

Hollywood's Global Strategy and the Development of Chinese Film

Yibo Zhang*

Guangzhou Railway Polytechnic, Guangzhou, China

**corresponding author*

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Abstract: Hollywood plays an important role in the globalization strategy of the United States. The globalization of American films not only creates huge economic benefits, but also creates an American-style world taste. Hollywood regards China as the most promising international film market, and With the help of national strength and economic strength, various strategies are being adopted to cultivate and develop this market. The purpose of this article is to study the impact of Hollywood films on the Chinese film industry. This experiment mainly uses questionnaire survey methods and literature research methods. Through experiments to count the number of box offices in mainland China, to view the number of movies on the list of films, the source of the films, and the characteristics of the films. In terms of film cultural background and other aspects, the study found that these films come from Hollywood, the hometown of American movies. It can be said that American film and television culture has spread more and more widely in China. The experimental data shows that in the survey of preferences of the film production area, the college student group is taken as the object of the research survey. According to statistics, 62.3% of the respondents expressed their love for film and television works in Europe and the United States, and for films made in mainland China and Hong Kong and Taiwan. The rates are 20% and 14.5% respectively, and they have the lowest love for Japanese and Korean movies, only 3.3%. It can be seen that among the masses, European and American movies represented by Hollywood are the most attractive to the Chinese people, and the popularity of movies made in mainland China is not high. Hollywood movies have become an important way for people to relax, but 50% of the respondents It is believed that Chinese films are developing in the competition. Experimental data shows that Hollywood 's globalization strategy is both competitive and stimulating for the development of Chinese movies. It is found through investigation that after recent years, the influence of Chinese movies has increased by about 20%, and people 's satisfaction has increased by 15% about. The study found that Hollywood's globalization strategy has guiding significance for the development of Chinese film.

1. Introduction

The continuous emergence of multinational listed companies and the rapid arrival of a modern information economy society have prepared a historic condition for us to establish a global liberal market economy. We live in a world unprecedented in the history of humankind. This world is called the modern world economic system. In this new world economic system, various capitalist global core economic countries, led by the United States, inevitably occupy a kind of hegemonic power because of the strict control of their corresponding global socio-political economy and global cultural resources. Status, when China's re-entry into the World Trade Organization under the tremendous pressure of economic globalization has become a reality, it may mean that the last important trade fortress in the world was breached by a free market economy country, meaning that China will follow the unfamiliar International rules of the game. It is under such a background of economic globalization that there is almost no territory and no boundaries at any time and space. The Hollywood series of movies is the world's leading leader with the help of the US free market economy. It is inexorably pushing the trend that covers the entire global Chinese film consumer market, and it will inevitably have a profound social impact on Chinese films.

The development of Chinese film is not smooth. Right now, Chinese cinema has just reached a crossroads. In the current pattern of increasingly diversified film materials, the influence of Hollywood's globalization strategy and the role of Chinese filmmakers are more prominent. If the filmmakers promote the development of movies with the correct conceptual orientation at this time, Chinese films will smoothly Pass the crossroads and hopefully open the door to a new era [1-2].

If influenced by Hollywood's globalization strategy, Chinese filmmakers promote film development at the wrong direction at this time, which may cause Chinese films to fall into the fancy chase circle and lose their artistic value and aesthetic functions. At the crossroads of the development of the film, it has stagnated, and it may even deviate from the normal track. This is also irresponsible for the majority of Chinese movie fans who love movies. This article explores Hollywood's globalization strategy and the development of Chinese movies [3-4]. Scholars such as Samuel P published "Civil War Conflict and Peace Paradigm after the Cold War", "If it were not civilization, what would it be?" two articles [5]. Scholars such as Samuel P published the book "Clash of Civilizations and Reconstruction of the World Order", which formed the far-reaching "Clash of Civilizations". Thomas pointed out in the article: Extensive, important, dangerous and conflicts are contradictions among people belonging to different cultural entities, and global politics will be dominated by conflicts among different civilizations in the future [6].

The purpose of this article is to study Hollywood's globalization strategy and the development of Chinese films, and to investigate the impact of Hollywood films on Chinese people's values through questionnaires. Through investigation and analysis, it is learned that most of the research on Hollywood films in the academic circles is currently based on the analysis of Hollywood film production technology, content theme, expression and industrial mechanism, or interpretation of the content and image of Hollywood films. There are few researches on the impact of Hollywood films on Chinese people's values and on China's ideological security. Based on the current status of Hollywood film's transmission and acceptance among people, this paper analyzes its impact on the values of college students in China, in order to find effective ways for the nation, society, colleges and families to cultivate college students' values, and enrich the content and channels of people's values education.

