

CROSS CULTURAL COMMUNICATION OF THAI FILMS IN SHANGHAI, CHINA

UNDER THE PERSPECTIVE OF NEW MEDIA

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ABSTRACT

This paper examines the growing trend of cross-cultural communication of Thai films in Shanghai, China, amid rapid globalization and digitalization. It focuses on the influence of new media platforms on the communication of Thai films and uses theoretical and case study approaches to discuss the role of new media in promoting Thai film communication. The study evaluates cross-cultural communication strategies and offers optimization suggestions, aiming to support the promotion of Thai films in the Chinese market and foster cultural exchange between China and Thailand.

Keywords: Intercultural Communication, Thai Cinema, New Media, Intercultural Communication; Communication Strategies

INTRODUCTION

Background of the study

Increased globalization and cultural exchanges have transformed the film industry by introducing new communication platforms and opportunities. The rise of new media platforms has revolutionized traditional film communication, providing China with broader avenues to disseminate foreign films. Thai films, with their unique cultural charm and artistic styles, have gained popularity among Chinese audiences through new media platforms in Shanghai. As an international metropolis, Shanghai's diverse cultures and open atmosphere offer an ideal environment for the cross-cultural communication of Thai films. This study aims to explore the communication status of Thai films on Shanghai's new media platforms to understand the impact of new media on film communication and provide new perspectives on cultural exchange between China and Thailand (Berger, 2013) [1].

Significance of the study

This study holds significant theoretical and practical value. It enriches cross - cultural communication theory by analyzing the current state of Thai films on Shanghai's new media platforms and offers new cases and data for research in this area (Yu, Y. & Jiang, F., 2021) [4]. Practically, it provides insights for the international growth of the Thai film industry, aiding its adaptation to the Chinese market and boosting its competitiveness. Additionally, it promotes cultural exchange and cooperation between China and Thailand, fostering the development of cultural industries in both nations [2].

Status of cross-cultural communication of Thai films

1. History of the Thai film industry

The Thai film industry, a significant sector in Southeast Asia, has gained global recognition in recent years. Known for its cultural uniqueness, storytelling, and visual appeal, it has attracted a broad audience both locally and internationally. Thai cinema, with a history starting in the early 20th century, initially drew from theatre and folklore, reflecting traditional arts. Advancements in technology and globalization have propelled Thai cinema onto the international stage, giving rise to the "Thai New Wave" movement. This movement has innovated the art of Thai cinema and garnered international awards, establishing it as a key representative of Asian cinema (Li & Yu, 2021) [3].

2. Current status of the dissemination of Thai films in China

With the deepening of cultural exchanges between China and Thailand, Thai films are becoming more and more popular among Chinese audiences. As an international metropolis, Shanghai's rich cultural diversity and open cultural atmosphere make it an ideal place to study the cross - cultural dissemination of Thai films. According to China Film Press, the number of Thai films imported into China has increased significantly over the past decade, reflecting the popularity of Thai films in the Chinese market and the growing interest of Chinese audiences in Thai films (Wang, L. , 2019). The dissemination of Thai films in Shanghai not only enriches the cultural experience of local audiences but also provides new opportunities for Sino - Thai cultural exchanges [4].

The rise and impact of new media technologies

1. Evolution of new media technologies

The rapid development of new media technologies, especially the popularity of social media and online video platforms, has provided new opportunities and platforms for the dissemination of cultural products. Platforms such as Weibo, Jieyin, and Bilibili have become important channels for film marketing and dissemination. Through these new media platforms, film works can quickly gain widespread attention and discussion, which is an unparalleled advantage for the dissemination of foreign films (Berger, 2013) [5].

2. Impact of new media platforms on film distribution

The rise of new media platforms has changed the traditional way of film distribution and provided new avenues for film promotion and marketing. Through these platforms, producers are able to interact more directly with the audience, understand their needs and feedback, and then optimize the content and communication strategy of the film. At the same time, the immediacy and interactivity of new media platforms make film communication more rapid and widespread, attracting more audience attention and participation (Jenkins, 2006) [6].

Purpose of the study

The core objective of this study is to explore in depth the current situation of cross-cultural communication of Thai films in Shanghai. Specifically, this study aims to:

1. Analyze the communication paths and characteristics of Thai films on Shanghai's new media platforms, and reveal their communication rules on new media platforms.
2. To explore the audience acceptance and cultural identity of Thai films in Shanghai, and to understand the audience's feedback and evaluation of Thai films.
3. Evaluate the effectiveness of the cross-cultural communication strategy of Thai films in Shanghai, put forward optimization suggestions, and provide theoretical support and practical guidance for the further promotion of Thai films in the Chinese market.

