

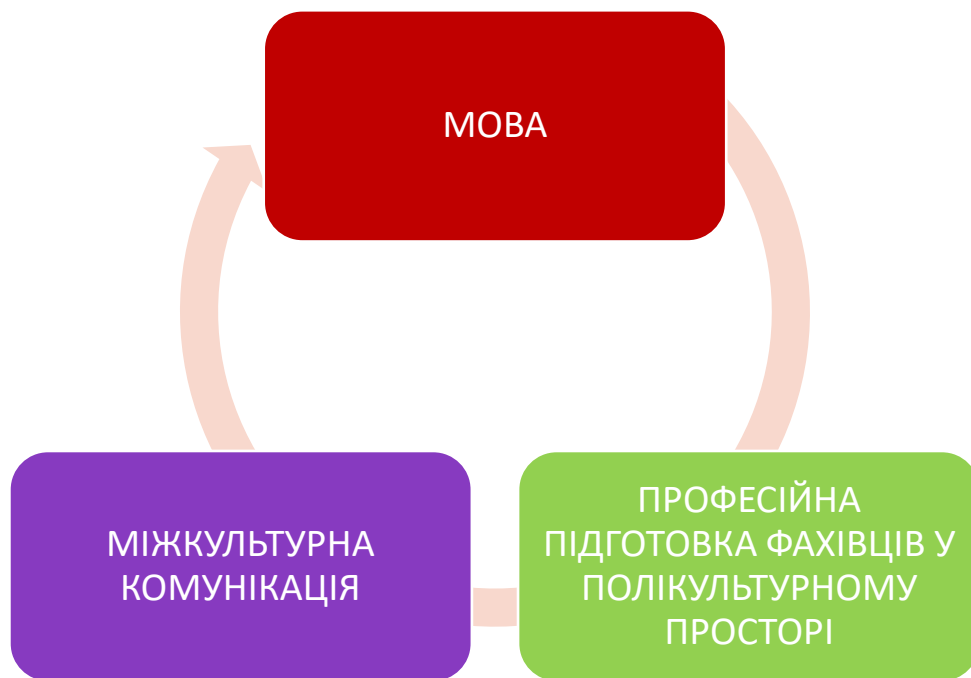


**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ
І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ
У ПОЛІКУЛЬТУРНОМУ ПРОСТОРИ**



Одеса
2024

**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ
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CROSS-CULTURAL COMMUNICATION OF SOUTH KOREAN FILMS FROM A GEOPOLITICAL PERSPECTIVE

***Keywords:** Geopolitics; Movies; Cross-cultural communication*

Due to geographical location and historical reasons, China and South Korea have engaged in frequent and in-depth cultural exchanges, showcasing noticeable similarities and common origins in their cultures. South Korea's significant geographical position has historically led to numerous geopolitical entanglements. Since the establishment of diplomatic relations in 1992, the exchanges and cooperation between China and South Korea have achieved remarkable success in many areas, with cultural exchange being particularly vibrant. In recent years, many South Korean films and television series have gained international recognition and praise, offering valuable lessons for the "going global" strategy of China's film and television industry. This paper aims to explore the cultural presentations behind South Korean cinema and its characteristics of cross-cultural communication from a geopolitical perspective, intending to provide references and insights for the international development of China's cultural and creative industry.

In accordance with the requirements of China's "Fourteenth Five-Year Plan" for the development of the film industry, the country aims to achieve the status of a cultural powerhouse in cinema by 2035. This goal necessitates not only an increase in the capacity for film creation and production but also a greater emphasis on enhancing the international discourse and influence of Chinese cinema. Due to its unique geopolitical factors, South Korea has developed profoundly rich and diverse film content, with non-stereotypical character portrayals and themes that resonate with modernity. It is imperative that we continue to explore the diverse modern values within Chinese culture and devise strategies to strengthen the cultural identity of China. By drawing on South Korea's successful experiences, China can gain new insights for film creation, thereby continuously enhancing the international competitiveness of its film industry and augmenting its cultural soft power.

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THE STRATEGIES OF CHINA'S IMAGE CONSTRUCTION IN THE CONTEXT OF MULTICULTURAL COMMUNICATION: A CASE STUDY OF THE ENGLISH VERSION OF THE 20th NATIONAL CONGRESS REPORT

Keywords: *national image; translation; foreignization; domestication; international communication*

As a reflection of the national development in history, national image involves the cognitive process of receivers both at home and abroad through the impact of activities and actions in the name of a nation. It is an indispensable dimension in understanding a country synchronically and diachronically with international communication as an important variant, says Yalin Qi (2023). With the national strength of China grown over the years, the need for building an accurate and impartial China's national image has become more urgent. However, the dissemination of its culture and concept via international communication has long been disputed over the intention of China to promote these ideas with Chinese characteristics that could lead to the contradiction of different ideologies and the Western misinterpretation of socialist development.

In this paper, we focus on the analysis of the translation effect using the theory of foreignisation and domestication put forward by Venuti (1995). Based on the textual comparison, the paper provides the total amount of the use of the two strategies used in selected texts which is illustrated by graphical representation. After identifying the specific mode of translation embodied in the target text, we explain the reason for its application under the guidance of culture and communication theories. Considering the cultural differences between China and the rest of the world, particularly the Western nations, the analysis section pays more attention to the underlying cultural concern in translation. In the end, the paper proposes the appropriate approaches to international communication when China initiates to provide some reference for the built-up and amplification of Chinese voices in the international arena.

Through the research, it can be found that the approaches to self-shaping national image through translating China's foreign-oriented texts, particularly in political