2. Proposed Method

2.1. Global Quality of "Hollywood" Film Development Model

American movies and TV products are spread all over the world. Hollywood, as the "dream factory" and production base of American movies, continues to push "big movies" to the world. Some people think that "Hollywood" movies account for more than 50% of world time, and about 85% of world movies are produced by "Hollywood". It seems that he became the leader of the film industry [7-8]. The new entrants to the monopoly film market are mainly American film studios. American film has greatly influenced the world film culture market and quickly formed its own global character. In order to earn more income and profits outside the United States, Hollywood began to consciously promote film production abroad. The "Hollywood Model" has taken shape and continues to evolve. First, from the perspective of distribution, American film has formed its own completely independent system [9-10]. This can be divided into two categories: one is the North American distribution network, which is responsible for distributing movies in the United States and Canada; the second is the overseas distribution network, or the global distribution network, which is responsible for distributing movies in all regions. There are three distribution methods for distribution networks in Europe, Asia, Africa, and Latin America on all continents: one is a one-time repurchase, and the second is a bottom-up share, which means that the publisher first pays for the production of the movie And then the box office after the movie was released. The advertising fee and the publisher's previous payment are deducted from the revenue, and the remaining cash income is evenly divided between the production company and the issuer. Third, the issuer acts as a broker and is only responsible for advertising and the market. For each transaction, the publisher will receive a 15% commission [11-12]. Secondly, the relationship between American film investors and production companies and the sharing methods have also formed a relatively complete system. Investors are employers and manufacturing companies are labor. The investor is the "producer" and ranks first in the name of the embedded movie. Investors can also send representatives to supervise film production, ranking third in the film's title. The main work of Hollywood producers is technical and economic planning, which is the basis of future films and the only basis for financing [13].

2.2. The Development Path of Chinese Films Following the "Globalization" Approach

"In the era of globalization, competition between nations is quite competitive, and it manifests itself in the form of cooperation. In the process of cooperation, it is accompanied by competition for strength and damage to interests." "Rationally" follows the "global "Style" requirements, this is the best choice for Chinese film development [14]. First, following the "globalization of capital circulation" model, the modern film industry has gradually developed into a capital-intensive industry, which is closely connected to the capital market, and its development level is directly measured by profits. In recent years, at the International Film Festival, people can often see the names of several different countries displayed behind the movie name, which is a co-produced movie [15]. The so-called co-produced film means that the film is invested by investors from several different countries and has certain distribution rights, depending on the size of the investment. Take "Crouching Tiger, Hidden Dragon" as an example. It was produced by Chinese film production company Huayi Film & Entertainment Co., Ltd., United Film & Television and Columbia Film Production (Asia). In order to open up the film market in other countries, one of the ways to develop the film industry in other countries is to directly enter the field of product circulation through capital cooperation[16-17].

For investors, cross-border investment allows capital to circulate and gain a larger share at the

international level, and for major shooters, they can make movies better if they have more money. At the same time, they can use the policies of other countries to promote cross-border production, which also helps to improve the film industry itself. The co-producer with the largest share in China and the United States is Sony Columbia in the United States. In 1998, Columbia opened an Asian branch in Hong Kong. In China, they quickly found Huayi Brothers' partners and co-distributed six films, including "Big Boss", "Finding Weapons" and "Gossip". They jointly invested and worked together as a copyright department and guarantee account [18-20]. In addition, Huayi also purchased a free electronic production management system provided by the United States, so that advanced management is measured in Renminbi. Due to the form of global cooperation, Chinese film companies, especially private companies with open systems, have obtained their own operating capital, which they lack most. At the same time, they introduced advanced management and operational models into the process. A good foundation has been laid [21].