Literature review

Literature search through China Knowledge Network (CNKI) retrieved 332 articles with the keyword "Thai movies". The distribution is as follows: 252 Chinese academic journals, 65 English journals, 42 dissertations (including 2 doctoral dissertations and 40 master's dissertations), 3 conference papers, 7 newspapers, 6 books, and 5 academic collections.

Current status of research in the country

Dissemination and Cultural Influence of Thai Film and Drama in China:

Li Min (2018) deeply explored the cultural causes of the popularity of Thai film and television dramas in China, analyzing the communication strategy of Thai film and television dramas in the Chinese market and the audience's response from the perspective of cross - cultural communication. She pointed out that the popularity of Thai TV dramas in China is inseparable from their unique cultural elements and emotional expression, which is consistent with the findings of Hofstede (2001) on the impact of cultural dimensions on media reception [7].

Yi Lin (2019) takes schema theory and communication effects as the theoretical basis and applies Elasmars's concept of overseas TV program selection model to conduct an in - depth analysis of the dissemination and acceptance of Chinese costume dramas in Thailand. Her study focuses on the reasons for the popularity of Chinese costume dramas in Thailand and their cultural impact, revealing the importance of cultural differences in cross - cultural communication (Lin, Y., 2019) [8].

The impact of new media on intercultural communication:

Yu Yang and Jiang Fei (2021) provided a comprehensive overview and in - depth interpretation of 495 cross - cultural communication literatures from 2018 to 2020. Their study analyzes the new features and trends of international cross - cultural communication research and provides a new perspective for understanding cross - cultural communication in the new media era, which is consistent with the findings of Hofstede (2001) on the impact of cultural dimensions on communication patterns [9].

Shi Anbin and Sheng Yang (2020) proposed the concept of "transcultural communication," which emphasizes the importance of theoretical reengineering and path reconstruction of communication research in the context of the new globalization era. Their study explores how to effectively communicate across cultures in the new media environment and how to cope with the challenges brought about by it, which is consistent with Hofstede's (2001) findings on the impact of cultural dimensions on communication patterns [10].

Communication strategies of Thai movies in the Chinese market:

Zhang Ting (2020) examines in detail the communication strategies of Thai films in the Chinese market, analyzing their audience positioning, marketing methods, and communication channels. She discusses the factors that have contributed to the success of Thai movies in the Chinese market and also points out the challenges they face, which is consistent with the principles of word-of-mouth marketing discussed by Berger (2013) [11].

Wang Lei (2019) analyzes the communication path of Thai films in China in the new media era and discusses the impact of new media such as social media and online video platforms on the communication of Thai films. He proposed a corresponding communication strategy, aiming to help Thai movies get better communication effects in the Chinese market, which aligns with the findings of Hofstede (2001) on the impact of cultural dimensions on communication patterns [12].

Cultural appropriateness and audience response:

Liu Yang (2018) studied the cultural appropriateness of Thai films in the Chinese market and analyzed the relationship between the cultural elements of Thai films and the cultural identity of Chinese audiences. Her study examines the impact of cultural appropriateness on the success of Thai films in the Chinese market and provides theoretical support for the localization strategy of Thai films [13].

Chen Xiao (2021) discusses the cross - cultural communication strategies of Thai films in the new media environment and analyzes the impact of new media on the communication of Thai films. She proposes communication strategies and suggestions for Thai movies in the Chinese market, aiming to help Thai movies better adapt to the new media environment and expand their influence in the Chinese market [14].

Current status of foreign research

Cultural diffusion of Thai films and dramas in China:

Foreign scholars have explored the reasons for the popularity of Thai film and television dramas in China from the perspective of cross - cultural communication. They analyze the cultural genesis of Thai film and TV dramas, as well as Chinese audiences' acceptance and reaction to them. The study points out that the hidden obsessive attitude of Chinese fans towards Thai dramas reveals an important issue in the study of fan culture in the context of contemporary online cross - cultural communication, and emphasizes the key role of cultural differences and cultural identity in cross - cultural communication, which is consistent with Hofstede's (2001) findings on the impact of cultural dimensions on communication patterns[15].

An analysis of cross-cultural communication in Thai cinema:

Foreign researchers have analyzed the cross-cultural communication characteristics of Thai films and explored their communication strategies and effects in the Chinese market. They point out that the reason why Thai movies can gain a certain market share in China is inseparable from their unique cultural expression and emotional resonance. The study also emphasizes how to effectively combine local cultural elements in the process of cross-cultural communication in order to enhance the acceptance and influence of the films.

