

Research on the International Communication Effect of Wandering Earth

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Abstract

Wandering Earth is a science fiction film that is set in the far future directed by Grant Gwo. The film is about a group of astronauts and rescue workers guiding the earth far away from the sun. In the same attempt they try to prevent a collision with Jupiter. Therefore, the research on the international communication effect of wandering world is vital as it provides insights for the future media and film studies. This is because the research analyses the strengths and weaknesses of the wandering Earth film in terms of communication and a domestic view point. First, in the process of assessing the success of wandering earth, quantitative analysis. Numeric data presented in the form of charts and graphs has also been examined as the main source of evidence in understanding the success of the film. The finding of the study indicate that they are new changes in the character of young Chinese people in terms of thinking, character scientific and rational spirit due to the popularity of wandering Earth. It has diversified the thinking of young people and lead to more rational feelings and a greater thinking space. This research on the wandering earth has also proven that the film went to great extent in proving improving the cultural confidence of the Chinese nation and breaking stereotypes of great power and nationalism about China in the world.

Keywords

Wandering Earth; Film; Communication effect.

1. Introduction

The release of the Chinese film "The Wandering Earth" in early 2019 brought huge shocks to both the domestic and international audience. Adapted from Liu Cixin's novella of the same name, the science fiction film tells a story of the sun about to get destroyed and that Earth is no longer suitable for human survival. Faced with such desperation, the "Wandering Earth" project is initiated and a quest is taken on to drive Earth out of the dying solar system and seek for a newfound home in order to save the human civilization. The film, distinctive from conventional Chinese sci-fi movies, introduces new ways of special effects and unorthodox themes, thus

making it a milestone in the development Chinese sci-fi films. The objective of this research is to investigate the question “How Successful is “The Wandering Earth” in global dissemination and influencing the international film industry” and examines the global significance of the film using four distinct criteria. The research is constructed in the following manner, it first uses quantitative analysis to assess the success of “The Wandering Earth” from the following criteria, global box office gross, rating, audience recognition and popularity, and cultural relevance, respectively. Numerical data presented in the formate of charts and graphs will be examined as the main sources of evidence in order to deduce the extent to which the film is successful in dissemination. The research will then evaluate the strengths and weaknesses of this film in terms of communication and influence from an international and a domestic viewpoint, and ultimately ending with a conclusion that evaluates the overarching impact of the film “The Wandering Earth” on a global scale. This study is highly significant as it provides insights for future media and film studies on the trend and development of the Chinese science fiction movies and serves as a medium to locate the position which the Chinese science fiction industry upholds on the bigger spectrum of the worldwide science fiction culture. [1]

2. Related Work

The film ‘The Wandering Earth’ is about two teams of astronauts trying to save the Earth, which those in power have deformed. The Earth, in this case, has been distorted into a planet-size spaceship to escape from the wrath of the sun, which is also eluded to be very reactive at these times. The first group consists of two people (Peiqiang Liu and Makarov), while the second has Qi Liu and Duoduo Han. The film revolves around the group showing their bravery levels and dealing with the spaceman who looks pretty mature and older than the astronauts in the two groups. Additionally, more machines used in China to focus on space and realize more bodies and matter that exists have equally been shown, such as the laser beams and steering wheels that exist on the spaceship cars. The astronauts in the group are working on computers to crack on saving the Earth, which they finally do.

The Wandering Earth can be compared to the film, ‘Life.’ Unlike in the movie “Life,’ the Wandering Earth has used very many graphics where one can see the Earth. The film Life is about a six-member team (Jake Gyllenhaal , Rebecca, Ferguson, and Ryan Reynolds). That has gone to Mars to find the first evidence of Life. ‘Life’ is complicated as most of its members die as they try to fight the gigantic animal and only form of Life they find within Mars. Just like in the Wandering Earth, they can communicate effectively with those on Earth. The destruction of their jets which have several computers they use to communicate with, is the begging of their destruction. The Life they make turns out to be demonic and feeds on them. They have to use their computerized space jet to lock it out not to cause them any destruction. Just as in the film Wandering Earth, hard work and teamwork by the two groups of astronauts are depicted in the film life as they all have divided work into various departments within the jet. Also, the space environment used and the challenges that spaceman who has a bearded creates in the film, ‘Wandering Earth’ can be compared to the troubles the creature which looks like a Jellyfish causes the six-person team in the film ‘Life.’ The two films are different in terms of the high graphics used by the Chinese. Also, there is a mixture of characters from various countries in ‘Life’ while the ‘Wandering Earth’ has only the Chinese people. [2]