Second, follow the "production globalization" system. In addition to the global flow of funds, content resources, as another type of capital, have also entered the field of global flows. For distributors, in addition to having strong national characteristics, a film planned for global distribution must also include cultural factors from other countries, which is of great help in opening up foreign markets. Today, more and more Hollywood movies have gone from a single content "burger" to a "pizza" with many ingredients. Take the popular "The Lord of the Rings" in the past two years as an example. "The Lord of the Rings I: The Appearance of the Lord of the Rings" was produced by New Line Cinema in the United States in 2001 and directed by Peter Jackson, a famous New Zealand "ghost" director. In terms of actors, the film brings together many outstanding actors in New Zealand, Australia, the United Kingdom and the United States [22-23]. The filming location is mainly in the beautiful New Zealand, and a large number of digital technologies are completed by New Zealand's special effects company WETA. Christian Reeves, the designer of the concept of art of British descent, designed "The Lord of the Rings" in spite of time and space. Despite this time and space, it has such a realistic form and scene. The Lord of the Rings music was created by vocalist Howard from Toronto, Canada, and Queen Enya of Ireland was invited to sing "Maybe." The film was released in December 2001 in more than 10,000 cinemas in the UK, the US and France. The Lord of the Rings: The Lord of the Rings was also the biggest winner at the 2002 Academy Awards. The Hollywood team often travels the world to understand the economic importance of the local scenery, which is enough to stimulate the interest of Chinese filmmakers. A lot of facts have proved that the strange scenery on the screen is an important element that can please the audience. If the selected audience is global, a global landscape publishing system must be created. In this field, Chinese cinema has always attached great importance to the tradition of artistic ontology, and always has insufficient vision. In fact, Chinese director Li An's "Crouching Tiger, Hidden Dragon" should be a great inspiration to the creation of Chinese movies for the beauty of bamboo forests.

2.3. Opening up a Second Europe

Hollywood has developed a "China Strategy" in China. As a special developing country, China's political and economic system is undergoing a difficult transition period. On the one hand, China adheres to the "reform and open" modernization decision and follows a market path that conforms to international standards [24]. On the other hand, China adheres to the socialist system with Chinese characteristics and maintains the relative independence of political economy. As a result, Hollywood has entered China and will face three major obstacles. First, the Chinese government's administrative restrictions on American films, and second, China's unique cultural traditions and cultural experience are culturally excluded from Hollywood films; then, the chaotic state of the

Chinese film market has both hard and soft obstacles to Hollywood. As a result, over the years, Hollywood has adopted a variety of strategies to try to overcome or reduce these obstacles, maximize access to space or prepare for future entry and review these strategies. This mainly includes: first, using the political power of the United States to expand the living space of Hollywood films; second, investing and operating the film industry and the projection industry to establish a film market in China; and third, using Chinese directors, actors and other artists. Absorb creative talents, fuse Eastern themes and Eastern cultures, and shoot movies suitable for Chinese and Oriental audiences to watch tastes and cultural identities. Fourth, through a variety of other media and forms, it can cultivate the broad interest and Hollywood movie interests of potential Chinese Hollywood audiences. Nurture potential American Hollywood to enter the Chinese movie market. It should be clearly defined that most of these development strategies have been widely accepted in the history of the long-term development process of promoting the internationalization of the Chinese Hollywood film and television industry, and they have successfully achieved considerable economic, political, and socio-economic success. [25] . As the US President himself said, China is just the second Europe in their hearts, and China is the long-awaited new economic and cultural continent of the Hollywood film empire.

3. Experiments

3.1. Experimental Settings

(1) Experimental objectives

Theoretically clarify the inner relationship between Hollywood films and western values, and clarify Hollywood films as an important means of spreading their values in the U.S. Impact; Based on the situation of ideological and political education in Chinese universities, put forward suggestions and strategies worthy of reference.

(2) Experiment purpose

1) In-depth interpretation of Hollywood movies. It mainly interprets the two dimensions of the cultural connotation and business operation model of Hollywood film, and explores the inner connection between Hollywood film and western values. It is concluded that Hollywood film is one of the important carriers for American to spread its values to other countries.

2) The current status of the dissemination and acceptance of Hollywood films among college students in China. Discuss in detail the spread of Hollywood films among the college students in China and the acceptance of the values promoted by college students in China.

3) The influence of Hollywood movies on the values of college students in China. A systematic analysis of the impact of Hollywood films on the values of college students in China.

4) Analysis of countermeasures to the impact of Hollywood films on the values of college students in China. On the premise of comprehensively discussing the impact of Hollywood films on the values of college students in China, we explore several countermeasures and suggestions for solving problems.