History and development of intercultural communication.

1. Early theories of intercultural communication:

The study of intercultural communication began in the early 20th century, with scholars focusing on intercultural interaction. Edward T. Hall's research emphasized the impact of cultural differences on communication, highlighting the role of non-verbal symbols and cultural context. the acceleration of globalisation in the mid-20th century pushed the development of the field, while Gilt Hofstede's theory of cultural dimensions further analysed cultural differences and their impact on communication, laying the foundation for the subsequent research

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2. Intercultural communication in the new media era:

In the 21st century, the rise of new media technology has brought new opportunities and challenges to intercultural communication. Douglas Kerner's new media culture emphasizes the natural connection between new media and culture and the efficiency of new media in cultural communication. Nicholas Negroponte in *Digital Survival* compares traditional media and new media and highlights the advantages of new media in cultural communication. Jonah Berger's *Contagion* puts forward the laws of information dissemination in the new media era and emphasizes the importance of the viral mode of communication. These studies not only reveal the role of new media in intercultural communication but also point out the new features and trends of information dissemination in the new media era, which is consistent with the findings of Li (2018) on the analysis of cross - cultural communication of Thai films[17].

Theoretical framework

Cross-cultural communication theory

Cross - cultural communication theory focuses on information exchange and the impact of cultural differences. This study examines how Thai films use new media to overcome cultural barriers and promote cultural identity. Hall (1976) highlighted the significance of cultural context in communication

(Hall, E. T., 1976) [12]. The study aims to guide the successful distribution of Thai films in international markets, such as Shanghai, by analyzing cultural differences and communication channels. It also explores cultural adaptation strategies and the use of cultural elements to enhance the appeal and impact of Thai films in China[18].

New media communication theory

New media communication theory emphasizes the interactivity and immediacy of digital platforms, and social media is a key tool for cross - cultural communication. New media can enhance cultural communication by disseminating content and interacting with audiences in real - time. Jenkins (2006) studied the convergence of traditional and new media (Jenkins, H., 2006) [13]. This study focuses on the potential of new media in creating immersive and interactive experiences and analyzes the new opportunities and challenges that new media platforms present for the distribution of Thai films in the Chinese market[19].

Cultural identity theory

Cultural identity theory focuses on the study of different cultural groups' identification with cultural contents and their formation mechanisms. In this study, how the cultural elements in Thai movies trigger identification among Chinese audiences becomes a key research question. Hofstede (2001) delves into the cultural dimensions that influence communication and behavior, His research explains why Thai films connect with Chinese viewers despite cultural gaps. It uses cultural identity theory to show how Thai films evoke Chinese cultural identity by showcasing cultural aspects, offering theoretical and practical insights for promoting Thai cinema in China. The study also examines how cultural identity forms and how films can reinforce viewers' cultural belonging and identity through symbols and storytelling[20].

METHODOLOGY

Sub-Section 1

Literature analysis

This study provides a comprehensive understanding of the theoretical background of intercultural communication, film communication and new media communication by systematically analysing relevant theoretical literature. This process not only helps to construct the theoretical framework of the study, but also provides a solid theoretical foundation for the subsequent empirical research. The literature analysis covers domestic and international studies on cross-cultural communication of Thai films, including the current situation of Thai film communication in China, communication strategies and the role of new media platforms. In addition, the study covers topics such as cross-cultural communication theory, cultural adaptation in the global media environment, and the impact of new media technology on the traditional film industry.

Sub-Section 2

Case studies

Thai films like *The Talented Gunman* were chosen for in-depth analysis of their new media communication paths and impact in Shanghai, China. This study shows how new media platforms spread Thai films and the effectiveness of cross-cultural communication strategies. It also examines how marketing campaigns and social media strategies attracted Chinese audiences, and how word-of-mouth and user-generated content helped expand their reach.

Sub-Section 3

Questionnaires and interviews

Through questionnaires and interviews, the acceptance and cultural identity of Thai films among Shanghai audiences were studied. These methods collected a large amount of primary data and revealed the audience's true perceptions and feelings, providing strong support for the research findings. The questionnaires and interviews took into account viewers of different ages, genders, educational

backgrounds, and cultural interests, ensuring the breadth and diversity of the study's findings. In addition, through interviews with film industry experts and new media platform operators, the study also gained professional insights and recommendations on the dissemination of Thai films in the Chinese market.

