PORTRAYAL OF CHINESE CULTURE IN HOLLYWOOD FILMS: A CASE
STUDY OF MULAN AND KUNG KU PANDA

Jiachen Wang

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Communication Arts

Academic Year 2021

This manuscript has been approved by

the Graduate School

Bangkok University

Title: Portrayal of Chinese Culture in Hollywood Films: A Case Study of Mulan

             and Kung Fu Panda

Author: Jiachen Wang

Independent Study Committee:

Advisor: Dr. Nattawat Wongwilatnurak

Field Specialist: Assoc. Prof. Dr. Ratanasuda Punnahitanond

Wang, Jiachen. Master of Communication Arts, November 2021, Graduate School, Bangkok University.

Portrayal of Chinese Culture in Hollywood Films: A Case Study of Mulan and Kung Fu Panda (56 pp.)

Advisor: Nattawat Wongwilatnurak, Ph.D.

ABSTRACT

This paper examines the portrayal of Chinese culture in Hollywood films, specifically analyzing the films "Mulan" and "Kung Fu Panda" as case studies, using social construction of reality theory, popular culture theory, and semiotic theory as theoretical frameworks. The paper highlights the significance of this topic in cultural studies and media representation, given the growing influence of Chinese cinema and cross-cultural exchange between China and Hollywood. The research identifies a gap in the existing literature regarding the analysis of Chinese cultural elements in Hollywood films and their impact on audience attitudes. Adopting a qualitative approach, the research utilizes content analysis to examine the portrayal of Chinese culture in the selected films and analyze the use of semiotic signs and symbols in conveying cultural meanings. The key message of the paper is to explore the construction and perception of Chinese culture in Hollywood films, and critically analyze the implications of these portrayals. The key findings reveal that Chinese culture is depicted in various ways in Hollywood films, shaping audience perceptions and attitudes towards Chinese culture through visual cues, symbolism, and storytelling techniques. These findings contribute to the field of cultural studies and media representation by providing insights into the construction and portrayal of Chinese culture in Hollywood films and underscore the significance of cultural exchange and representation in the global film industry. The paper emphasizes the need for diverse and nuanced portrayals of different cultures in media to promote cultural understanding and inclusivity.

Keywords: Chinese Culture, Hollywood Films, Cultural Authenticity, Popular Culture Theory, Semiotic Theory, Cultural Representation

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor Dr. Nattawat Wongwilatnurak, as well as the faculty members and staff at Bangkok University, my family, friends, and research participants for their unwavering support and contributions to my academic journey as a master's student. Their dedication, expertise, and encouragement have shaped my research and academic growth, and their constant belief in my abilities has been a driving force behind my achievements. I am truly grateful for their invaluable contributions to my personal and academic development.

Jiachen Wang

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

      Nowadays, films have become one of the most preferred mediums of communication and entertainment (Ross, 2019); it is a part of someone's everyday life. Also, the Film industry has already become an important part of the global economy. Films or Movies are one of the communication things; it can create awareness about the importance of education, art, languages, and politics. It also brings us to understand more about other cultures. In my humble opinion, it is very interesting that people can learn something and adapt to their life just from watching a film.

      China's rapid development has made the film industry in developed countries pay special attention to the Chinese cultural market. Chinese elements are not only loved by Chinese audiences, but also sought after by audiences all over the world. Hence, Hollywood intentionally adds Chinese elements to their films when making films to attract Chinese and Asian audiences. Hollywood-the U.S. film industry, plays an important role in the world's film industry. In 1946, more than 200 Hollywood movies could be seen in China, but Hollywood movies were completely banned again by the government after the foundation of the People's Republic of China. In recent years, Hollywood has also filmed some "China-related" movies; these films have had an important influence on the international film scene (UK Essays, 2018). Hollywood films are using the Chinese element fever to become more and more intense, showing new forms and characteristics (Jia, Tian, Zhu, & Zhou, 2020). In early Hollywood movies, Chinese actors played in low-status, low-profile supporting roles. Since the 1990s, more and more Chinese elements have appeared in Hollywood movies, it became popular among American audiences since then. In 1998, The Hollywood film *Mulan*, based on the traditional Chinese story of Hua Mulan who takes her father's place in the army, was released worldwide, earning more than 300 million yuan at the box office (Cook, 2021), which started the current wave of Hollywood films using Chinese elements. After that, the 2008 Beijing Olympics brought Unprecedented global attention to China, leading Hollywood to produce "*Kung Fu Panda*", an

animated film based on China's national treasure Panda. Since then, Hollywood films with Chinese elements have flooded in and received a good response from all over the world. In 2012s, Chinese elements became an important part of the story, earning 447 million yuan at the Chinese box office in just one month (Hong, 2021). The Chinese fever is becoming more and more popular in Hollywood films. At present, the academia for Chinese elements has been a focus in Hollywood. There are also some research articles, such as The Hollywood after China's entry into WTO, The study of Chinese cultural elements in the movie *Kung Fu Panda*, etc. (Lun Wen Club, 2016).

1.2 Objectives of Study

The purpose of this study mainly focuses on Chinese culture in Hollywood films and the influence of Chinese culture in Hollywood films on audience attitudes. The study will be divided into two parts. The first part is the analysis of Chinese elements in Hollywood films, including Chinese themes, Chinese scenery, Chinese traditional culture, and Chinese lifestyle. The second part is the analysis of the influence of Chinese culture on the audience's attitude in Hollywood movies. To better collect opinions from different countries and cultures, this paper will find 20 people from different countries who are interested in movies through qualitative research and discuss the influence of Chinese culture in Hollywood movies. The followings are some of the objectives of this research:

1.2.1 To explore Chinese culture, tradition, and features through Hollywood films, including Chinese themes, Chinese scenery, Chinese traditional lifestyle and Chinese cultural spirit.

1.2.2 To Analyze how to view the impact of Chinese Culture in Hollywood films on audience attitude.

1.2.3 To explore the influence of Chinese cultural elements in Hollywood films on Audience's views

1.3 Scope of Study

In this research, the researchers focus on the Chinese culture in Hollywood films, impacts on audience attitude and China Films Industry. The researcher will portray and analyze the Chinese culture in Hollywood films, including 2 version of

Mulan the movie and 3 seasons of Kung Fu Panda. After the analysis, the researcher will review and analyze how Chinese elements or culture impact the audience. Firstly, the researcher will extend invitations to 10 Chinese and 10 Non-Chinese audiences to participate in focus group discussions aimed at identifying general ideas related to Chinese themes, scenery, traditional culture, and lifestyle. Secondly, the researcher will collect data on perceived value from these audiences. In the third step, the researcher will elaborate on and review the collected data by integrating Chinese culture and analyzing three theories - The Social Construction of Reality Theory, The Popular Culture Theory, and The Semiotic Theory.

According to a survey fielded from the Statista in 2022, people aged between 18-44 ages group went to watch a film more often than other age groups. The result from Sohu Website also mentioned people aged 25 to 39 are the main Hollywood film watchers. Thus, the focus group will include a sample of film lovers who are between the ages of 18 to 40. This paper will use the focus group method to analyze the audience's opinions. The target group of is 20 audiences who are interested in Chinese elements and Chinese Movies, and they have seen some Hollywood movies and Movies with Chinese elements in their daily life. The sample of this study will be film lovers between the ages of 18 to 40. Among them, the researcher will select 10 Chinese audiences and 10 non-Chinese audiences as research subjects.

When researching the impact of Chinese culture in Hollywood films, factors to consider may include cultural representation, perceived value, audience attitudes, social construction of reality, popular culture, and semiotics. By examining these factors, the research can provide insights into how Chinese culture is portrayed and perceived in Hollywood films, and how it may influence audience attitudes and the China film industry.

1.4 Research Questions

The questions to be addressed in this paper include the following:

1.4.1 What Chinese culture does a Hollywood film adopt?

1.4.2 How do Chinese elements in Hollywood films effect the audience's attitude?

The researcher will focus on elements representing various aspects of Chinese culture, including Wushu, Chinese architecture, cuisine, traditional clothing, classical music instruments, poetry, Kung Fu, the panda, landscape painting, mythical beasts, traditional weapons, music instruments, and traditional medicine.

1.5 Significance of the Study

At the present, we can feel more and more Chinese elements in Hollywood films, mainly including Chinese themes, Chinese scenery, Chinese Kung Fu, Chinese directors-actors, and Chinese cultural-spirit contained therein. This paper focuses on these aspects and analyzes the performance of Chinese film elements in Hollywood and their influence on Hollywood films by taking several well-known and influential China-related films as examples. These days, there are a lot of people who specialize in the issue of Chinese culture in international dramas or films, but there are just a few people who are concerned about Chinese culture in Hollywood films. Thus, as a communication student, the researcher would like to go deep into this topic, study contemporary Chinese culture in Hollywood films and find out how Chinese culture in Hollywood films affect the international audience.

The researcher will examine specific audience impacts, including studying the emotional, cognitive, and behavioral responses of the audience towards Chinese culture in Hollywood films, perceptions, acceptance, or rejection of Chinese culture as portrayed in these films, and how it may affect their attitudes towards China and its film industry. This will also involve examining the perceived significance, meaning, and impact of Chinese elements or culture in Hollywood films as assessed by both Chinese and Non-Chinese audiences in focus group discussions, and how it contributes to their overall perception and understanding of Chinese culture. Additionally, the researcher will study how the representation of Chinese culture in Hollywood films contributes to the construction of social reality, shaping audience perceptions and attitudes towards China and its culture, including the influence of the portrayal of Chinese culture in these films on the audience's perception of China and its people, and how it shapes their beliefs, values, and attitudes towards Chinese culture.