3.2. Experimental Investigation

(1) Questionnaire survey

According to data released by the Motion Picture Association of the United States (MPAA), the global box office revenue of U.S. movies in 2012 reached a new record high, reaching US \$ 34.7 billion, an increase of 6.4% compared to US \$ 32.6 billion in 2011. The highest increase in many regions is China in the Asia-Pacific region increased by 36%, and the total box office revenue reached US \$ 2.7 billion, surpassing Japan and becoming the world's largest consumer of movies. In

2013, Chinese movies made further efforts and the box office reached US \$ 3.6 billion, an increase of 33.3 from 2012. %. Thirteen of the top 20 films in the 2013 box office rankings of mainland Chinese films are American films, and these films come from Hollywood, the hometown of American movies. It can be said that American film and television culture is in China. Communication has become more and more widespread, and college students, as the fastest receiving group of new things and the aesthetic characteristics of that age group, especially love the gorgeous visual effects and fresh and exciting storylines of Hollywood movies, and have become important audiences of Hollywood movies.

(2) Sample description

To further understand the impact of Hollywood films on the values of college students in China, the survey team conducted questionnaire surveys and field interviews with four universities in Changchun in January and February 2018. A total of 300 questionnaires were distributed this time, of which 50 were from Jilin University, Dongbei University of Finance and Economics, and Chinese Medicine University, and 150 were from Northeast Normal University. 276 valid questionnaires were recovered with a yield of 92%, of which 30.4% were boys and 69.6% were girls. . Regarding the frequency of watching movies, boys and goddesses said that they often watched 16% and 27%, and that they watched more than twice a week. 69% and 66% of people said they watched more often, only 15% and 7% Respondents said they were not too concerned about movies. It can be seen that movies are widely spread among college students in China, and the data are shown in Table 1:

Table 1. Survey of movie watching frequency among college students in China

Gender	Proportion	Watch often	Watch more often	Not too concerned
Male	30.4%	16%	69%	15%
Female	69.6%	27%	66%	7%
Total	100%	-	-	-

2) In the survey of preferences for the origin of the film, 65% and 50% of the respondents indicated that they liked the film and television works in Europe and the United States, and the love rates for films shot in Mainland China and Hong Kong and Taiwan were 31% and 17%, respectively. Korean movies have the lowest popularity, at only 3% and 30%. It can be seen that among the college student group, European and American movies represented by Hollywood are the most attractive to Chinese college students, and the popularity of movies made in mainland China is not high. Hollywood movies have become an important leisure way for college students to practice after school. The survey data are shown in Table 2 As shown:

Table 2. Survey of Chinese University Students' Favor of Film Production Areas

Gender	European and American movies	Mainland and Hong Kong and Taiwan Movies	Japanese and Korean movies	Other
Male	65%	31%	3%	1%
Female	50%	17%	30%	3%
Total	-	-	-	-

4. Discussion

4.1. Research Analysis of Survey Status

(1) During the survey, in response to the question, "Did you change your impression of the US country after watching a Hollywood movie?" 65.9% of the respondents said, "Yes, I think the image

of the US country has improved. "; In response to the question "Is there a change in the view of American cultural identity after watching a Hollywood movie?" 69.9% of the respondents said that watching a Hollywood movie has strengthened their sense of American culture to a certain extent. When asked if Hollywood movies have any impact on personal values, most respondents did not have a clear sense of being "brainwashed", but they have deep memories of the values of freedom and democracy in Hollywood movies, even 37 % Of college students say that sometimes these capitalist values are used as the standard and value scale for their actions and thinking. It can be seen that Hollywood is using its unique way of inducing to pass on the value of Western capitalism to the college student audience in China through this vivid and lively medium. This kind of influence on audience values has a strong concealment. And potential, people are "brainwashed" in happiness, and agree with Western capitalist values in a relaxed and free atmosphere. Table 3 and Figure 1 are surveys of the impact of Hollywood films on the values of college students in China.

Table 3. Survey of the impact of Hollywood films on the values of college students in China

Gender	Have a great impact	Have a greater impact	Less affected	No effect
Male	56	23	11	10
Female	53	26	20	1
Total	-	-	-	-

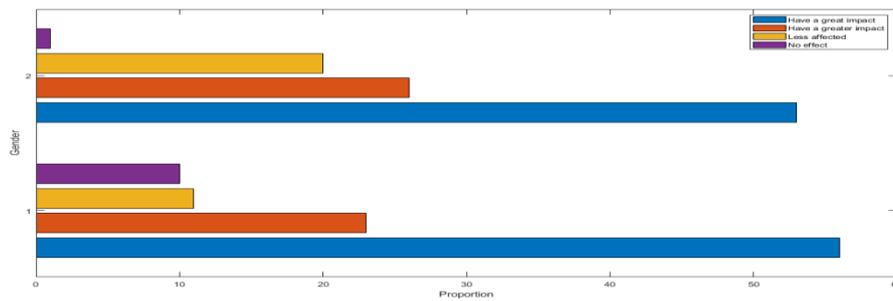


Figure 1. Survey of the impact of Hollywood films on the values of college students in China