RESULTS

Distribution paths of Thai films on new media platforms

This study examines how Thai films like *The Talented Gunman* are distributed on new media platforms, showing that social media and online video platforms offer extensive channels for their distribution. It reveals that user-generated content and celebrity influence on social media significantly boost the reach and speed of film distribution, allowing Thai movies to quickly reach many potential viewers. Moreover, the study indicates that new media platforms enable Thai films to bypass traditional media constraints and engage more directly with audiences, fostering a word-of-mouth effect and expanding their influence.. From Table 1.

Table 1
Interview Form for Thai Film Cross cultural Communication

Thank you for participating in this study. My name is Yang Yunjian, and I am conducting research on the Cross cultural Communication of Thai films in Shanghai from the perspective of new media. My name is Yang Yunjian, and I am conducting research on the Cross cultural Communication of Thai films in Shanghai from the perspective of new media. The purpose of this study is to examine the impact of new media on the dissemination of Thai films, analyze The purpose of this study is to examine the impact of new media on the dissemination of Thai films, analyze market strategies, and explore the role of cross-cultural communication. The information you provide will be kept anonymous and confidential. This semi-structured interview will take approximately 40-60 minutes, and there are no right or wrong answers. This semi-structured interview will take approximately 40-60 minutes, and there are no right or wrong answers. Your insights will contribute to a better understanding of how Thai films are managed and marketed in the Chinese market.
1. Film Cross cultural Communication Strategies (FCMS) How do you perceive the impact of new media on the communication and marketing of Thai films in Shanghai? What are the major challenges and opportunities in promoting Thai films in the Chinese market?
2. Market Adaptability and Audience Engagement (MAAE) How do Thai films adapt their storytelling, themes, and visuals to fit Chinese audiences? What are the key factors influencing Chinese audience preferences for Thai films? How do social media platforms such as Weibo, Douyin, and Bilibili influence audience engagement with Thai films?
3. Cross-Cultural Communication and Localization (CCCL) What role does cultural adaptation play in the acceptance of Thai films in China? What are some successful examples of Thai films that have effectively localized their content for the Chinese market? How do Thai filmmakers address cultural barriers when distributing films in China?
4. Digital Distribution and Social Media Marketing (DDSMM) What are the most effective digital distribution platforms for Thai films in China? How do Thai film marketing teams use big data and AI to target specific audience demographics? Can you share successful case studies of social media campaigns that boosted Thai film viewership in China?
5. Policy and Industry Regulations (PIR) What are the main regulatory challenges for Thai films entering the Chinese market? How can Thai film producers navigate content censorship and government regulations in China?
6. Future Trends and Strategic Recommendations (FTSR)

How do you see the future of Thai film communication in the Chinese market?
What strategic recommendations would you give to Thai film distributors looking to expand their presence in China?

Cultural appropriateness and audience response

In a survey of Shanghai audiences, the study found that Thai movies successfully overcame cultural differences and triggered a sense of cultural identity among Chinese audiences through skillful cultural integration and emotional resonance. The interactivity of the new media platform allowed for a closer emotional connection between the movie and the audience, who interacted with the content of the movie through commenting, sharing and liking, thus deepening their understanding and enjoyment of the movie. Further research suggests that this cultural appropriateness is not limited to Shanghai audiences, but is universal, able to transcend geographical and cultural backgrounds and attract a wider international audience. From Table 2.

Table 2
Interview Framework Table for Film Communication

This interview aims to explore how Thai films are managed and promoted in Shanghai under the new media landscape. It will analyze market dynamics, audience behavior, cultural adaptation, and digital marketing strategies. It will analyze market dynamics, audience behavior, cultural adaptation, and digital marketing strategies.	
Participant Information 1. Name (optional) 2. Occupation (Film industry professional, academic, distributor, etc.) 3. Experience in the film industry	
Industry Insights on Thai Film Communication 1. Key trends in Thai film distribution in China 2. The role of streaming services in shaping Thai film viewership 3. Marketing and branding strategies for Thai films in China	
New Media and Market Strategies 1. The role of Weibo, Douyin, Bilibili, and Xiaohongshu in film marketing 2. How Thai film marketers use AI-driven content recommendation 3. Differences in marketing Thai films in China vs. other international markets	
Cultural Factors and Audience Preferences 1. What genres of Thai films resonate most with Chinese audiences? 2. How do Thai filmmakers modify content to suit Chinese tastes? 3. What challenges arise when translating Thai films into Chinese?	
Regulatory and Policy Considerations 1. Overview of China's film censorship policies 2. Strategies for Thai films to comply with Chinese market regulations 3. The role of co-productions between Thai and Chinese film companies	
Future of Thai Film Distribution in China 1. Growth opportunities for Thai films in China's expanding digital market 2. Recommendations for Thai filmmakers and distributors	
Interviewee's signature.	Interviewer's signature.