1.6 Definitions of Terms

        1.6.1 Hollywood Films: Films produced by studio owned by The Walt Disney Company

        1.6.2 Chinese Fever: The sudden increase in popularity of Chinese culture.

        1.6.3 Mulan: Films produced by Walt Disney Pictures based on the Chinese legend of Hua Mulan

        1.6.4 Kung Fu Panda: Kung Fu Panda is a media franchise by DreamWorks Animation, consisting of three films: Kung Fu Panda (2008), Kung Fu Panda 2 (2011) and Kung Fu Panda 3 (2016).

CHAPTER 2
LITERATURE REVIEW

2.1 Related Literature and Studies

2.1.1 Related Literature and Studies of Mulan the movie

Mulan is one of the few traditional Chinese stories that has been remade in other countries and has gained wide attention. Walt Disney Studios Motion Pictures has been churning out live-action remakes of animated films in recent years. Since its first release in 1998, the animated version of Mulan has achieved an excellent box office result which has led to the production of a Live-action Mulan movie. There are similarities and obvious differences between these two films. The story lines of both films remain the same; it all shows the awakening of women. Mulan is considered as one of the few traditional Chinese stories that has been remade in other countries and has gained wide attention. The 2020 live-action Mulan the movie follows the same story line as the 1998 animated version of Mulan the movie, each story tells the story of Hua Mulan, an ordinary woman who joined the army on behalf of her father for her family and finally became a heroine who saved the country, subverting the female image of patriarchy and feudalism. The most obvious change between the two films is that the 1998 animated version of Mulan the movie was a comedy and music-oriented fairy tale, while the 2020 live-action of Mulan the movie changed its genre to a more serious war film. It more emphasizes family concept and patriotism and interprets the connotation of honor in different ways (Zhen, 2020). Therefore, part of the narrative of the film has been modified, and these modifications will indeed affect the promotion of the following content and the presentation of the characters.

The popularity of Mulan the movie has attracted many scholars' attention, Driven by multiple factors such as Mulan's characteristics, the belief of feminism on Mulan, ancient Chinese culture, and Chinese social structure in the past. The image of Mulan is recognized by many audiences in all over the world, which brings enlightenment for Chinese culture to enter the international movie and tell Chinese stories well across cultures (Chen, 2019). Li (2013) analyze that we can obviously see Chinese culture from Mulan the movie into three aspects, The paper shows Mulan can let people know how the Chinese society be in the past, it describes Chinese people

were put more emphasis on Filial piety, Family Priority and Male superiority (Li, 2013). Lan (2020) mentioned that the core of cultural communication is that when a culture can go international and let more people get to know more about one culture, it represents the image of a country. The communication, interaction and cultural identity of cross-cultural communication also change and shape the image of a country. Mulan's character of loyalty and filial piety was shaped for her from the beginning of the film. The film shows how Mulan's life was, by following the arrangement of her family, and the emperor conscripted her father to join the army which showed the Chinese culture and the lifestyle of Chinese people in the past (Lan, 2020). Du and Zhang (2021) examined, With Hollywood's two versions of Mulan, the dissemination of both films focuses on the protagonist and realization of value, Mulan's stories focus on traditional notions of loyalty and filial piety to their family and country (Du & Zhang, 2021). In affection aspect, Mulan listened to her heart and boldly sought her love. Her heart yearned to realize self-value and was unwilling to be bound by traditional female morality and filial piety and loyalty, Lan (2020) mentioned (Lan, 2020).

    2.1.2 Related Literature and Studies of Kung Fu Panda

    Kung Fu Panda is the animated film produced by DreamWorks Animation in 2006s. The animation based on China's national treasure-Panda, using Chinese Kung fu as its main theme. Wang and Dai (2016) mainly analyzes the application in the animated movie Kung Fu Panda from the character design, scene design, cultural background, music design. He mentioned that the key to film's success is its careful analysis of Chinese culture, which is the Chinese culture and character design. We can find that there are many Chinese characters and elements in the film, such as the dragon, Panda, and Tortoise Dragon is the symbol of hero in Chinese mythology. It represents the national temperament of the Chinese nation. Panda, as the dragon warrior in Kung Fu Panda Film, is also the represent China and Chinese culture. The tortoise is associated with longevity and wisdom in Chinese culture ("Kung Fu Panda 3 you can't miss the N big details", 2016). Besides, Clothing, and other props also embodies the Chinese culture. In terms of props, knives, spears, clubs, chopsticks, noodles, and dumplings used by those characters is the traditional Chinese which are close to the Chinese people's daily (Wang & Dai, 2016). Zhang (2018) mentions that

after a long time's development, Kungfu has been an essential part of sports in modern society. Since Kungfu is an ancient sport popular in China, it has a very long history since the Xia Dynasty (Zhang, 2018). Therefore, when the word Kungfu is mentioned, anyone would surely associate it with China. By hearing the name of the movie Kung Fu Panda in the first time, anyone can immediately sense the Chinese elements in it (Travel China guide, 2021). Most of the remaining pandas are found only in China and Panda has been treated as the national treasure. Thus, it is easily to see that the name Kung Fu Panda itself has inseparable relation with China (Zhang, 2018). Moreover, film producer introduces most of the character in Chinese, such as they call "tortoise" as "Oogway" (乌龟), "Master" as "Shifu" (师傅). Also, they introduce many famous scenic spots, Chinese lifestyle and unique cuisine in China such as bean bun (豆沙包), Cheongsam (长衫，旗袍), Chop Suey (杂碎), Coolie (苦力), Dimsum (点心), Feng shui (风水), Kowtow (叩头), etc. (Zhen, 2020). Obviously, audience could unknowingly absorb Chinese language and Chinese elements though watching the movie.

In summary, two movies above are made by Hollywood, Hollywood film as a global leader in animation; they have introduced a lot of traditional Chinese culture through American film style. It is obvious that in the era of global communication, different cultures influence each other, and cultural boundaries became globalization (Gu, 2009). Roland Robson stated that Globalization refers to the often-controversial combination of different forms of life which means that globalization is a controversial combination of cultures, a process of cultures (Robertson, 2000). Hence, Mulan the movie and Kung Fu Panda Film can be seen as the products of globalization, audiences not only can find the Chinese cultural elements in these two films, they also can see the integration of Chinese and American culture in these films. Moreover, Chinese cultural elements resonate not only with Chinese audiences, but also international audiences. The film industry has proved this judgment. American film industry has long studied how to use Chinese elements to attract audiences and gain greater profits. American film companies intentionally added Chinese elements in their films to attract more Chinese and Asian audiences. Of course, the box office

and value of those films did exceed expectations and created huge profits (Zhang, 2017).

In recent research, it has been established that movies have a significant impact on shaping and reinforcing individuals' beliefs and perceptions about different cultures, including Chinese culture (Huang, 2016). Movies possess the power to shape audience's understanding and interpretation of cultural norms, values, and traditions, which includes Chinese culture, thereby influencing their beliefs and attitudes towards the culture (Oliver & Raney, 2017). Furthermore, movies can also impact individuals' self-esteem by influencing their body image ideals and social comparison processes, which may affect their self-perception and self-worth, especially among young viewers (Perloff, 2014). Additionally, the portrayal of Chinese culture in Hollywood films can also impact the self-esteem of individuals from Chinese cultural backgrounds, as it may shape their perception of their own culture and identity (Fardouly, Diedrichs, Vartanian, & Halliwell, 2015). Lastly, movies can also influence individuals' behavior by shaping their attitudes, emotions, and behavioral intentions towards various cultural practices, including those associated with Chinese culture (Vorderer, Klimmt, & Ritterfeld, 2004). Movies can impact individuals' behavior by influencing their social desirability bias and conforming to the portrayed cultural norms and values, which may affect their choices and actions in real-life situations related to Chinese culture (Bartsch, Vorderer, Mangold, & Reinhold, 2010). In terms of characteristics of Chinese culture, it is known for its rich history, traditions, and values, such as Confucianism, filial piety, collectivism, and respect for authority, which shape the behaviors and beliefs of Chinese individuals (Chua, 2001). Chinese culture also emphasizes the importance of family, harmony, and the balance between nature and humans, and it has a long-standing tradition of art, literature, and philosophy that reflects its deep-rooted cultural heritage (Yang, 2019).

2.2 Related Theories

Nowadays, there are many fields of film studies, it provides a conceptual framework for understanding people's relationship, lifestyle, tradition even culture to reality (Mast & Marshall, 1985). Among them, The Social Construction of Reality Theory, Popular culture theory, Semiotic Theory will be mentioned in this paper,

these three theories all show the content of people culture, people's life and social relations through a film.

    2.2.1 The Social Construction of Reality Theory

    The Social Construction of Reality is suggested by Peter Berger and Thomas Luckmann, the definition of this theory is the process whereby people continuously create, through their actions and interactions, a shared reality that is experienced as objectively factual and subjectively meaningful (Philipatawura, 2011). The theory stated that society fuses all human minds to the way they think they should be. It refers to the theory that the way we present ourselves to other people is shaped partly by our interactions with others, as well as by our life experiences (Sparknotes, n.d.).

