

Research on the international communication path and optimization strategy of Chinese original TV program mode -- Based on the perspective of diversified output and cultural adaptation

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Abstract

In the context of globalization, the international communication of China 's original TV program format has become an important way to show the country 's cultural soft power. However, at present, China 's TV programs still face problems such as insufficient cultural adaptation and single communication path in international communication. By analyzing the current situation and path of international communication of Chinese original TV program mode, this paper puts forward optimization strategies from the perspective of diversified output and cultural adaptation, and provides theoretical and practical support for the global communication of Chinese culture.

Keywords

Original TV Programs; International Communication; Diversified output; Cultural Adaptation; Propagation Path

1. Introduction

As globalization continues to advance, the scope and depth of cultural exchange and dissemination are expanding. Chinese original TV programs, as a significant medium for showcasing Chinese culture, are increasingly venturing abroad to compete in international cultural exchanges. However, how to enhance the global reach and influence of these programs through diversified output and cultural adaptation is a topic that warrants deeper exploration.

In recent years, as China's efforts to build its cultural soft power have advanced, research on the international dissemination of original TV program formats has gained significant attention from the academic community. The existing studies primarily focus on the following areas: First, international dissemination capabili-

ties and cultural adaptation. Zhang Yuke (2025) noted that by optimizing content creation and dissemination pathways, cultural TV programs can enhance their international dissemination capabilities. However, the challenge of cultural adaptation remains a major obstacle for these programs when they go global. Scholars suggest that adapting program content to local audiences with diverse cultural backgrounds can significantly improve dissemination effectiveness. Second, competition programs and cultural dissemination. Ji Xinlei (2024) analyzed the dissemination characteristics and cultural insights of domestic and international competition TV shows, noting that competition programs, as important cultural exchange media, integrate diverse elements and regional cultural features. By incorporating local cultural elements and enhancing interactivity, the programs can improve their acceptance and influence in different cultural markets. Third, the integration of new technologies with international dissemination. Jiang Shengyuan et al. (2024) explored the application of artificial intelligence in cultural dissemination, suggesting that generative AI technology offers new possibilities for the innovation and dissemination of Chinese TV program formats. Specifically, through intelligent data analysis and content generation, it can precisely target the target audience and enhance dissemination efficiency. Fourth, localization and globalization strategies in dissemination. Zheng Yi (2024) noted that the international dissemination of original TV program formats in China is increasingly diversifying. By differentiating program themes and adopting cultural adaptation strategies, the process of 'going global' has been effectively advanced. Scholars suggest that flexible dissemination strategies should be developed to enhance the appeal and persuasiveness of program content, taking into account the unique cultural characteristics of different regions. Fifth, regional characteristics and cultural dissemination. Ding Jinping (2024), along with Shan Zixiao and Li Yalin (2023), explored how to leverage local cultural resources to boost the influence of programs in the international market, based on the cultural dissemination practices of Guangxi and Shaanxi. The research indicates that by integrating regional cultural features with universal cultural values, the competitiveness of programs in international dissemination can be significantly enhanced.

The existing research provides important theoretical and practical references for the international dissemination of China's original TV program models. However, it still has several shortcomings: a lack of systematic studies on diversified output and cultural adaptation; and insufficient exploration of dissemination pathways and optimization strategies. Therefore, this paper will build on existing research and further explore the international dissemination pathways and optimization strategies of China's original TV program models from the perspectives of diversified output and cultural adaptation.

2. The current situation of international communication of Chinese original TV program mode

2.1. Original program types and characteristics

In recent years, the variety of original Chinese TV programs has expanded, encompassing cultural programs (such as "Everlasting Classics"), competitive shows, and entertainment variety shows. These programs emphasize the exploration and expression of cultural depth, focus on innovative formats and diverse content, and integrate traditional culture with modern communication methods. By leveraging these features, Chinese original TV programs are continuously exploring new channels for dissemination and enhancing their international influence.

2.2. The main path of international communication

Chinese original TV programs primarily spread internationally through the following channels: First, program introduction and licensing: some programs enter overseas markets, particularly in Asia and Africa, through copyright export. Second, cooperative production and cultural exchange: collaborating with overseas TV stations or production companies to create international programs, thereby enhancing the quality and influence of these programs through joint production. Third, digital platform dissemination: leveraging streaming platforms like YouTube and Netflix for global distribution, thus overcoming the limitations of traditional media.