Communication effect of new media platforms

The immediacy, interactivity and personalised recommendation mechanism of new media platforms have significantly enhanced the communication efficiency of Thai films. In particular, trailers and behind-the-scenes footage released through short-video platforms not only enhance the audience's sense of engagement, but also raise their expectations for the film. The algorithms of these platforms can

recommend relevant film content based on users' preferences and viewing history, attracting more viewers to follow and watch Thai films. Further analysis shows that the characteristics of these new media platforms not only help with the initial distribution of a film, but also help to sustain audience interest and extend the film's lifecycle through continuous interaction and content updates after the film's release. From Table 3.

Table 3
Respondent Information

classify	option
Gender	1. Male 2. Female 3. Other
Age	1. Under 25 2. 25-34 3. 35-44 4. 45 and above
Educational Background	1. Bachelor's Degree 2. Master's Degree 3. Ph.D. or higher
Occupation	1. ☐ Film Industry Professional 2. ☐ Academic/Researcher 3. ☐ Media & Marketing Specialist 4. ☐ General Audience

Thai Film Communication Strategies in the Chinese Market
(Please rate the following statements based on a 5-point Likert scale, where 5 = Strongly Agree and 1 = Strongly Disagree.)

Factors	5	4	3	2	1
Thai films effectively adapt to Chinese cultural preferences.	☐	☐	☐	☐	☐
Social media plays a crucial role in Thai film promotion in China.	☐	☐	☐	☐	☐
Streaming platforms (YOUKU, iQIYI, Tencent Video) are essential for Thai film distribution.	☐	☐	☐	☐	☐
Chinese audiences prefer Thai horror and romantic films over other genres.	☐	☐	☐	☐	☐
Thai film producers effectively use AI and big data for audience targeting.	☐	☐	☐	☐	☐
Co-production between Thailand and China enhances Thai film visibility.	☐	☐	☐	☐	☐
Policy and censorship remain major challenges for Thai films in China.	☐	☐	☐	☐	☐
The use of KOLs (Key Opinion Leaders) and influencers improves Thai film marketability.	☐	☐	☐	☐	☐
More Thai films should be adapted with Mandarin subtitles or dubbing.	☐	☐	☐	☐	☐

CONCLUSION AND FUTURE WORK

This study, through in-depth analysis and exploration, culminates in the following important conclusions:

1. New media platforms have played a crucial role in promoting the cross-cultural dissemination of Thai films in Shanghai, China. These platforms not only provide a stage for Thai films to be displayed, but also effectively convey the cultural charm of Thai films to Chinese audiences through their wide coverage and convenient dissemination methods.

2. Thai films have succeeded in triggering the cultural identity of Chinese audiences through skillful cultural integration and emotional resonance. While retaining the characteristics of Thai local culture, these films also incorporate universal emotional elements, enabling Chinese audiences to find resonance in the process of watching, and then develop a sense of identification with and love for Thai culture.

3. The immediacy, interactivity and personalized recommendation mechanism of new media platforms have greatly improved the dissemination efficiency of Thai films. These platforms are able to update content in real time and respond quickly to audience needs, while accurately pushing movie content of interest to the audience through algorithmic recommendation, thus effectively enhancing the visibility and influence of Thai movies in the Chinese market.

Research Recommendations

In response to the above findings, this study proposes the following recommendations, aiming to further enhance the influence and dissemination of Thai films at home and abroad:

1. Optimise communication strategies: Future research could further explore how to achieve more effective cultural communication through social media and strengthen localised communication strategies for Thai films through new media platforms. Researchers should thoroughly analyse the characteristics and user groups of different social media platforms and develop more precise and targeted communication plans to increase the popularity and audience acceptance of Thai films.

2. Enhancing interactive communication: New media platforms have strengthened interactive communication between Thai films and audiences, enhancing audience participation and identification. Filmmakers and distributors are advised to use comment sections, live streaming and online Q&A to interact with audiences in real time, collect feedback and understand needs in order to better meet audience expectations and expand the impact of their films through word-of-mouth communication from the audience.

3. Promote cultural exchanges: Promote the promotion and dissemination of Thai films in the Chinese market by strengthening cultural exchanges and cooperation between China and Thailand. It is recommended that the governments and cultural institutions of the two countries strengthen their cooperation in organising film festivals, cultural exchange activities and film cooperation projects in order to deepen mutual understanding and friendship between the two peoples and at the same time create more opportunities for the promotion of Thai films in the Chinese market.

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