3. Method

It can be seen from the published comments of several different mainstream media with great international influence that the international evaluation of Wandering Earth is considerable and has great positive influence. (Added the international box office chart of "The Wandering Earth")

Evaluation by New York Times

"China was a latecomer to space exploration and a latecomer to the science fiction film industry. That is about to change. The film, seen as the beginning of a new era of Chinese filmmaking, is part of a series of ambitious, big-budget productions in the country. So far, the genre is beyond the capabilities of most filmmakers in China, both technically and financially, and is a test for the film industry."

Comments from Indian media

"There is a never-before-seen element in the storyline of a Chinese film that tries to take our planet out of the solar system. It seems to exceed even Hollywood standards. The rivalry between the United States and China is now breezing into the movie business. And The Wandering Earth takes the competition to a whole new place: beyond the solar system, so to speak. In one word: wow!"

Evaluation by South China Morning Post

"The Wandering Earth may be the movie that inspires the creation of science fiction films in China. Starring Wu Jing from "Wolf Warrior," the film is an epic science-fiction film to rival Hollywood blockbusters such as "Interstellar" and "Gravity." Hopes are high that the film will inspire more high-quality Chinese sci-fi blockbusters."

According to the statistics of the post-viewing scores of international viewers, the score stabilized at 7.3 after the number of comments reached 7,000, which was also very high compared with the domestic scores.

If the keyword "The Wandering Earth" is used to search the videos related to The Wandering Earth on YouTube, and the video user comments with the highest number of views are selected as the analysis text. The trailer for The Wandering Earth, running at 5:09, has been played 2,139,329 times and received over 10,000 likes and 2,554 comments from YouTube users. Due to the large number of user comments, according to the user habits of social media sites, the higher the number of thumb up obtained by a single comment, the more users agree with the comment and the more representative the user opinions are. Therefore, a total of 72 comments unrelated to the content of the video were eliminated, and a single user comment whose thumb up number was higher than the average was screened out. The content of the video was analyzed in terms of four indicators, including the main point of view, emotional attitude, ideological bias against China, and whether the video was compared with American movies. The results were as follows:

Index	Category	Times	Percentage(%)	Index definition
Emotional attitude	Dislike	3	4.2	
	Neutral	19	26.4	
	Support	50	69.4	
Ideological bias against China	No	70	97.2	User comments that are ideologically biased, e.g.
	Yes	2	2.8	say something about political
Is it compared with American movies	No	49	68.1	
	Yes	23	31.9	

Specifically, in terms of the emotional attitude towards The Wandering Earth, 50 of the 72 comments expressed support or praise for the film, accounting for 69.4%. 19 comments (26.4%)

were neutral and did not show support or dislike. Only three comments, accounting for 4.2%, expressed strong disapproval of the film, which means that the majority of the comments in the top reviews are positive for The Wandering Earth, and the international audience gives it good reviews. In terms of ideological bias against China, only two comments showed bias against China, indicating that most users of the popular comments had clear boundaries in terms of cultural exchange and political stance. Asked whether to compare "The Wandering Earth" with American films, 23 comments mentioned keywords such as "Hollywood," "America," and "USA." Of those, 16 were positive about "The Wandering Earth," six were neutral and only one was negative about the film. "From the Chinese perspective, the world is united, but from the American perspective, only Americans can save the world," said one user comment with 3,119 thumb ups. Show the audience the fatigue of Hollywood movie clips have appeared, the Chinese film conveys the spirit of solidarity of the audience's emotional resonance, but it also reflected from the side many users are still in the United States Hollywood blockbusters as reference to evaluate the stand or fall of the wandering the earth or not, means that in the process of cultural exports, the Chinese film remains from the western context, international People habitually compare sci-fi movies from other countries to Hollywood movies, and fail to build their own brand image.