    Nowadays, With the rapid development of the telecommunication, the internet has created new types of social interaction and create new ways of communicating, people can excess to new social issues and culture products (values, beliefs, elements) easily, it leads people choose to share and discuss their opinions via social media. The Social Construction of Reality is divided into 3 stages; (1) Externalization: when human give a value in mentally or physically to their reality through language, (2) Objectivation: when product created in first stage appear to take on a reality of their own, products or values harden reality becomes established, (3) Internalization: products become a part of person's internal world (Karin, 2015).

    As the social construction of reality theory can reflect contemporary society, *Mulan* the movie is no exception. It is more about contemporary social issues which can best describe how Chinese culture be in the past till present, especially in Feminism, Filial piety, Family Priority. In 1998, when film producer first chose the character of Mulan for animation creation, it was precisely because of the heroic feelings presented by Mulan, which had an important influence on the display and spread of women's independent feminism (Guo, 2020). Normally, in western films, especially Hollywood films, there is always a hero complex and advocate individual character as a main hero. In contrast, people in Chinese culture thought the family and the country are the most important things. The character image of *Mulan* in Chinese culture always puts the spirit of loyalty to the country and filial piety to the family in the first place. The outstanding military exploits are also the achievements made under the collective cooperation (Bo, 2018). Moreover, many visual elements such as

traditional Chinese costumes and Asian characters are used in the film, and the character "Mulan" has also become the first civilian Asian princess created by Disney (Huang, 2016). The content of the film reflects the society of reality well, both in terms of culture, language, plot, costumes, and scenes. In my humble, the researcher could use the concept of this theory to express my thoughts about what the researcher have seen to the movies and discuss why they can make some impact on audiences.

2.2.2 Popular Culture Theory

Popular culture, also called mass culture or pop culture, is analyzed by Theodor Adorno (Wikipedia, 2022), it is the set of practices, beliefs, culture, and objects that embody the most broadly shared meanings of a social system. It includes entertainment (such as film, music, television, and video games), social objects, politics, people's lifestyle, and media and trends (Gary, 2016). The concept of popular Culture is heavily influenced in modern times by mass media; this collection of ideas permeates the everyday lives of people in each society (Strinati, 2004). In an era where social media drives human thought, popular culture is reached easily with films which are easily shared and reached worldwide (Danesi, 2018). Stacy (2014) points out that popular culture can be identified in two ways, which are a production mode and communication mode. These two modes are called critical theory and popular culture is usually regarded as mass culture because mass culture is usually used by cultural industries for business, it can produce in large quantities due to the profit (Stacy, 2014).

Concept of the Popular culture can be defined as following points; (1) In quantitatively: one culture or element of the many forms are widely favored, (2) In residually: denoting all objects that is not a high culture, (3) An object as being same as mass culture which usually used in commercial way, (4) An object that originated from "people", (5) An object as culture of resistance (Ivy Panda, 2022). As above information we could know that popular culture usually used for commercial way. There are one definition supporting the above statement; popular culture is cultural activities in commercial products reflecting, suited to or aimed at the general mass of the people (Telecritics, 2011).

As we know that movies are made for economic interests and profits or other purposes, there are many Chinese cultural elements in those movies. It undoubtedly

reflects the cultural globalization of Chinese cultural elements in western films. A study of Zhang & Yang (2010) analyzes on Cultural Transformation in the Process of Cultural Globalization in Kung Fu Panda the movie, by divided the Chinese elements showed in the films into 2 aspects. (1) Cultural globalization: the film producer introduces the characters and objects by using an English word derived from a Chinese pronunciation, such as "Kung fu" which refers to the Chinese martial arts also called Wushu (武术), southern Guangdong called Kong fu, so it is originally derived from a Chinese southern Guangdong word. Therefore, the result of vocabulary transfer not only retains the original taste of Chinese words but also enables the audience to experience the Chinese cultural elements contained in the movies. (2) Cultural localization: when one country learns things from other countries' cultures, propagandizes them and helps them realize cultural globalization, it always adds its own culture and integrates its own culture into other countries' cultures to realize the integration of cultural globalization and localization (Zhang, 2018) Kung Fu Panda is a good mix of eastern and western cultures. It not only realized the globalization of Chinese culture, but also completed the localization of American culture. Obviously, it is the natural mix of cultures that attracts different types of audiences from all angles (Feng, 2016).

   2.2.3 Semiotic Theory

   Leech and Onwuegbuzie (2008) define semiotics as a science that explores the relationships between signs, including talk and text, and their intended specific meanings. In essence, semiotics is the study of "signs" and of anything that stands for or represents something else (Riera, 2019). Hence, semiotics may provide some useful insights to answer these questions. Storytelling in modern cinema aims to achieve a beautiful visual display of color, sets, wardrobe and so on. In most cases, these few props, wardrobe, or setting can have deeper meanings, or "symbols". With the greater understanding of semiotics, modern cinema has evolved from just storytelling, to making use of more items (clothing, props, setting, etc.) to add symbolistic meaning to the story and/or to modern times. Semiotics can be a great way to engage the audience in one's story and greatly reveal more of the story in these small items. It is the combined effort of the production team to make use if these elements to create and make better stories. Semiotics plays a leading role in representation in film by adding

a few details to certain items; it can imitate something or someone by revealing a truth or a fact of stories and elements through a sign.

Kong (2011) takes Kung Fu Panda as an example to analyze film and semiotics in cross-cultural communication (Kong & Sun, 2008). The author makes a semiotic analysis of the film from four aspects: script, technology, style, and audience psychology. The script and technology mainly belong to structural semiotic analysis, while the film style and audience psychology mainly belong to the second semiotic analysis.

First, the script has a mainline structure that runs through it. The title begins with Po's warrior dream as a starting point, cleverly connected and led to "choose the dragon warrior Wu Lin congress", each role appeared in succession, and at the appropriate time intersection.

The film foreshadows numerous coincidences crisscrossing, Po was accidentally designated the Dragon Warrior by Master Oogway. This division of film codes is the application of the principles of structuralism film. Analyze the narration and denotation to systematize the film language. The film expresses their humor and tells us a strange story about ordinary people, it can be said that this is a comedy animation with madness in exaggeration, but it does not lose the logicality of symbols, and the characters and the appearance collocation are reasonable. For example, Master Oogway talks about the possibility that Tai Long will escape from prison, leading Master Wash Bear to send someone to check on him, causing Tai Long to escape. The appearance of each character in the play has found a suitable cutting point, so that the relationship between the characters in the film is closely linked and the sense of humor under special circumstances, such as Po stealing cookies, rob the steamed stuffed bun to eat, everywhere is the type of humor.

In summary, the researcher found that the above theories have a great influence on the audience; Film has many advantages in spreading different culture values in intercultural communication. Influenced by these theories, the way to let audience quickly understand Chinese Cultural elements are what I've been focus on.

2.3 Conceptual Framework

As mentioned above, the audience may learn more about cultural information through movies. In my point of view films are one of the most influential elements in people's lives, they also reflect cultural phenomena in modern society. Therefore, the researcher choose the relevant theories which are (1) The Social Construction of Reality Theory, (2) The Popular Culture Theory, and (3) The Semiotic Theory ; as the main research theory of this paper by analyzing the connection between film and culture and finding the audiences perceive to recognize Chinese culture represented in those films and impact on audiences' attitude. This paper will examine the audience's watching situation and their feelings after watching the films through focus group. The researcher aim to go deep into this topic, study contemporary Chinese culture in Hollywood films and find out how Chinese culture in Hollywood films affect the international audiences and analyzes the performance of Chinese film elements, discover how they get to know about Chinese cultural elements through films. After completing the focus section, the researcher will summarize the focus group results and analyze the audience's attitude, the influence of Chinese elements in Hollywood films on audiences and the Chinese Films Industry.