(2) The industrialized and standardized production process is only a more efficient production method, in order to ensure that creators can have more abundant funds, advantageous resources, and professional talents to produce works with higher artistic standards. And the root of documentary film's survival and growth in the fierce market competition lies in itself. In the questionnaire survey done in this article (see the figure below), the public's demand for the theme and story content is also far greater than other needs. Chinese documentary filmmakers must change outdated creative traditions, take audience preferences into account, improve their ability to tell stories, and increase the storytelling of their films in order to win a wider audience. Commercial film can find a glimmer of vitality . Figure 2 Classification of movie types:

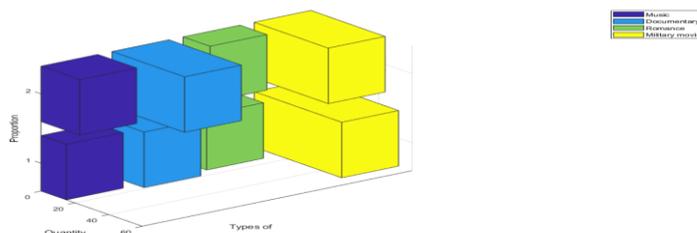


Figure 2. Movie genre classification

4.2. Analysis of Hollywood Film Acceptance

(1) The United States has only a history of more than 200 years. It is a young country. Because of its youth, he has lost a lot of historical burdens. Its culture is diverse and its expressions are diverse. This is because of such a country. Traits make holly Dock movies are also full of a large number of value elements. Fair and democratic, positive optimism, religious nationhood, personal freedom, money supremacy and other values are mixed. These values of good and bad will make college students form different Values, some college students have processed their excellent qualities, forming an optimistic, upward positive attitude, and some college students take wrong values as the value measure of life action and thought, and change worship, material, and enjoyment.

In the questionnaire "What do you think of the economic values of the United States in Hollywood films?", Up to 52.5% of the respondents think that the value of money is the highest, and 13.8% of college students think that it reflects the enjoyment Values such as doctrine; 11.9% of college students in the survey of "Do you think the religious color reflected in Hollywood movies is strong? Does it affect you?" Western religion. " Although the results of the survey include both inheritance of positive values in the United States and recognition of irrational values, these data indicate that the impact of Hollywood films on the values of Chinese college students is multiple and diverse. Figure 5 shows a survey of American economic values reflected in Hollywood movies:

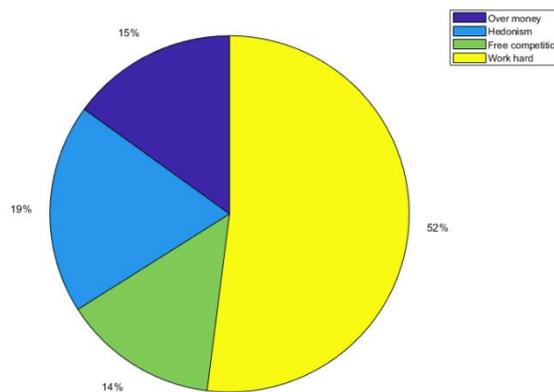


Figure 3. Survey of US economic values reflected in Hollywood movies

(2) When referring to the main purpose of watching Hollywood movies, the answer given by most students is for entertainment, accounting for 69.6% of the total number, but at the same time a considerable part of college students are to understand the customs and social realities of the United States, Accounted for 15.6% of the total number of people surveyed, and 5% of the respondents chose the option of yearning for the American lifestyle. It is not difficult to see that the Hollywood film hopes to implant the values of the receiving group while entertaining the public, and to convey the American lifestyle, thinking mode and value orientation in a subtle way. Figure 4 is a survey of the main purposes of college students watching Hollywood movies:

