APPROACHES TO ART & DESIGN RESEARCH AND ACADEMIC COMMUNICATION

Cultural Identity in Contemporary Chinese Commercial National Cinema (2012-2022)

Analysing Contemporary Value

Ruixuan Ruan

2406773

Representation

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CHAPTER 01

INTRODUCTION

Research Focus and Core Questions

Introduction: Research Focus and Core Questions

Research Questions

- How are these Cultural Identity characteristics constructed in films?
- How do national audiences perceive these Cultural Identity representations?



Research Focus

- Exploring the Cultural Identity of contemporary Chinese commercial National Cinema:

1. Key or Common representations
2. How they are constructed in films

CHAPTER 02

KEY CONCEPT

Definition of Comtemporary

Key Concept: Contemporary

Definition

1 Belonging to the present time
SYN modern (Oxford Dictionary)

2 Existing or happening now, and therefore seeming modern (Cambridge Dictionary)



Contemporaneity

当代性是指与当前时间语境紧密相连的动态特质，关注现实问题，体现社会、文化与技术的变迁，同时具有前沿性和实践意义。

Key Concept: Contemporary

Temporality

Refers to phenomena associated with the "present" or the "recent past."

1

Dynamism

2

Emphasises fluidity and change, aligning with social development and technological progress.

Relevance

3

Closely connected to current social, cultural, and technological contexts, carrying practical significance.

Key Concept: Contemporary

Reflecting Reality

- Exploring the essence of current social phenomena.
- Contemporary research often focuses on social issues, cultural transformations, and technological advancements.

Applying Future

- Providing insights for future development through the analysis of contemporary events.
- Focus on the dynamism of society and better apply current insights to guide future practices.







CHAPTER 03

BACKGROUND

Contemporary Challenges and Research Purpose

Contemporary Challenges in Chinese National Cinema

Cross-Cultural Barriers

- Misinterpretations due to highly localised symbols
- Lack of consideration for international audience understanding

Innovation Lag

- Over-reliance on adaptations of classics or popular novels
- Limited thematic diversity

Cultural Misunderstandings

- Viewing local culture as foreign
- Over-adoption of foreign cultural elements as intrinsic
- National desire for Chinese cultural identity

Purpose of the Study

1 Exploring Innovation

- Addressing creative stagnation through the lens of Cultural Identity
- Providing directions for diversified cinematic expressions

2 Clarifying Misunderstandings

- Examining how Cultural Identity is constructed and perceived
- Differentiating local culture from foreign influences to improve cultural dissemination



CHAPTER 04

CONTEMPORARY VALUE OF THE RESEARCH

Domestic and Global Needs

Domestic Needs and Cultural Identity

Focus on Contemporary Issues

Rebuilding Cultural Identity

Dynamism

- Finding cultural identity in film
- Reflecting contemporary values and creating emotional resonance
- Balancing traditional and modern cultural expressions

Enhancing Cultural Confidence

Temporality

- Strengthening pride in Chinese culture through innovative cinematic storytelling, premise, characterisation, etc

Overcoming Creative Limitations

Relevance

- Expanding themes: integrating technology, ethics, national culture, etc
- Innovate in storytelling structures, emotional depth, and genre-blending

Domestic Needs and Cultural Identity



Wedding in *Once Upon a Time*



Wedding in *The Story of Ming Lan*

Chinese Wedding - Colour and Customer, Tradition and Modern

Domestic Needs and Cultural Identity



Wedding in ***Ashes of Love***



Wedding in ***The Starry Love***

Chinese Wedding - Colour and Customer, Tradition and Modern

Example: Along with the Gods (South Korea)

1 The film showcases the cultural traditions of the Confucian cultural sphere in Korea and the contemporary influence of Christian beliefs.

2 The film portrays the fusion of Korea's traditional ethical values and contemporary social values, reflecting the characteristics of Korea's modern cultural identity.



Cultural Identity

A unique perspective on life and death, blending Taoist, Buddhist, and Christian concepts of hell, the underworld, reincarnation, and the judgment of the seven deadly sins.

Cultural Identity in a Global Context

Focus on Contemporary Issues

Cultural Dialogue and Competition

- Strengthening cultural competitiveness in a Hollywood-dominated market.
- Facilitating global cultural exchange with universal values (family, love, respect)

Promoting Cultural Diversity

- Enriching global film markets with unique Chinese elements and narratives.

Expanding Cross-Cultural Communication

- Adjusting cultural symbols for international accessibility.
- Bridging cultural gaps to foster global understanding and respect.

Building Cultural Bridges for Peace

- Using cinema to promote mutual understanding and cooperation between nations

CHAPTER 05

PRACTICAL CONTEMPORARY

Guiding Creative Practice

Practical Contemporary Value

Focus on Future

Optimising Cultural Identity in Filmmaking

- Developing clearer pathways for constructing vivid cultural representations
- Using narratives and characters to amplify cultural identity

Breaking Through Creative Bottlenecks

- Integrating contemporary issues into traditional values
- Revitalising local cultural narratives in globalised contexts

Enhancing Cross-Cultural Dissemination

- Focusing on universal emotional themes to increase international appeal
- Offering creative references for global markets

CHAPTER 06

Conclusion

Overview and Outlook

Conclusion and Future Directions

Research Value

- Theoretical: Provides insights into contemporary Chinese Cultural Identity

- Practical: Offers strategies to improve innovation and dissemination in filmmaking

Future Directions

- How can Chinese cinema construct diversified and creative Cultural Identity representations?

- How can Chinese films balance cultural specificity with global accessibility?



Thank you for your guidance and support

Thank You!

Questions and Discussions Welcome

Ruixuan Ruan

2406773