(Screenshot of evaluation is attached)

To be conclusion, we can see from the statistics above, the international audience opinion of the movie is uneven but the overall trend is very obvious, namely the stray cultural connotations and values of the earth is not very good impress foreign audiences, and no matter from the production of special effects, translation subtitles or plot content, after all it is difficult for foreign film to break through the ceiling of American Hollywood movies to reach a new level. However, as the first international science fiction work, The Wandering Earth undoubtedly opens the door to the foreign film market. It also shows the continuous progress and development of the Chinese film industry to the world as well as a stronger China.[3]

4. Analysis

4.1. Global Box Office Gross

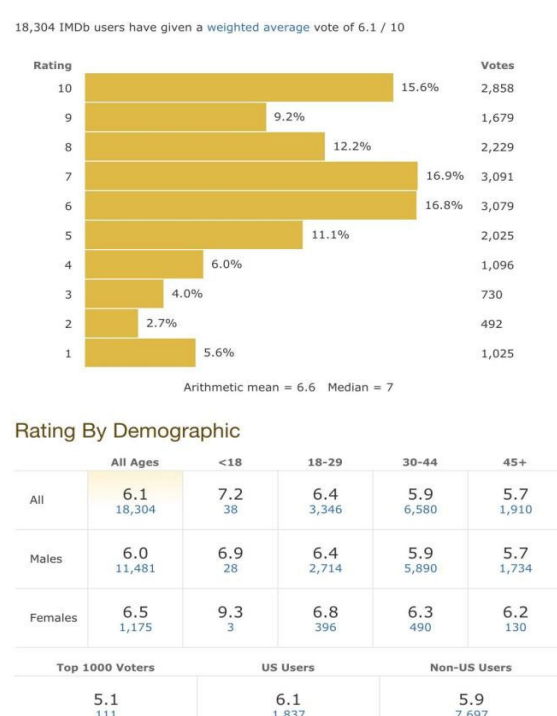


Figure 1. Global Box Office Gross

Rating

According to the statistics of the post-viewing scores of international viewers, the score stabilized at 7.3 after the number of comments reached 7,000, which was also very high compared with the domestic scores.

4.2. Audience Recognition and Popularity

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Table 1. Audience Recognition and Popularity

Index	Category	Times	Percentage(%)	Index definition
Emotional attitude	Dislike	3	4.2	The emotional tendencies expressed by users towards the content of the film
	Neutral	19	26.4	
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Specifically, in terms of the emotional attitude towards The Wandering Earth, 50 of the 72 comments expressed support or praise for the film, accounting for 69.4%. 19 comments (26.4%) were neutral and did not show support or dislike. Only three comments, accounting for 4.2%, expressed strong disapproval of the film, which means that the majority of the comments in the top reviews are positive for The Wandering Earth, and the international audience gives it good reviews. In terms of ideological bias against China, only two comments showed bias against China, indicating that most users of the popular comments had clear boundaries in terms of cultural exchange and political stance. Asked whether to compare "The Wandering Earth" with American films, 23 comments mentioned keywords such as "Hollywood," "America," and "USA." Of those, 16 were positive about "The Wandering Earth," six were neutral and only one was negative about the film." From the Chinese perspective, the world is united, but from the American perspective, only Americans can save the world," said one user comment with 3,119 thumb ups. Show the audience the fatigue of Hollywood movie clips have appeared, the Chinese film conveys the spirit of solidarity of the audience's emotional resonance, but it also reflected

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5. Discussion

The popularity of *The Wandering Earth* shows the new changes of Chinese young people in character, thinking, and scientific and rational spirit. The thinking and imagination of young people have gone out of the previous thinking mode, with more rational feelings and greater imagination space. *The Wandering Earth* gathers together the hot topics that represent *The Times*, and is a metaphorical and metonymic expression of the Chinese dream. In particular, the national spirit of pushing the earth away from the solar system and wandering with the earth as reflected in the film is similar to "Nv Wa repairing the sky" and "Jingwei filling the sea". The film also alludes to the wisdom of "a community with a shared future for mankind", which calls for harmonious coexistence and mutual benefit in the era of globalization, and talks about how humanity should unite to face environmental problems in the future. What the Western media valued most in their reviews was the "non-Hollywood-ization" of the idea, sensing China's determination to enter the field of science fiction films.

