

The Interweaving of Film Media and Cultural Inheritance: A Case Study of Chang An

Fan Zhu^{1,a,*}

¹Department of Media and Design, Zhicheng College, Fuzhou University, Fuzhou, 350000, China
a. 15080116522@163.com

*corresponding author

Abstract: The explosion of the new cultural animated film series *Chang An* has opened a new prelude to the interweaving of traditional culture and modern media, and has become a new focus of research on cultural heritage. With the advent and challenges of the new media era, *Chang An*, as a film that presents the profound heritage of Chinese culture, cleverly uses unique narrative techniques and visual presentation. Based on the focus of 'telling good Chinese stories', modern media plays a powerful role in communication, driving the prosperity and development of the cultural industry. This paper aims to explore the communication strategies and effects of film media on cultural heritage. By using content analysis method to analyze the film *Chang An* in detail, it strives to reveal how the film not only inherits Chinese culture but also successfully attracts the attention of modern audiences. The research results show that the communication effect of the film is very significant, realizing creative communication and cross-cultural dialogue, improving the audience's identity with traditional culture, and showing the potential and value of film media in cultural heritage.

Keywords: media, cultural inheritance, excellent traditional Chinese culture, creative communication, Chinese stories

1. Introduction

Chang An is an excellent work that integrates the historical development of the Tang Dynasty and modern film art. Through modern media technology, the film successfully presents the unique charm of China's excellent traditional culture, highlighting the importance of cultural heritage. At the same time, the film also has excellent performance in creative communication and cross-cultural dialogue, breaking the boundaries of time and space, allowing audiences to immerse themselves in the historical scenes of the Tang Dynasty. From the perspective of context, the film emphasizes emotional expression and identification in high context culture, while adjusting communication strategies in low context culture to achieve effective cultural communication. In addition, as a fusion of creative industry and cultural industry, the film demonstrates the perfect combination of technological innovation and artistic presentation, enhancing audiences' identification with traditional culture in the form of digital communication. In summary, *Chang An* brings unique aesthetic experience and emotional resonance to global audiences, and also draws more attention to the potential and value of film media in cultural heritage. This paper will discuss three parts:

cultural heritage and innovation, cultural expression and identification, and the value of creative industry and cultural industry in the film *Chang An*.

2. *Chang An* in Multiple Dimensions: Cultural inheritance and innovation in the film

The following will discuss the two aspects of cultural inheritance, creative communication and cross-cultural dialogue under the background of media convergence.

2.1. Cultural inheritance in the context of media convergence

Driven by cutting-edge technology, new media has shown strong vitality. Digital technology has laid a solid foundation for the progress of new media, making the film images and production more delicate and real[1]. *Chang An* is not only a feast of visual and cultural, but also an important carrier of cultural heritage. The director uses digital special effects and virtual reality technology to accurately present the glory of the Tang Dynasty, reproducing the magnificent architecture, palace ceremonies and exquisite clothing in Chang 'an, bringing the audience a shocking visual experience. With the rise of VR, AR, MR, and other technologies, digital technology constructs simulation interactive scenes, breaking the barrier between virtual and reality and bringing the public an immersive experience of virtual reality technology to create a real dream of the Tang Dynasty world, as if the audience, through time and space, participated in historical events and witnessed the magnificent moments[2]. This immersive movie experience meets the high requirements of modern audiences for vision and psychology, making traditional cultural elements shine in modern films. In the context of globalization and rapid development of science and technology, the inheritance of traditional culture is facing unprecedented challenges. As a cultural and artistic form with a wide audience and rapid spread, film bears the important mission of inheriting and carrying forward traditional culture. *Chang An*, through vivid story plots and visual effects, uses cutting-edge technology to convey the history, culture, social outlook and values of the prosperous Tang Dynasty, enhances the audience's sense of identity and cultural confidence in traditional culture, and revitalizes traditional culture in modern society. This way of integrating education and entertainment is of great significance to the harmonious development of contemporary society. It not only immerses the audience in the glory of the prosperous Tang Dynasty, but also becomes an important force in inheriting and carrying forward traditional culture in contemporary society with its unique charm.