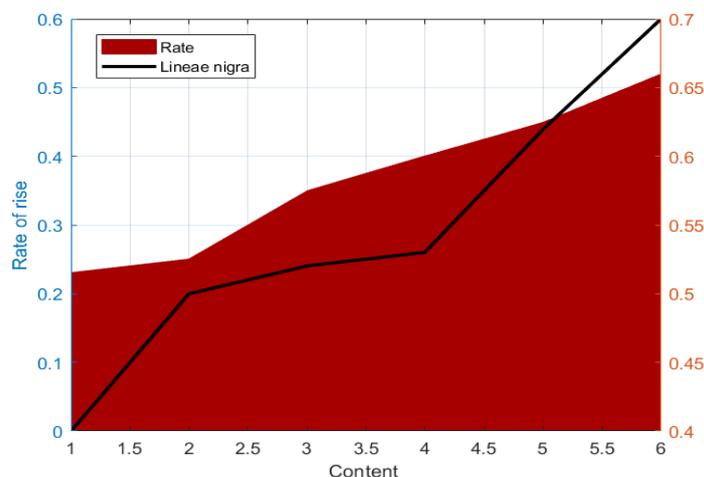


Figure 4. Survey of the main purposes of college students watching Hollywood movies

5. Conclusion

(1) According to the survey data in this article, it can be found that Hollywood movies have always attracted the attention of audiences with big scenes, high-tech, and dazzling special effects, and college students are often attracted by the beautiful world depicted in Hollywood movies due to lack of life experience. Longing for the way of life of western capitalist countries, agreeing with the "universal" values of capitalist society, the "beauty" depicted in Hollywood films shows to a certain extent that countries can cooperate with enemies in times of crisis, but from another perspective It can be seen that even if it is an equal alliance, the United States still needs to take the lead and provide funds, technology and ferry tickets, while China is only a "world factory" for other countries. , Weakening other countries, China shown in these pictures is not actual China, and the portrayal of Hollywood films and the promotion of plots have severely misled the image of the country among Chinese college students. The comparison of countries in the film has greatly increased the impact on the United States. Impressions, and the appearance of such impressions is often accompanied by With the identification of its behavior methods, this subtle influence will seriously shake the university students' identification and adherence to the mainstream values, and seriously affect the university students' judgment of the country's image.

(2) The setting of the Hollywood movie scene shows that Hollywood movies attach great importance to the Chinese market and specifically add Chinese elements to attract the attention of Chinese audiences; on the other hand, they also show the world and China the power of their military forces, which implicitly proves to the world that even An increasingly powerful China also needs US military support and assistance. This portrayal of the United States' strong military strength and its ugly image of China have seriously weakened university students' sense of national identity, and in their hearts they will recognize the hegemonic behavior of the United States. Recognize that the United States is the world leader. Through the volume survey, it was found that 69.9% of college students said, "Yes, I think the impression of the United States' country has become better." After the Hollywood movie, 31.2% of college students said they yearned for American life and agreed with American national culture. Many college students interviewed also yearned for the strength and development of the United States. It can be seen that Hollywood films are using their strong communication and influence to promote American culture, politics and values to Chinese college students, beautify and decorate their hegemonic ideas, and have achieved relatively significant results, which has seriously weakened our country. College students'

identification of their national culture and correct understanding of the national image.

(3) The crisis of Chinese movies is not necessarily related to the threat of Hollywood. People talk about the purpose of the WTO not to exclude or reject Hollywood, but to discuss the impact of Hollywood on Chinese movies. The purpose of this article is to study the impact of Hollywood films on the Chinese film industry. This experiment mainly uses questionnaire survey methods and literature research methods. Through experiments to count the number of box offices in mainland China, to view the number of movies on the list of films, the source of the films, and the characteristics of the films. In terms of film cultural background and other aspects, the study found that these films come from Hollywood, the hometown of American movies. It can be said that American film and television culture has spread more and more widely in China. The experimental data shows that in the survey of preferences of the film production area, the college student group is taken as the object of the research survey. According to statistics, 62.3% of the respondents expressed their love for film and television works in Europe and the United States, and for films made in mainland China and Hong Kong and Taiwan. The rates are 20% and 14.5% respectively, and they have the lowest love for Japanese and Korean movies, only 3.3%. It can be seen that among the masses, European and American movies represented by Hollywood are the most attractive to the Chinese people, and the popularity of movies made in mainland China is not high. Hollywood movies have become an important way for people to relax, but 50% of the respondents It is believed that Chinese films are developing in the competition. Experimental data shows that Hollywood 's globalization strategy is both competitive and stimulating for the development of Chinese movies. It is found through investigation that after recent years, the influence of Chinese movies has increased by about 20%, and people 's satisfaction has increased by 15% about. The study found that Hollywood's globalization strategy has guiding significance for the development of Chinese film.

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