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## TV show production for foreign audience on the example of Chinese TV

**Abstract:** *In the age of globalization, the television industry is facing new challenges and opportunities. Producing TV shows for foreign markets has become a crucial aspect of the industry, especially in the case of Chinese TV. The article aims to explore the problems and perspectives associated with TV show production for foreign audience, focusing on the example of Chinese TV. It highlights the challenges faced in terms of cultural differences, translation, and format adaptations, as well as the opportunities provided by global media platforms and cross-cultural collaborations.*

**Keywords:** *TV show production, foreign audience, Chinese TV, globalization, cross-cultural collaboration.*

## Производство телевизионных шоу для зарубежной аудитории (на примере китайского телевидения)

**Аннотация.** *В эпоху глобализации телевизионная индустрия сталкивается с новыми проблемами и возможностями. Производство телешоу для зарубежных рынков стало важнейшим аспектом отрасли, особенно в случае китайского телевидения. Целью статьи является исследование*

*проблем и перспектив, связанных с производством телепередач для зарубежной аудитории, на примере китайского телевидения. В нем освещаются такие проблемы, как культурные различия, перевод и адаптация форматов, а также возможности, предоставляемые глобальными медиаплатформами и межкультурным сотрудничеством.*

**Ключевые слова:** производство телешоу, зарубежная аудитория, китайское телевидение, глобализация, межкультурное сотрудничество.

The television industry is a dynamic and rapidly evolving field, responding to changes in society, technology, and globalization. In recent years, an increasing focus has been placed on creating content for foreign markets, particularly in the case of Chinese TV. This shift is due to a variety of reasons, including the growth of international viewing audiences, the availability of global media platforms, and the pursuit of greater cultural exchange and understanding. However, producing TV shows for foreign markets brings its own set of unique challenges and perspectives.

One of the primary challenges in creating TV shows for foreign audience is the issue of cultural differences. The cultural context and values inherent in any show are often deeply rooted and can be difficult to translate or explain for an audience unfamiliar with that culture. For instance, Chinese TV shows that draw heavily on Chinese cultural references may face difficulties in being understood or appreciated by foreign viewers. Similarly, social values, humor, and other elements of a show may not translate effectively across cultural lines.

Another significant challenge lies in the translation of content. Dubbing or subtitle creation must be done with utmost precision to ensure that the original meaning and intent of the show are retained. Ensuring that dialogues and subtexts are accurately translated, while maintaining the same emotional impact and cultural context, can be a complex task. It often requires a deep understanding of both languages and cultures to achieve effective translation.

The third challenge lies in the format and structure of the shows. Local viewers might have certain expectations in terms of show formats or storytelling styles, which might not necessarily translate well for foreign viewers. The need to adapt formats or storylines to fit different cultural tastes and viewing habits can be a challenging task. Adapting too much might dilute the unique characteristics that made the show popular in its home country, while not adapting enough might make the show unappealing or incomprehensible to foreign viewers.

Despite these challenges, there are also numerous perspectives and opportunities that lie within TV show production for foreign audience [1]. The globalization of media platforms such as Netflix and Amazon Prime

has opened up new avenues for international distribution. These platforms provide a ready infrastructure for content creators to distribute their shows worldwide. This removes barriers to entry and allows more diverse and unique content to reach international viewers. This provides producers with more opportunities to experiment with content creation and format adaptations, as well as reach a wider audience globally.

Another perspective lies in cross-cultural collaborations. By working with partners from other cultures, producers can create content that combines elements of different cultures, providing a more comprehensive and immersive viewing experience for foreign audience. Such collaborations can lead to the exchange of ideas, techniques, and best practices between different cultures, fostering greater creativity and innovation in TV show production.

The rapid development of Internet and media technology has facilitated the transnational dissemination of Chinese TV programs [2]. Through Internet platforms, Chinese TV programs can quickly spread around the world and reach more foreign audiences. At the same time, technical means such as intelligent recommendation algorithm can also help Chinese TV programs to more accurately locate the target audience and improve the communication effect.

It has become a trend for Chinese and foreign countries to co-produce TV programs. Through cooperation, the two sides can share resources, complement each other's advantages, and jointly create high-quality TV programs. This mode of cooperation can not only solve the problems of cultural differences and language barriers, but also promote the in-depth exchange and integration of the two cultures [3].

To stand out in the global TV market, Chinese TV programs must focus on brand building and influence enhancement. By producing TV programs with unique charm and brand effect, China is expected to establish its own brand image in the international market and improve its visibility and influence [4]. At the same time, by participating in international TV programs and cultural exchange activities, Chinese TV programs can also show their unique cultural charm and artistic value to the world.

In addition, co-production agreements between countries can provide opportunities for cross-cultural collaboration. These agreements can facilitate the financing, production, and distribution of TV shows across borders, allowing producers to leverage resources and expertise from different cultures. By working with international partners, producers can create content that resonates with foreign audience, while maintaining their unique cultural identity.

In conclusion, TV show production for foreign audience faces numerous challenges but also holds significant potential. To capture this potential,

it is essential to understand and respect the culture and preferences of the target audience. Precise translation and cultural sensitivity are paramount in bridging the cultural gap. At the same time, innovative formats and collaborations can help create content that resonates with international viewers. By carefully navigating these challenges and seizing these opportunities, TV show producers can create content that is both authentic and engaging for foreign audience, thus bridging cultural divides and fostering greater global understanding.

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### Entertainment video contentent in social media: thematic diversity and dissemination specificity

**Abstract.** *In the era of self-media with the rapid development of information technology, the functions of mobile phones are gradually improving, and 5G networks make transmission and sharing more convenient. Short video platforms have emerged, which is in line with people's psychology of releasing pressure and seeking convenience and entertainment in today's fast-paced*