Brother, which is one of the largest film production in China, in 2015 [8]. At the same time, Hollywood productions consciously add special eggs which local audiences feel familiar in different regions for decreasing effects of intercultural. Especially Marvel productions, the company tied to close to local culture hardly. In the movie *Captain America: The Winter Soldier*, Captain's habit note shows different list in different countries. It brings familiarity for local audience and easily to understand what the note is. Therefore, gaining promotional advantages by closing to foreign cultures is useful for expending global market.

4.3 4.3 Producing by a Well-known Team Having Advantages of Global Communication

In fact, not all of well-known producing teams can earn great box office and feedback, but a well-known team has a past reputation which brings third party effects theory. Phillips Davison pointed out the third-party effects theory on his writing. His theory essentially means propagandist attempt to influence the public through surface advantages

for manipulating third-party behavior [6]. Renowned film production teams have successful works as endorsements, and it has a natural advantage in promotion. Hollywood movies usually prioritize collaborations with well-known teams during the preparation period, and producer will use fame of the team as an advantage to cooperate with foreign film companies. It will achieve positive expansion of the first release screen. Moreover, Producers provide advance viewing through cooperative companies before releasing. They invite professional film critics and share feedback on social media. When feedbacks are as guidelines on positive side, it will attract more audience going into cinemas.

5. Challenges and Suggestions for Chinese Productions Global Expansion

5.1 Challenges

In the beginning, Chinese productions' first challenge of global expansion is cross cultural recognition, especially when expanding non-East Asian cultural market. Whether or not able to break cross culture broderies and let foreign audience willing to going into theater for watching Chinese films, it's the most critical factor which can lead successful results in global market. Otherwise, the international influence of Chinese films is relatively low currently, and most movies producers don't consider international development during the production period. They only seek opportunities in overseas markets after movies released in China and achieved great success. Thar's how The Wondering Earth missed the opportunity for verses expansion. Moreover, most of Chinese film production teams lack international recognition, and it's also a major factor affecting cross-border cooperation and intercuture communication.

5.2 Suggestions

First, Chinese movies which want to expanding global markets should design with a more global perspective core of the movie. Those movies' producers need to focus on human beings since the preproduction period, and the core of consent should fuse Chinese culture and foreign target markets' cultures to break culture barriers. Secondly, Chinese movies, especially with large scale production as The Wondering Earth, need to have international market awareness. Great international corporations and suitable cultural promotion can make intercuture communication easier to conduct overseas. Last but not least, Chinese production teams should participate in as many well-known overseas film festivals as possible. It will bring

more dissemination advantages for subsequent production and promotion.

6. Conclusion

This article comparing Chinese science fiction films, The Wondering Earth, and Hollywood science fiction films, Interstellar, through SWOT analysis, and the following three points of why Hollywood production can gain global success is discovered. First, Hollywood large scale film productions have an international perspective which reduce barriers of intercuture communication. Second, Hollywood producers have a comprehensive international screening plan, and they also have ample experience in integrating with local culture. Moreover, Hollywood producers gather well-known teams to join the creation, which utilizes the self-propagation effect in global markets. Although most Chinese films currently don't possess the above three points, but Chinese film producers can supplement those points from now on. With the increasing influence of Chinese cultural dissemination in recent years globally, there is trustworthy believe that Chinese films can occupy a broader global market in the future.

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