Figure 2.1: Steps of the Conceptual Framework
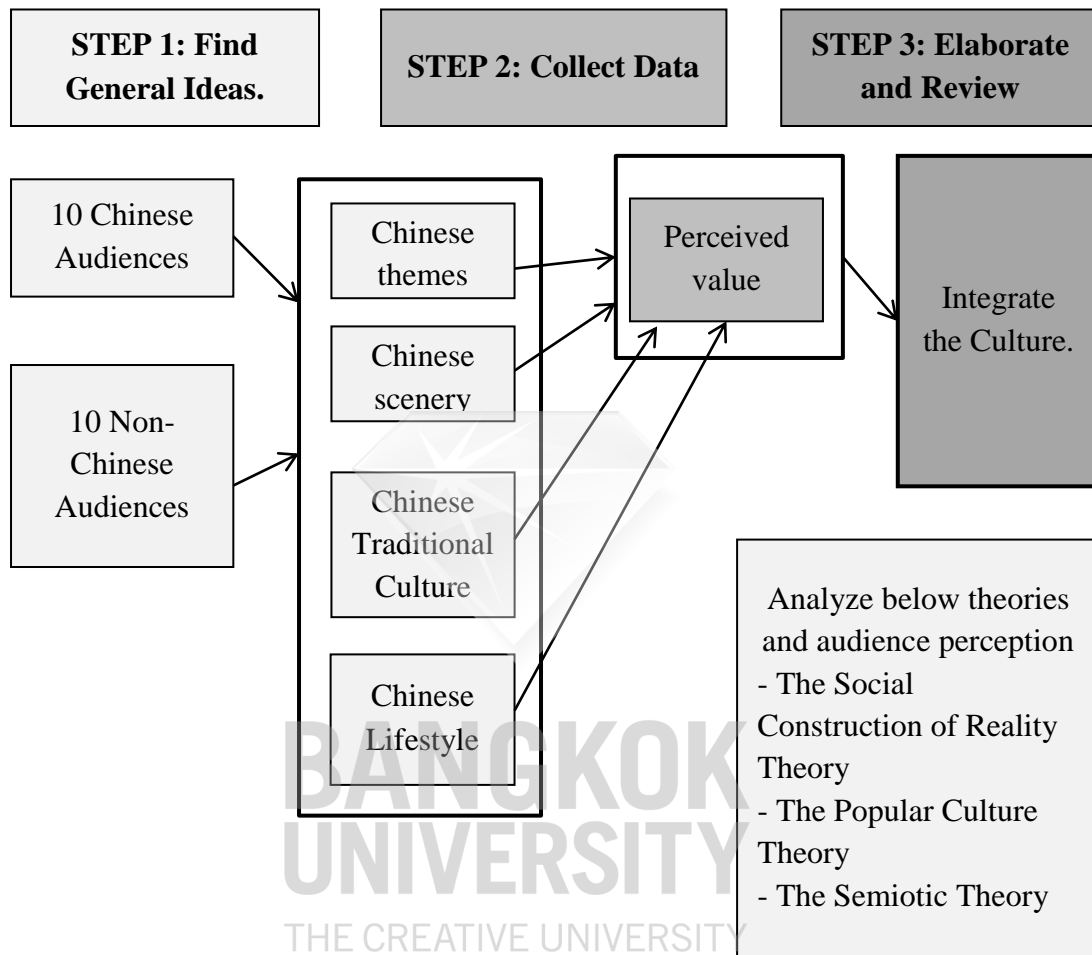
CHAPTER 3
METHODOLOGY

3.1 Research Design

This paper is considered as qualitative research using the method of text analysis and focus group method to analyze the audience's opinions. As mentioned above, Cultural Studies in Film Theory and Contemporary film theory will be the main research theory of this paper.

To be complete, accurate, reliable, and authentic, the meeting takes quite a quality time to discussion. The focus group usage time is around 1-2 hours, it consists of 20 participants, including 20 participants who are from different countries to collect more aspects from the audiences. Followings are my Guidelines for Conducting a Focus Group before starting a focus group discussion:

1) Identify clear purpose and objectives of the focus group.

2) Select method for recording raw data.

3) Establish Timeline

4) Generate Questions

5) Identify Participants

3.1.1 Chinese pop culture in Hollywood films

1) Chinese Kung fu Culture in Hollywood movies

Chinese Kung Fu culture is the earliest element in Hollywood movies. For some American audiences, Chinese movies are equal to kung fu movies. Japanese film critic Yu yoyo Utagawa commented, "The first Chinese film to enter the world's vision was the Kungfu film. Bruce Lee shocked the world with his martial arts skills in films such as Fist of Fury, Way of the Dragon, and The Big Boss, and no one else has ever done so (Shang, 2015). "The culture of Chinese Kung Fu Institute and the inheritance of martial arts culture have brought the culture of Chinese masculinity. Just as the Kung Fu superstar. Jackie Chan said Chinese Kung Fu movies have brought Chinese culture to the outside world, allowing foreigners to understand Chinese culture through Chinese Kung Fu. He mentioned that these foreigners are not only fascinated by Chinese kung fu movies, but also have a strong interest in Chinese culture (Shang, 2015).

Continuously, DreamWorks released Kung Fu Panda which is a first animated feature film with a Chinese kung Fu theme in 2008, the film mixes many Chinese elements and gives a new interpretation from a Western perspective. China's national treasure panda appears in the film as a righteous image of exorcising evil in order to learn kung fu skills. The panda, who can make noodles and eat steamed buns, is not only guided by the five-way boxing champion, but also trained to be a kung fu master by a grandmaster. In addition to the protagonist panda po in the film, as a national treasure of rare animals in China, there are also 5 kinds of animal which are the traditional Chinese representatives including the monkey, the bamboo green snake, the red-crowned cranes, the South China tiger, and mantis? These animals represent the Chinese kung fu in the specific martial arts with their specific name such as "monkey-boxing", "snake-boxing", "tiger-crane double form", and "mantis-boxing The film was well received by audiences and released next series soon afterwards, which are Kung Fu Panda 2 and 3 in 2011 and 2016.

2) Chinese historical themes, traditional customs and culture in Hollywood films

In 1998, Disney released the animated film Mulan based on the Mulan Ballad, a Yuefu folk song from the Southern-Northern Dynasties, which was very popular in both the North American and Chinese markets. Mulan films pick up the core elements from the Mulan Ballad which is totally describe authentic Chinese elements. No matter it are the Han dynasty, Jīn dynasty and Xiongnu people, ladies of the Tang Dynasty, gunpowder, courtyards of the Ming and Qing Dynasties, and other landscapes with Chinese characteristics are fully displayed in the film. This animated feature film, starring a national heroine familiar to the Chinese people, is a bold artistic exaggeration and adaptation in line with the accepted psychology and habits of the Westerners after Hollywood's transformation. In the film, Hua Mulan becomes a typical Western woman with bold mannerisms and straightforward emotions, rather than the reserved and cautious nature of traditional feudal Chinese women. In addition to Mulan, the Terra-Cotta Warriors in The Mummy, and the Art of War by Sun Tzu, which the main character in Wall Street is familiar with, are embellished with Chinese historical elements, and Chinese national characteristics are borrowed to make the film more exotic. In addition, Chinese traditional customs and festivals have also

appeared frequently on the big screen in Hollywood. In the 2010 magic hit "the sorcerer's apprentice in, both good and evil magic between important scene was arranged in Manhattan's Chinatown, the local Chinese are ramping up to celebrate the most important festival in China, Spring Festival, including beating drums, shine in the dragon dance performance attract the attention of the audience. Additionally, more and more iconic Chinese cultural symbols such as traditional Chinese medicine, Chinese Peking Opera, Tai Chi and eight diagrams appear in Hollywood films, playing a leading role in the international dissemination of Chinese culture.

        3.1.2 Chinese culture in Kung Fu Panda and Mulan movies

                1) Choice of subject matter

                Hua Mulan is one of the famous female heroes in Chinese history, originally from Chinese Yue Fu folk song the Mulan Ballad. With the development and passage of past dynasties, this great female image has been reconstructed and interpreted by many writers again and again. Mulan series of films is based on the story described in the Mulan Ballad, and on this basis, it endows more storylines, which is a model of the United States directly borrowing the theme of traditional Chinese stories. Mulan is based on the story of "the loyalty and filial piety of hers" (Li, 2013), it describes Mulan decided to join the army on behalf of his father in the Mulan Ballad. At the same time, there is much traditional Chinese architecture in the film, such as magnificent eaves, bustling markets, simple and elegant courtyards, etc., these architectural elements are in the authentic Chinese style.

                The Kung Fu Panda series from Dream Works Animation is also based on Chinese themes. The series revolves around "Kung Fu" and "panda" two elements of animation. "Kung Fu" is one of the cultural treasures of China, which has been passed down for thousands of years. It highlights the spirit of the Chinese nation of unremitting self-improvement, perseverance and softness, and the panda is one of the important representatives of Chinese culture. In terms of animation plot, Kung Fu Panda series adopts China's classic martial arts theme, with the main character Po making a journey to achieve his "kung Fu dream" as the background and adopts three plot modes commonly used in Chinese martial arts films, namely revenge, raiders of treasure and battle for hegemony. For example, in Kung Fu Panda 1, Taro takes revenge on Master Raccoon and steals the secrets of the dragon, thereby dominating

the martial arts. In Kung Fu Panda 2, Lord Shen takes revenge on his parents for deserting him and wants to unify China. In Kung Fu Panda 3, it also describes the return of the mysterious spirit to avenge his humiliation and dominate the world. The film integrates these three plot patterns with Po's "kung fu dream", which makes the plot of the animation more interesting. At the same time, the animation is not only containing several Chinese delicacies such as noodles, steamed buns, and hot pot, but also including other Chinese daily necessities like celadon bowls, chopsticks, bamboo hats, acupuncture.

2) Image shaping

In the Mulan series, the character Mulan is completely different from the image of a Disney princess. It can be said that Disney animation company deliberately created a unique Chinese "princess". Mulan has black hair, fine eyebrows, a flat nose, etc., these appearance aspects of the design reflect the unique charm of Oriental women. In the film, when Mulan is dressed for a blind date, the matchmaker helps Mulan put on delicate makeup, applying lead powder, rouge, long eyebrows, and red lips.

In the period of Wei Dynasty, Jīn Dynasty, Southern-Northern Dynasties, people paid attention to manners and charm, and the women's clothes in this period inherited the legacy of Qin and Han Dynasties. In the aspect of clothing, people use light and elegant design to show women's soft beauty. Mulan's costume makeup in the film obviously follows the style of our country from the Wei Dynasty, Jīn Dynasty, and Southern-Northern Dynasties.