2.2. Creative communication and intercultural dialogue

Needless to say, "telling Chinese stories well" is one of the core propositions of current Chinese film creation and overseas dissemination[3]. In the film *Chang An*, the production team achieved a wonderful reproduction of the history and culture of the Tang Dynasty through the non-linear narrative structure, with its superb narrative skills, excellent visual presentation and clever use of cross-cultural elements. The film combines history and modernity to build a story space full of both historical and modern flavor. This narrative strategy not only endows the film with profound historical deposits, but also guides the audience to think deeply about the internal connection between history and modernity and the cultural connotation behind Chinese stories.

The visual spectacle constructs the local environment for the story, and it is the focus of narration to arouse the audience's emotions in the local environment[4]. In terms of visual presentation, *Chang An* with its excellent artistic level, from scene design to props and costumes, and then to musical effects, every detail is carefully polished and fully demonstrates the style of the Tang Dynasty, creating a sense of immersive history. This way of creative communication not only

enhances the audience's strong interest in Chinese stories, but also deepens their emotional resonance for the film.

In international communication, we should emphasize the sharing and commonality of Chinese culture with the rest of the world, strengthen mutual influence, promote mutual harmony, and realize the "cultural diffusion" of Chinese culture on a global scale[5]. Under the background of globalization, *Chang An* faces the opportunities and challenges of cross-cultural communication. On the one hand, differences in cultural backgrounds may lead to differences in understanding and acceptance of films by audiences in different regions. On the other hand, with the advancement of globalization and information technology, people are increasingly interested in and curious about different cultures. Therefore, in order to respond to the needs of audiences with different cultural backgrounds, *Chang An* has formulated targeted marketing strategies and publicity means in the process of publicity and promotion, further enhancing its international competitiveness and influence.

3. *Chang An* from the Perspective of Context: Cultural Expression and identity in film

The following will be discussed from two aspects: emotional expression and identification in high-context culture, and communication strategies and effects in low-context culture.

3.1. Emotional expression and identification in high-context culture

Chang An selects Tang poetry as its material, and the complexity of Tang poetry and the multi-dimensional relationship between poets need to be explained with appropriate context[6]. Under the social and cultural background of high context, the film conveys the spiritual connotation and values of Tang culture through emotional expression and image presentation. "Story" and "character" are indispensable keys in animated films. A successful animated film usually requires the character image and the story to complement each other and coordinate with each other[7]. The emotions of the characters in the film are not limited to the superficial joys and sorrows, but go deeper into the historical background, characters and cultural traditions, showing the open, inclusive, confident and enterprising spirit of the Tang people. The audience can feel the profound friendship between the characters, the feelings of home and country, and the persistent pursuit of ideals. In addition, the film uses imagery techniques to show the flourishing scene of Chang'an City in the Tang Dynasty, as well as art forms such as poetry, calligraphy and painting, and music, so that the audience feels as if they are in that glorious era, immersed in the story of the film, and have a profound understanding and recognition of the Tang culture.

3.2. Communication strategies and effects in low-context culture

In the context of low-context culture, the audience's reception and understanding of information are often more dependent on the language itself than cultural cues or background knowledge. Individuals in a low-context culture will expect explanations when they receive unclear statements or are in unclear situations, that is to say, in a low-context culture, a lot of information is transmitted in a clear and clear way[8]. Therefore, *Chang An* must adjust its communication strategy in the face of such audience groups to ensure that cultural information can be effectively conveyed. Firstly, the cognitive burden of the audience is reduced by adjusting the narrative structure and using common language elements. At the same time, dialogue and explanatory content are added to clearly express emotion, motivation and background information to help the audience better understand and accept the story. Finally, by introducing elements and plots familiar to international audiences, the distance between the audience and low-context culture is narrowed, and effective cultural communication is realized. This cross-cultural communication strategy not only enhances the influence of films on the

international stage, but also opens up a new way for the international dissemination of excellent traditional Chinese culture.

4. The integration of technology and art: the value of the creative and cultural industries in *Chang An*

The following will be discussed from two aspects: technical innovation and artistic presentation of film production, and the value and potential of film as a cultural industry.