2.3. International rebroadcasting of original programs

Chinese original TV programs primarily spread internationally through the following channels: First, program introduction and licensing: some programs enter overseas markets, particularly in Asia and Africa, through copyright export. Second, cooperative production and cultural exchange: collaborating with overseas TV stations or production companies to create international programs, thereby enhancing the quality and influence of these programs through joint production. Third, digital platform dissemination: leveraging streaming platforms like YouTube and Netflix for global distribution, thus overcoming the limitations of traditional media.

Cross-border Collaborative Research: Innovating Cooperation Models. Cross-border collaborative research is a key approach to enhancing the international reach of China's original TV program formats. A prime example is Hunan TV and Dutch Endemol Shine's collaboration on "Hi Singing Turnaround." Both parties have deeply collaborated on the program's creative ideas and production processes, leveraging the wisdom of cross-border teams to blend local characteristics with an international perspective. This model not only enhances the program's quality but also leverages the resources and channels of international partners to reduce cultural discounting, facilitating the overseas implementation of the program format.

Cultural Sharing: Finding Common Ground. Cultural sharing is crucial for the cross-cultural success of program formats. The success of "Our Song" in Spain can be attributed to its cultural resonance on themes such as music competition and inter-generational collaboration. By using music, a universal language, and the universal

appeal of intergenerational cooperation, the show successfully resonated with Spanish audiences. Moreover, the program's aesthetic appeal aligns with the shared tastes of both Chinese and Western audiences, further enhancing its impact.

Technology Empowerment: Expanding Communication Channels. The advancement of intelligent technology offers new opportunities for the international dissemination of TV programs. By leveraging big data and algorithms, production teams can precisely analyze the content preferences of overseas audiences, thereby optimizing the content and dissemination strategies of TV programs. For instance, using technologies like virtual reality (VR) can enhance audience immersion, reduce cultural barriers, and boost the appeal of TV programs.

Building a Platform: Expanding International Channels. Chinese program production teams need to leverage international platforms to expand their influence. Hunan TV has established an international creative collaboration platform through the 'Global Speed Plan,' attracting global creative companies and independent producers. Additionally, by utilizing international events such as the Cannes Television Festival and social media platforms like YouTube, they are building a communication network to enhance the international recognition of Chinese original program formats.

3. Optimization strategies for international communication of Chinese original TV program mode

3.1. Strengthen cultural adaptation capacity

In the design of program formats, it is crucial to focus on the adaptability of cultural elements. On one hand, this involves preserving the core values and unique features of Chinese culture to boost cultural confidence. On the other hand, by transforming cultural symbols and adjusting narrative techniques, the program can reduce cultural discounting. For instance, the international version of "Hi Singing Turn" replaced the 'C position' concept with a 'survival of the fittest' rule, which enhanced its appeal to overseas audiences.

3.2. Enhance brand building awareness

Brand building is essential for enhancing the international influence of China's original TV program formats. It is crucial to create internationally recognized program brands and achieve scale effects. For instance, Hunan TV has nurtured several high-quality programs through its 'Ramp-up Plan,' significantly boosting the brand's international recognition. Additionally, it is important to strengthen the international marketing team, cultivate professional talent, and enhance the international promotion capabilities of these program formats.

3.3. Promote the collective strategy of going overseas

Encourage Chinese original TV program models to collectively go global, creating

synergies. By integrating resources, develop a program matrix with international competitiveness, thereby enhancing the influence of Chinese TV programs in the international market. For example, Shanghai Television has promoted the broadcasting of multiple programs, including "Our Songs," on major overseas platforms through the iFORMATS project.

4. Conclusion

The international dissemination of China's original TV program formats requires continuous exploration in diversified output and cultural adaptation. By engaging in cross-border joint research, sharing cultural resources, and leveraging technological advancements, along with strategies to enhance cultural adaptability, strengthen brand awareness, and promote collective overseas expansion, the international reach of China's original TV program formats can be significantly enhanced. Moving forward, Chinese TV production teams should continue to innovate in their collaboration models, explore common cultural elements, and leverage technological advantages to contribute to the international spread of Chinese culture.

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