In the "Kung Fu Panda" series, each character's setting has hidden special meaning and symbolic. The main character Po appears on the screen as a cuddly Chinese panda. He is clumsy, honest, and humorous. Because the color of the panda's fur is like tai chi, the film deliberately combines Po's training skills with tai chi. The five characters of animal such as golden monkey, snake, tigress, crane, and mantis correspond to monkey boxing, snake boxing, tiger-crane double-shaped boxing, and mantis boxing respectively, representing to the Chinese "Five Animals mimic boxing" Kung Fu, which is vivid and profound.

The choice of tortoise as the wise man in the film is also meaningful. Tortoise is revered as a sacred thing in Chinese ancient times, and in Chinese traditional culture. It has always been a symbol of long life and sageness, which also corresponds to the film master tortoise as the embodiment of the highest wisdom. In traditional Chinese culture, the peacock symbolizes dignity and elegance. It is often embroidered on official robes as a symbol of power. Therefore, in Kung Fu Panda 2, the noble and elegant Lord Shen is replaced by an animal image of a peacock. The characters in the Kung Fu Panda series have been carefully selected which to a certain extent reflects the profound spiritual connotation of traditional Chinese culture and shows a strong "Chinese style".

In animated films, the artistic image in the film and its cultural connotation can resonate with the audience. The artistic images in the series "Mulan" and "Kung Fu Panda" show strong Chinese elements and contain profound Chinese cultural connotations. Therefore, this practice of the United States not only enhances the familiarity of the Chinese audience, but also arouses the emotional resonance of the Chinese audience to a certain extent, giving them a strong sense of belonging. This is also the success of American animated films using Chinese elements.

3) The integration of Chinese traditional music

Animated films with Chinese elements are plenty of the use of traditional Chinese music elements. "Chinese traditional music refers to the music created by the Chinese people using the inherent methods, forms of the Chinese people and with the inherent morphological characteristics of the Chinese people" (Wang & DU, 1999). "Mulan" series and "Kung Fu Panda" series adopted many traditional Chinese music elements in the music design to render the film atmosphere. In the "Mulan" and the "Kung Fu Panda" series of background music, long and fine show, tactfully clear flute, tension of guzheng and erhu with a boundless lasting appeal, extremely rich folk color Suona and other traditional Chinese musical instruments. It also includes western musical instruments like the violin, cello, voice, combining Chinese folk tunes. The Mulan films use a variety of Chinese instruments and folk tunes in their music. For example, the prologue of the film is accompanied by a melodious Chinese style ditty.

When Mulan was dressing for a blind date, the background music at this time followed the pentatonic tone of traditional Chinese music, and the unique sound of the flute and Mulan's singing skillfully integrated, novel and vivid. While the opening background music in the Kung Fu Panda series begins with a Chinese opera, in which small gongs, cymbals and castanets are combined with melodious bamboo flute, lyrical erhu and pipa, instantly taking the audience to the mysterious distant east. When Master Neoguri was playing flute under the tree, the low sound of the cave and his isolated figure reflected each other, adding a sense of mystery to the swordsman, which was very reminiscent of Chinese swordsman. When Po participated in the Dragon Warrior election, the background music of the film adopted the traditional Chinese celebratory music type. The warm Suona gongs and drums were mixed with the festive sound of firecrackers, which was very lively. The integration of traditional Chinese music elements is not only conducive to the creation of the artistic conception of the film, but also gives the film a strong Chinese charm.

4) The fusion of Taoism

Taoism is one of the treasures of Chinese culture, which has a profound influence on Chinese culture and even the world culture. The "Mulan" and "Kung Fu Panda" series both incorporate Taoist thoughts.

In the movie Mulan, Mulan's grandmother uses the Yin and Yang gossip to tell Mulan's fate. In the I Ching, it is proposed that "the hexagrams are formed by observing the changes in Yin and Yang" (Wang, 2014, p. 4), which means that people observe the changes in heaven and earth and Yin and Yang to establish the shape of the hexagrams. As one of the branches of Tai Chi, Bagua aims to respect nature and take advantage of its changing laws to gain opportunities. Therefore, what the grandmother did in the film is just a reflection of Taoist philosophy. Similarly, the Kung Fu Panda series has incorporated a lot of Taoist ideas. Master Oogway once persuaded Master Raccoon under the peach tree: "I can't push it to blossom at will, nor can I force it to bear fruit in advance." The Master Oogway mentioned that everything in the world all have their own death and rebirth, has its own growth rule, people must comply with nature, not interference with their own things (Cui, 2003).

Taoism also advocates "creating emptiness and tranquility", believing that only when one is not disturbed by external objects can one realize the Tao. For example, when Po fights with the mysterious evil spirit, he calms his mind, complies with nature, achieves the "unity of man and nature", finally realizes the true meaning of "Qigong", defeats the Mysterious evil spirit and saves the villagers. Similarly, Po was not surprised when he found that the "Secret Book of the Dragon" was only a blank scroll, and let nature take its course. With a quiet and empty attitude, Po realized the "invincible Niangua finger" and defeated his enemy Taro at one stroke. This is also the Daoist view of "Mo's order and always nature" (Guo, 2005). Po's "enlightenment" of tai chi also reflects Taoist thoughts. Po defeated his enemies many times with the insight of Tai Chi, and the purpose of Tai Chi is to hope that human beings can achieve the state of "doing nothing but doing nothing", and finally reach a kind of spiritual domain that cannot tolerate anything.

3.2 Population and Sample Design

3.2.1 Topic of discussion

The Ministry of Culture of China and the Organizing Committee of Chinese Cultural Activities believe that: "All the images, symbols or customs that are recognized by the majority of Chinese people, condense the spirit of traditional Chinese culture, and reflect national dignity and national interests can be regarded as Chinese elements" (Chen, 2010).

China is a country with five thousand years of history, extensive and profound cultural culture, accumulated profound cultural resources. With the continuous improvement of China's international status, in recent years, the United States has repeatedly borrowed and quoted Chinese national culture. Hollywood creators have integrated foreign culture and local culture, bringing many exotic atmospheres to American animated films and creating many animated feature films with Chinese cultural elements. For example, in 1998, the Disney Company brought the story of Hua Mulan to the screen. Hua Mulan was adapted from the traditional Chinese folk the Mulan Ballad. Mulan not only contains traditional Chinese cultural thoughts and visual symbols, but also subconsciously promotes western values. Another example is Kung Fu Panda, which uses a large number of representative

Chinese cultural elements, but also uses the narrative way of remembering the success of little people, which is customary in American cartoons. The use and treatment of Chinese elements in American cartoons has profound intention and purpose, which is worthy of analysis.

   3.2.2 Population and Sample Selection

   As the paper is discussed about Chinese culture in Hollywood films, therefore it is necessary to complete group discussion by Purposive sampling. Researcher can get a high-quality data with film lovers who are interested in Chinese culture and Hollywood films' elements since can focus only the population that is of specific interest (Andrade, 2021, p. 86). Also, it is stated that purposive sampling is efficiency, it has a low margin of error if we compare to a random sampling (Editor in Chief, 2019).

3.3 Research Tool

   Due to the pandemic situation, the focus group discussion was conducted completely online, via Zoom meeting. The advantages of online discussion are that participants can give feedback and their answers in real time. Doing focus group via online actually can save much money, also it is easier to connect people to the global village, also it is more flexible than offline discussion since most of participants are from different countries, therefore it is difficult to complete this session offline. In the other hand, there is an obstacle during the online group discussion such as some part of participants' speech was interrupted by poor internet signal, computer setting issues, etc.

3.4 Research Instrument

   There are general questions and specific questions in the session. For general questions, the session starts by an introduction of a concept of paper; set a positive tone for the meeting, and make sure that participants will have fun and feel free to discuss during the session. For specific questions, the author sorted out the core content in previous studies and related research articles by referring to them and listed the relevant questions in the following context:

Topic 1 Question List: Hollywood and Chinese Cultural Elements

1) How do you view Hollywood movies with many Chinese cultural elements added?

2) What makes you want to watch Hollywood movies with Chinese cultural elements?

3) How do Chinese cultural elements in Hollywood films affect the audience's attitude?

4) What traditional cultural elements are injected into this film?

Chinese traditional culture deeply influences Chinese film, what are your opinions about this phenomenon?

5) Which one do you prefer?

- Pure Chinese cultural element

- A mixture between Chinese and Western cultural elements

- Cultural elements created and designed by westernization only.

Topic 2 Question List: Mulan

1) What Chinese cultural elements in the Mulan movie are the most memorable to you?

2) Will the traditional Chinese cultural elements in the film lead to ethnic discrimination or male chauvinism?

3) Do you prefer the animated Mulan or the live-action Mulan? Please give an explanation.

4) What are your thoughts on the Traditional Chinese aspects in the Mulan film? Did these traditional Chinese thoughts influence your daily life or thoughts?

5) What is your opinion on Mulan joining the army instead of her father?

6) Which part of Mulan's story touched you the most?

7) What inspiration do you think the Mulan film has brought to you?

Topic 3 Question List: Kung Fu Panda

1) What traditional Chinese cultural elements are injected into Kung Fu Panda film?

3) Why did you become interested in the Chinese elements in Kung Fu Panda film?

4) Some people say that this movie combines the most distinctive characteristics of Chinese culture and western art, what do you think about this statement?