4.1. Technical innovation and artistic presentation of film production

Chang An shines in the technological innovation, through the scene design, props and costumes, music and special effects and other aspects of the exquisite skills, for the audience to bring a shocking audio-visual feast and immersive viewing experience. Image spectacle construction, which emphasizes context and experience, is the standard of animated film commercial blockbusters[9]. The film uses high-precision 3D modeling and rendering technology to restore the prosperity of Chang'an City during the Tang Dynasty, and the audience feels like traveling through time and space to experience it. In terms of props and costumes, the film pays attention to details and references, showing the magnificence and delicacy of Tang Dynasty costumes, enhancing the film's sense of history and the audience's sense of inclusion. In terms of music and special effects, the film adopts advanced audio processing and special effects production technology, the close combination of music and scene, and the exquisite production of special effects, so that the audience feels as if they are in the world of the film, and experience adventure and growth with the characters. These technological innovations not only enhance the artistic level of the film, but also let the audience feel the shock and surprise brought by technological innovation. Film successfully combines technology with art to create a unique aesthetic experience and emotional resonance.

4.2. The value and potential of film as a cultural industry

In the cultural industry, film is the most dynamic and vital component. The country's desire for film industrialization reform is strong, even urgent[10]. *Chang An* stands out in the cultural industry, integrating historical, cultural and artistic elements, showing the glory of the Tang Dynasty through the form of film, presenting rich cultural connotations. This work is not only an outstanding artistic expression, but also an important contribution to cultural inheritance. It deeply excavates the cultural spiritual connotation of the Tang Dynasty, and presents the unique charm of Chinese culture through emotion and image. At the same time, cross-cultural communication strategies allow global audiences to appreciate Chinese culture and enhance international influence. This success not only highlights the artistic value of the film, but also reflects the positive promotion of the development of the cultural industry and the innovation and inheritance of traditional culture, injecting new vitality into the cultural industry and promoting Chinese culture.

5. Conclusion

This paper shows the importance and potential of film as a modern medium in cultural inheritance and inheritance through in-depth analysis of the contribution of film *Chang An* in cultural inheritance and innovation, cultural expression and identity, and the value of creative industry and cultural industry. The film effectively integrates the history and culture of the high Tang Dynasty with the modern film art, bringing a unique aesthetic experience to the global audience and enhancing the international influence of Chinese culture. However, there are still some deficiencies in this study. For the analysis of the value evaluation of films in the creative industry and cultural

industry, there is a lack of specific data support, which makes the argument slightly weak. Therefore, future studies will further explore the value and potential of film in the cultural industry by combining more specific cases and detailed data, and focusing on the positive role of film in cultural communication, so as to more effectively use film media to promote the international communication and exchange of Chinese culture, tell Chinese stories well, and contribute more to the cultural power.

References

- [1] WANG Ziqi. *The Effective integration of film art and New Media Art* [J]. *Journal of Information*, 2023, (12): 49-51.
- [2] CHENG Huawei. *Research on the digital transmission path of Chinese excellent Traditional Culture* [J]. *New Journal of Tianfu*, 2024, (01): 146-152.
- [3] Qi Wei. *On Cultural Resources, Narrative Mode and Communication Discourse of Chinese Films in International Communication* [J]. *Journal of Beijing Film Academy*, 2023, (12): 100-109.
- [4] Li Ao. *Research on Creative Communication of New Mainstream Films: A Case study of The Battle at Lake Changjin Series* [J]. *News Research Guide*, 2019, 14(24): 248-250.
- [5] Hou Mengfei. *The power of Media to spread culture: A Bite of China as an example* [J]. *Journal of Jiamusi Institute of Education*, 2013, (05): 32-33.
- [6] Zhu Liangyan, WANG Pengyu, Jiang Ying et al. *Research on innovative expression of cultural animated films from the perspective of empathic communication: A case study of Chang An* [J]. *China media technology*, 2023, (11) : 123-126. The DOI: 10.19483 / j.carol carroll nki. 11-4653 / n. 2023.11.025.
- [7] Zhang Xiuru. *Analysis of Character Image Design in Animated Films in the New Media Era* [J]. *Comedy World (Second Half)*, 2023, (12): 146-148.
- [8] Lv P. *A Comparative study of Chinese and American medical dramas in high-low Context culture: A case study of Young Doctor and Grey's Anatomy* [J]. *Education and Teaching Forum*, 2016, (10): 207-208.
- [9] Chen Kehong, Ma Chenxing. *Imagination and return: the cultural reproduction and dissemination of "Chang An" logic* [J]. *Journal of media observation*, 2023, (9) : 111-120. The DOI: 10.19480 / j.carol carroll nki CMGC. 2023.09.006.
- [10] Kong Zhonggen, YUAN Liangzhong, Peng Yunbo. *The development of cultural industry and the teaching reform of film and television Technology* [J]. *Film and Television Technology*, 2004, (10): 13-16.