There is a German proverb, "It was not Goethe who created Faust, but Faust who created Goethe". The same goes for *The Wandering Earth* -- it wasn't created by Liu Cixin and Guo Fan, it was created by the aspirations of the current Chinese and global audience, the global people. *The wandering the earth* is not perfect, of course, there is still a detail problem such as imperfect character is a little thin, but this does not affect its phenomenal success, with the audience in China the first hard science-fiction film of fresh, curious, tolerance, and be inspired by the Chinese elements in the movie national enthusiasm, the Chinese dream, nationalism has a great relationship. In addition, in addition to the basic structure and creative concept of the film is very "Chinese", in terms of plot mode, character relationship, disaster scene construction and other aspects, in fact, the film is very "Hollywood". However, it is undeniable that it is the young and middle-aged audience cultivated by Hollywood science fiction blockbusters and disaster blockbusters that create the popularity of *The Wandering Earth*.

6. Conclusion

Therefore, the mass media of *The Wandering Earth* has a relatively accurate crowd positioning, and formed some unique artistic character strategies in the construction of national image.

The first is the use of cultural symbols that reflect the connotation of *The Times*. Cultural symbols are the most representative elements of a country or a nation. They have highly condensed cultural connotations and can reflect the unique spirit, values, beliefs, emotions and other characteristics of a country or a nation. For films, cultural symbols are often important performance elements of audio-visual media, representing the typical characteristics of a country or a nation, and reflecting more deeply the cultural connotations and spiritual values of a country or a nation for a long time. [5]

The second is to create a common meaning space by improving the way of discourse. The process of cross-cultural communication is a process of different national cultural symbol exchange and sharing, different cultural background between different countries and regions, domestic film in the external transmission, to fully consider the different cultural differences in background, adopt different communication strategy according to different countries and regions, to build both the meaning of "common space", realize accurate transmission, Reduce

cultural differences in the dissemination of artistic works. The Wandering Earth is to choose the big home of human life to form a common meaning of human space.

The third is to strengthen the innovation and integration of domestic film communication. In content production process, the wandering the earth also is positive to the integration of Chinese and foreign art, although we in the video capture American personal heroism shadow, but the influence of the Hollywood film still ubiquitous, when drawing on the successful experience of the Hollywood, and entered into the symbol of Chinese traditional culture, In a new way to achieve a balance between Chinese and Western culture. Through "The Wandering Earth" we can deeply feel that everyone can be the hero of the earth. Therefore, in the context of intensified global crisis, people around the world may be more inclined to take risks in a collective way, which also indicates that the spiritual connotation with characteristics of The Times can become a bridge to arouse cultural resonance. The Wandering Earth successfully spread the cooperation concept of "a community of shared future for mankind" to the world, realizing the cross-cultural communication of Chinese films from cultural discount to cultural resonance, and the active support of the Chinese government to the film industry also promoted the international communication of Chinese films.

In conclusion, The Wandering Earth is a groundbreaking representative work in the history of Chinese science fiction films, and also a milestone for Chinese special effects production to reach a new height. It not only improves the cultural confidence of the Chinese nation, but also breaks the stereotypes of "great power" and "nationalism" of China in the world. Successfully passed on to the people of the world the philosophy and spirit that China has always adhered to. The success of The Wandering Earth means the strengthening of the soft power of Chinese culture. It has broken through the monopoly of science fiction films by Hollywood and made China leave its own footprint in the history of science fiction films. However, we should also be aware that Chinese films are still in long-term difficulties, such as the singleness of the communication subject, the lack of core competitiveness of the communication content, the cultural differences among the communication audience, and the communication effect needs to be improved.

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