5) Do you feel that some of the content is not Chinese cultural explanation at all?

6) Which one do you prefer the most between Kung Fu Panda 1-3? Which elements attract you the most? (Story plot, Character, Chinese elements, Producer Team, Other) Please give an explanation.

7) What inspiration do you think the Kung Fu Panda film has brought to you?

3.5 Data Collection Procedure

There are many choices for data collection but due to the pandemic situation, everything needs to be done via Zoom Meeting. The meeting is separated into 2 phases as one will be discussed in Mulan topic, other one will be discussed in Kung Fu Panda Topic.

Table 3.1: Focus Groups Timeline

Location	Date, Time	Participants
Zoom Meeting	January 30th, 2022, 13:00-15:00 (UTC+07:00, Bangkok)	-10 Chinese native participants -10 multiple nationality participants (3 Thais, 2 Americans, 2 Laos, 1 Singaporean, 1 Korean, 1 British)

After the researcher finished online group discussion. The researcher offers an incentive via PayPal in return for the completion of the group discussion.

Followings are my Guidelines after completing a focus group discussion:

1) Include all the information about the focus group, details of the sessions.

2) Summarize the meeting.

3) Analyze the summaries, findings, and conclusions.

3.6 Data Analysis

The thematic analysis will be used for the process of data analysis by combining the thematic analysis with 3 theories. The social construction of reality theory, the popular culture theory and the semiotic theory, aiming to explore the audience's thoughts on Hollywood movies and Chinese elements details in the film. The researchers think there are many advantages to using thematic analysis. Since it is a method for analyzing qualitative data that entails searching across a data set to identify, analyze, and report repeated patterns which usually applied to a set of texts, such as transcripts from in depth interviews. Thematic analysis provides a rich and detailed of data and a highly flexible approach that can be adapted to suit the needs of many studies (Braun & Clarke, 2006). It also argued that thematic analysis is a useful method for examining the perspectives of different research participants, highlighting similarities and differences, and generating unanticipated insights.

CHAPTER 4
FINDINGS

This section is the accumulation of focus group discussion data, focusing on the impact of the audience's views on Chinese elements and audience attitudes in the selected films. The focus group was conducted via Zoom meeting, total of 19 questions were designed for the audience reaction of Chinese elements and the impact of it in selected Hollywood film.

4.1 Descriptions of Informants' Characteristics

Below is the participants' information (Table 2), there are 20 participants in total, including 10 Chinese natives' participants and 10 multiple nationality participants which are 3 Thais, 2 Americans, 2 Laos, 1 Singaporean,1 Korean and 1 British. Due to Hollywood movie may reflect some aspects to the audience, the researcher would like to research more aspects that the researcher could collected from the people in different regions. Moreover, before starting focus group, the researcher has survey that all of the participants watched the films more than 1 time and they usually watch the cultural relevant films.

Table 4.1: The Basic Information of Participants

	18 y/o	19-25 y/o	26-30 y/o	31-40 y/o
Female	2	3	2	2
Male	2	3	4	2
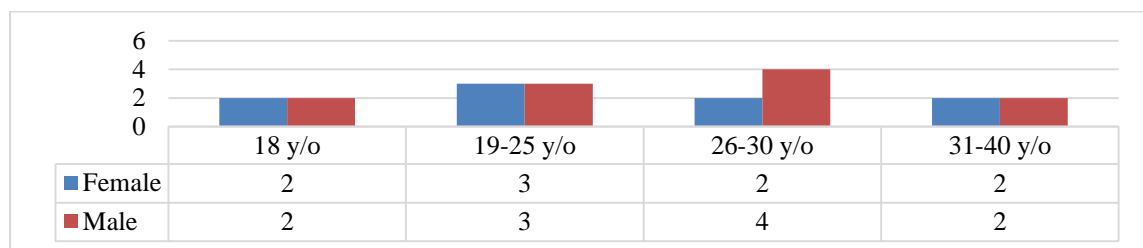
This paper will explore three key questions regarding the relationship between Chinese culture and Hollywood films. Firstly, the paper will investigate the specific aspects of Chinese culture that are adopted by Hollywood films. This includes overt themes such as Chinese traditional culture and lifestyle, martial arts, and traditional mythology, as well as more subtle elements such as language, cuisine,

and fashion in the past period. Secondly, the paper will examine how the incorporation of these Chinese elements in Hollywood films affects the audience's attitude. By analyzing the reception of these cultural representations, the paper aims to better understand the role that media plays in shaping our perceptions of other cultures. Thirdly, the paper will explore the influence of Chinese cultural elements in Hollywood films on Audience's views. Overall, the goal is to gain a deeper understanding of the role that popular culture, specifically Hollywood films, can play in shaping audience views and attitudes towards Chinese culture.

4.2 Findings

In my own experience, first impressions are important, and it can give an audience influence and creates an expectation that attracts attention. As Mayorca (2019) mentioned that the first time you show a character to your audience you leave an imprint in their minds which means that the first impression matters a lot in producing a film.

Topic #1: Thoughts on watching Mulan film

The focus group discusses the results of a survey conducted on participants' impressions of the film Mulan, specifically the aspects that left the deepest impression on them. The survey found that 85% of Asian participants were most struck by the film's portrayal of Filial Piety (a Confucian value emphasizing respect and obedience to one's parents and elders) and gender roles, while only 15% of Non-Asian participants were first impressed by the traditional dress and background song.

In my point of view, the social construction of reality theory is a useful framework for understanding Chinese culture, particularly in relation to issues of feminism, filial piety, and family priorities. This theory posits that social reality is created and maintained through human interaction and communication, rather than being an objective, fixed truth. An example of how the social construction of reality theory can be applied to Mulan is the film's portrayal of gender roles. In traditional Chinese culture, gender roles were often rigidly defined, with women expected to fulfill domestic duties and defer to male authority. However, the film challenges these norms by depicting Mulan as a brave and capable warrior, defying gender expectations and ultimately saving her country. This can be seen as a reflection of

changing attitudes towards gender roles in contemporary Chinese society, and a reflection of how social norms are constructed and challenged over time.

"It's the values of women in that time such as what kind of a good woman should be, what kind of appearance is to be considered as beauty, how to be a good wife for a husband, and how to be a good daughter for the family. Also," (Informant from Mr. Li, Chinese, personal communication, January 30, 2022)

"The patriots, gratitude and seniority are the main point of this film, and it made me appreciate the power of a woman like Mulan, a woman who can do what she wants." (Informant from Miss. Phakjira, Thai, personal communication, January 30, 2022)

"The traditional costumes and scenes are what impressed me the most, because these details can be seen in other Chinese festivals, and the theme song "Reflection" is a song that can make people believe in the protagonist." (Informant from Miss. Ada, British, personal communication, January 30, 2022)

"It's when Mulan returned home from the war in order to bring the gift from the emperor to the father and to tell him that she, even was a daughter, could bring a great honor to the family, but the father did not pay any attention to those gifts at all. Because the most valuable thing to him was not frame or glory, but his own daughter. Chinese families in that time always gave more importance to sons than daughters because the son had more roles in work and was able to build more family names, while daughters are raised only to marry out. Therefore, the scene of father and Mulan was the most very impressive scene." (Informant from Miss. Jin, Chinese, personal communication, January 30, 2022)

"Mulan join the army instead of her father and Mulan's bravery." (Informant from Mr. Saint, Singaporean, personal communication, January 30, 2022)

"Although it draws a parallel with some of my principles it doesn't leave a very deep impression with me." (Informant from Mr. Andrew, American, personal communication, January 30, 2022)

Topic #1: Thoughts on watching Kung Fu Panda Film

When it comes to Kung Fu Panda, almost every participant has the same reaction; Kung Fu is the element that attracts them the most. The Popular culture theory is fit to this topic, since Panda is known as the representative of China and Kung fu is also very famous in term of Chinese martial art. Popular theory can describe the set of practices, beliefs, culture, and objects that embody that embody the most widely shared ways of life, media, and trends (Gary, 2016). In the case of Kung Fu Panda, the film reflects the popularity of Kung Fu as a symbol of Chinese culture, and the character of the panda as a symbol of China itself. This is reinforced by the widespread popularity of Kung Fu as a martial art and the cultural significance of pandas in China.

"Because of the combination of Panda and Kungfu As a foreigner, when I see a panda, I will think of China first, and when I see the word "Kung Fu", I also think of China as well." (Informant from Mr. Saint, Singaporean, personal communication, January 30, 2022)

"Choosing Panda and Kungfu both of them to represent China is really a good choice and an interesting point." (Informant from Miss. Wang, Chinese, personal communication, January 30, 2022)

"The fat panda that loves eating and Kung fu that requires the strength and agility of body, both of them are seemed unlikely to be compatible, but they were surprisingly able to create a story line and character that impressed the audiences around the world." (Informant from Mr. Andrew, American, personal communication, January 30, 2022)

Topic #2: Audience's views on traditional Chinese lifestyle in the films

The success of the Hollywood film industry in cross-cultural communication is inseparable from the choice of subject matter; the cultural wealth of all mankind is within the scope of its planning (Lu, 2016). The admiration expressed by the participants for Mulan's bravery and personal characteristics reflects how the film's themes and messages can resonate with audiences from different cultural backgrounds. This suggests that popular culture, such as Hollywood films, can have a significant impact on how people perceive and understand other cultures. The fact that the participants were able to appreciate and relate to the film's messages. The starting point of explaining her father's physical condition is to highlight Mulan's independence, it shows that Mulan wants to realize and prove her own value through hard work. Some participants admired Mulan's bravery and personal characteristic, in terms of emotional portrayal, Mulan followed her heart and boldly searched for her real love, her heart desires to realize self-worth, and she is unwilling to be ruled by traditional female morality. Non-Asian attendees did not get in touch with the conservative lifestyle in Mulan films, but they are all agree that social chaos makes peoples' life difficult. Overall, these insights illustrate the power and significance of popular culture in promoting cross-cultural communication and understanding.

"The movie has mentioned about respecting ancestors, building family ties, marrying a good man due to maintain the face and pride of parents, and playing a good daughter's role in society. These traditions were normal in the past and Thai people in the past also pay attention to this kind of matters as well. However, times change, and everything changes. We can learn about our traditions in the past, but it is not necessary to believe or accept it all, only because they once were believed. Therefore, I would say that it doesn't influence my thoughts that much." (Informant from Mr. Phongphat, Thai, personal communication, January 30, 2022)

"The war is not good. The war will make the family separated." (Informant from Miss. Ada, British, personal communication, January 30, 2022)

The war influenced very much too peaceful daily life of people."
(Informant from Miss. Emily, American, personal communication, January 30, 2022)

"Actually, I think I familiar with Chinese culture, after I watch Mulan, I admire her gratitude and her bravery. Also the make-up of Tang dynasty is wonderful!" (Informant from Mr. Kim, Korean, personal communication, January 30, 2022)

"Filial Piety, this aspect continues to be a principle in how I live my life." (Informant from Miss. Zhu, Chinese, personal communication, January 30, 2022)

Film producer introduces "Kung fu" by using an English word derived from a Chinese pronunciation which refers to the Chinese martial arts. When any country learns from the culture of other countries, publicizes it, and helps it achieve cultural globalization, it will always add its local culture and integrate the local culture into the culture of other countries to realize the integration of cultural globalization and localization. "Kung Fu Panda" not only contains typical Chinese culture and wisdom, but the purpose of the film is also not only to promote Chinese cultural elements. (Zhang & Yang, 2010). Combined with the theory of semiotics, with the in-depth understanding of semiotics, it is a collective effort of the production team to use these elements to create and produce better stories (Edubirdie, 2023). Based on the following statement, it can be inferred that people paid attention to symbolic details in the film such as Chinese food, chopstick culture, and Chinese medicine culture. This is likely because these elements are recognizable symbols of Chinese culture that help to create a sense of authenticity and immersion in the film's world, which emphasizes the importance of symbols in creating meaning and conveying messages in storytelling. Overall, the paragraph implies that the incorporation of Chinese and local cultural elements in the film is a deliberate and effective strategy for promoting cultural exchange and creating compelling storytelling.

"In the Kung Fu Panda films, traditional Chinese Medicine Culture shows the important traditional way of life for people who are hurt or life sick." (Informant from Miss. Yang, Chinese, personal communication, January 30, 2022)

"Chinese Food in the films attract me a lot, that foreigners feel is outstanding and can represent Chinese culture such as noodles, steamed buns, tofu" (Informant from Miss. Pat, Laos, personal communication, January 30, 2022)

"The background scene such as a beautiful Qingcheng Mountain and training camp are beautiful that makes me want to go visit there" (Informant from Mr. Phongphat, Thai, personal communication, January 30, 2022)

"I just know that the almost use chopstick for eating rice after watching the films" (Informant from Mr. Andrew, American, personal communication, January 30, 2022)

Topic #3: The influence of Chinese cultural elements in Hollywood films on Audience's views

Participants' opinions fell into two directions in this section. Many Chinese elements that we see in our daily life can be classified as mass culture, it is usually regarded as mass culture because it is usually used by cultural industries for business, and it can produce in large quantities due to the profit (Stacy, 2014). Some participants believed that Hollywood movies did a good job in production and film details and used Chinese cultural elements to attract more audiences. Some people said that they were very excited after the release of the trailer and wanted to learn more about Chinese culture. Other directions think that they are very open to absorbing new things, including Chinese elements, and they are more looking forward to the production of Hollywood movies, because it is known as the universality of the world. In addition, they look forward to the fusion of Chinese and Western cultures. Besides, westerners tend to include certain elements, such as red color, business, and philosophy, to represent Chinese culture, which reflects how Chinese culture is perceived in popular culture. These comments highlight the influence of Hollywood films on popular culture and how they shape people's perceptions of different cultures. It shows how Hollywood films are an important factor in shaping and representing popular culture.

"In my opinion, some people may be interested in Chinese culture that led to some of them would like learn Chinese language including traveling to China after watching the movie." (Informant from Mr. Phongphat, Thai, personal communication, January 30, 2022)

"To be honest, before I watch Hollywood film, I haven't expected that there are Chinese elements added or not. When I pick some Chinese movie with willing of learning something about Chinese culture, I've never thought that it made from people who all of them are not Chinese." (Informant from Mr. Andrew, American, personal communication, January 30, 2022)

"I would like to know and understand Chinese culture and history. Also, the film is well combination between Chinese and Western element" (Informant from Miss. Pat, Laos, personal communication, January 30, 2022)

"It's very interesting to know and understand the way Chinese's view, value, and attitude from American Film Producer." (Informant from Miss. Zhang, Chinese, personal communication, January 30, 2022)

"I believe that Chinese people might disagree with Hollywood's interpretation. But Chinese culture that from westerners' perspective is seemingly understandable and I mostly agree with them. For example, Chinese people loves red color, they are good at doing business and philosophy, so that westerners always put these topics into the movies to represent Chinese culture." (Informant from Mr. Kim, Korean, personal communication, January 30, 2022)

"In my opinion, Hollywood is known as the universality of the world, some people who have seen their films tend to take it as a standard for something. Audiences who have seen Chinese movies made by westerners will probably think what they've see are Chinese culture." (Miss. Ada, British, personal communication, January 30, 2022)

Topic #4: Other comments to Hollywood film

In the final part of the focus group, the researcher gave participants free space to comment more after watching the two films. 50% of the attendees think that Hollywood should do more cross-cultural elements, because it is impossible for foreigners to understand all Chinese elements. A deep focus on Chinese value would instead drive away some audience; more cross-cultural elements could make movies more global. On the contrary, some Chinese details are not properly expressed in a way that Chinese people can understand. Hollywood can pay more attention to these details and feedback from the audiences in the next season, so that the audiences will have more understanding in the idea, value, and attitude of Chinese, as well as their history. The above may relate to popular theory and Social Construction of Reality theory; since we live in an era where social media drives the human mind, and while popular culture is easily spread around the world through movies, people may have different opinions about things depending on where they grew up. Based on the results of the focus group discussions, it is known that Chinese cultural element is currently spreading throughout the world; spreading Chinese cultural element can effectively improve China's cultural soft power and international competitiveness. The audiences could unknowingly absorb Chinese language and Chinese cultural elements though watching the movie.

"Although we've seen a lot of things that related to Chinese culture, the characters, scenes, and background music are giving the feeling that we are watching Chinese animation." (Informant from Miss. Pat, Laos, personal communication, January 30, 2022)

"Making animation for people around the world, it is not possible to combine everything in Chinese culture and explain every single detail. However, this animation was very successful because of the combination of Chinese culture and understanding of foreigners. What's impressive is how the storytelling is done very much like Asians do" (Informant from Mr. Saint, Singaporean, personal communication, January 30, 2022)

"I want to see how Hollywood interpreted the said Chinese element into something that suits the Western audience taste." (Informant from Miss. Ada, British, personal communication, January 30, 2022)

"I think a deep focus on Chinese value would instead drive away some audience." (Informant from Mr. Andrew, American, personal communication, January 30, 2022)

"There are some contents that are probably not suitable. For example, adding Yin Yang into the movies but only show how black and white referring a panda, did not explaining the meaning of yin and yang. Also, westerner obsesses with 'firework', China is the first one who made it, and they always put it in the movies. Even the fireworks appeared in the movies mostly look like western fireworks." (Mr. Cài, Chinese, personal communication, January 30, 2022)

Moreover, the participants said that these two films have a lot of Chinese commentary, which shows things that we know are Chinese elements when we watch the film for the first time, such as Chinese martial arts, Chinese national treasures, Chinese food, and chopsticks. It can be said that Mulan and Kung Fu Panda film well express Chinese cultural elements through semiotic theory. Not only the details in film, but storytelling in modern cinema aims to achieve a visual display of sets, or setting can have deeper meanings and these elements become the symbols that the movie leaves a deep impression on the audiences. In term of audience's aspect, under the background of cultural globalization and marketization of the cultural industry, films with Chinese elements are increasingly sought after by people all over the world, reflecting the gradual expansion of the influence of Chinese culture to audiences. In these films, semiotics is used to convey meaning through various symbols such as Chinese martial arts, Chinese national treasures, and Chinese food. For example, in Mulan, the use of filial piety and gender roles are key semiotic elements that express Chinese culture. These elements are recognizable symbols of Chinese culture that help to create a sense of authenticity and immersion in the film's world. The use of these semiotic elements helps to convey the themes and messages of the film to the

audience. Similarly, in Kung Fu Panda, the use of Chinese martial arts and other Chinese cultural elements are key semiotic elements that help to create a sense of authenticity and immersion in the film's world. The use of these symbols helps to convey the message of the film that anyone can achieve greatness regardless of their background.

Overall, the application of semiotic theory in Mulan and Kung Fu Panda helps to effectively express Chinese cultural elements in a way that resonates with audiences. The use of these semiotic elements helps to create a deeper meaning and understanding of the films and helps to promote cultural exchange and understanding between different cultures.

CHAPTER 5
DISCUSSTION

The paper mainly focuses on Chinese culture in Hollywood films and the influence of Chinese culture in Hollywood films on audience attitudes which divided into 3 objectives: 1) To explore Chinese culture, tradition, and features through Hollywood films, including Chinese themes, Chinese scenery, Chinese traditional lifestyle, and Chinese cultural spirit; 2) to analyze how to view the impact of Chinese Culture in Hollywood films on audience's attitude; 3) To explore the influence of Chinese cultural elements in Hollywood films on Audience's views.

5.1 Summary

The researchers collected and analyzed the audience's impressions of the film through the focus group, which is summarized as follows:

Staring from the first objective, the researcher realized that participants paid more attention to Chinese cultural elements which mainly reflected in the 4 aspects of Chinese themes, Chinese scenery, Chinese traditional lifestyle, and Chinese cultural spirit which is directly reflect to 3 selected theories. From the perspective of semiotics in Mulan Town, it is not difficult for us to see Chinese elements like kites, abacus or any tiny details everywhere in the scene. There are also girl makeup and hair in supporting roles, which are common makeup and hair in the Sui and Tang Dynasties in China (Lily, 2022). Even in the soundtrack, audiences can hear that many Chinese national musical instruments are used in the film (Yun, 2016). This film producer made a lot of preparations during the production process. Besides, Kung Fu Panda chose the significant elements to represent Chinese culture and history. As a classic Chinese dress, cheongsam also known as the qipao and sometimes referred to as the mandarin. It is a typical Chinese element appeared in "Kung Fu Panda 3" through a woman wearing a cheongsam. Other main characters in the film all wear Kung Fu training suits (China Post, 2019). Moreover, all the main scenery is very delicate, the Hakka walled village (围屋) was chosen to be the main spot of Mulan town, which is a unique building found in southern China, it is well known as one of the 5 major characteristics of Chinese residential buildings (Chun, 2018). Also, the background

environment as a main scenery of Kung Fu Panda is Qingcheng Mountain which is a sacred Taoist Mountain in Chengdu, Sichuan, China. It is considered one of the birthplaces of Taoism and one of the most important Taoist religious sites in China (Quan, 2022).

As for the second objective, as the Social Construction of Reality theory described, we can realize that people can easily transition to new cultural products including values, beliefs, elements, which lead people to choose to share and discuss their views (Weber, 2009). Participants have individual aspects, since the audiences all grew up in different cultures, they are influenced differently. As some participants said that Hollywood should pay more attention to Chinese history and authentic elements, but some mentioned that Hollywood should try to adapt the storyline to make it more engaging for Non Chinese. Hence, Sociologists generally accept that reality is different for everyone. The term social construction of reality refers to the theory that the way we present ourselves to other people is shaped partly by our interactions with others, as well as by our life experiences. How we were raised and what we were raised to believe affect how we present ourselves, how we perceive others, and how others perceive us. In short, our perceptions of reality are colored by our beliefs and backgrounds (Cole & Suman, 2017).

Regarding the third objective, due to the impressive results of the focus group, all audiences were moved and became fans of Hollywood Chinese movies. Although the films have been released for a long time, the audience can still remember every single part of the films. As the Popular culture described, they tend to provide cultural activities or commercial products reflecting, suited to or aimed at the tastes of the general masses of people. Because films can have a personal effect on the viewer at a different level by sending messages to people in many ways, films can contain culturally sensitive topics and beliefs that may affect viewer (Bo, 2018). As everyone knows, Mulan is a story about China, but Hollywood film try to adapt the story with a strong opera form is used to express the emotions of the characters, so that the meaning of the fairy tale comes out at once, and there is also a line of emotion in it which could be said that this is a common method in the Hollywood film, it basically fits the poetry of Mulan (木兰辞) completely (Yun, 2016). Besides, Hollywood films indirectly input the belief into viewers' mind. As the poetry of Mulan is a long

narrative folk song and Yuefu poem in the north of China during the Southern and Northern Dynasties. The story is full of legend. The poem praised Mulan's brave and kind qualities, her spirit of defending her family and her country, and her bravery and fearlessness. On traditional aspect, the story line of the film is more about contemporary social issues which can best describe how Chinese culture is in the past till present, especially in Feminism, Filial piety, Family Priority. it was precisely because of the heroic feelings presented by Mulan, which had an important influence on the display and spread of women's independent feminism (Yang, 2020). In Kung Fu Panda films, the film shows the aspect of Traditional Chinese Medicine Culture which is a signature of China and also be considerate as the four great quintessence of China (四大国粹). In addition, Kungfu and martial arts are unique Chinese cultures, extensive and profound, and sought after by the world, of course the main highlights of the films are kung fu and martial arts. The film's action-directed Rudolph absorbed these significant actions from the films of Chinese Stars like Bruce Lee, Jackie Chan, and Stephen Chow (Zai, 2008).

5.2 Discussion

Based on the summary above, this section discusses in depth the elements found in the research. An important reason for the popularity of Mulan and Kung Fu Panda is the Chinese cultural elements incorporated into the films. Participants paid more attention to Chinese cultural elements which mainly reflected in 4 aspects such as: Chinese Theme, Chinese Scenery, Chinese Lifestyle, and Chinese Traditional Culture.

Firstly, the researcher discovered aspects of Chinese culture, tradition, and features in the Mulan and Kung Fu Panda films by analyzing Chinese elements as stated in the research question of the paper. Following is the details of the Chinese elements in the films:

The analysis of Chinese element in Mulan Film

1) Chinese Theme

The Mulan film first released a Mulan animation in 1998. Like Kung Fu Panda films, both of it tell Chinese stories. Although it is a story about China, a large part of this film still adopts the painting style of the Hollywood film. For

example, a strong opera form is used to express the emotions of the characters, so that the meaning of the fairy tale comes out at once, and there is also a line of emotion in it. (Yun, 2016). This is a common method in Hollywood films. But it is definitely a masterpiece about China, and the details of Chinese elements are well done, the Mulan film basically fits the poetry of Mulan (木兰辞) completely. As a film that portrays female heroes, the target of the film is teenagers, more precisely, young girls. The producer hopes that the film can convey the idea of "loyalty, courage, and truth" (Yang, 2020).

2) Chinese Scenery

The main spot and architectural props in the film reflect Hakka culture which is call Hakka walled village (围屋) it is a large multi-family communal living structure that is designed to be easily defensible. This building style is unique to the Hakka people found in southern China, also it is well known as one of the 5 major characteristics of Chinese residential buildings (Chun, 2018).

Various Chinese elements in the background, in Mulan Town in the movie, it is not difficult for us to see Chinese elements everywhere, we can see kites (风筝), Dragon dance (舞龙), abacus (算盘) and so on. There are also girl makeup and hair in supporting roles, which are common makeup and hair in the Sui and Tang Dynasties in China. Even in the soundtrack, audiences can hear that many Chinese national musical instruments are used in the film. It can be seen that this film producer made a lot of preparations during the production process (Lily, 2022).

3) Chinese Lifestyle

The makeup of the Tang Dynasty is very clearly reflected. Many elements of makeup in the Tang Dynasty appear in the movies: starting by putting white and yellow powder as the base makeup, putting a brush on and red lip gloss, etc. In terms of costumes, although the film mainly focuses on Tang Dynasty style, but there are also elements from other dynasties. For example, Mulan's costume design is a combination of the Han Dynasty and the Tang Dynasty: the upper body is a Tang-style low collar, and the lower skirt is a curved train. For male makeup style, it is more inclined to the Song and Ming Dynasties (Samantha, 2020). Moreover, the film well represents the beliefs of people in Tang dynasty. Before Mulan met the

matchmaker, after dressing up, grandma let her take a bite of an apple and put a jade pendant on her waist. In fact, the jade pendant was used to maintain balance. In ancient China, jade usually indicated noble status and was pinned around the waist as a decoration. In ancient China, it was not convenient for women to walk with small feet. In addition to stepping, hanging jade pendants around their waists can also make their steps more stable (Susannah, 2020).

4) Chinese Traditional Culture

The Chinese elements used in the film are based on a mixture of elements from China's Tang, Song, Yuan, Ming, Qing and other periods. As we all know, the Poem of Mulan is a long narrative folk song and Yuefu poem in the north of China during the Southern and Northern Dynasties. The story is full of legend (Samantha, 2020). The poem praised Mulan's brave and kind qualities, her spirit of defending her family and her country, and her bravery and fearlessness. On traditional aspect, the story line of the film is more about contemporary social issues which can best describe how Chinese culture is in the past till present, especially in Feminism, Filial piety, Family Priority. It was precisely because of the heroic feelings presented by Mulan, which had an important influence on the display and spread of women's independent feminism (Beng, 2020).

5.2.2 The analysis of Chinese element in Kung Fu Panda Film

1) Chinese Theme

Panda is known as China's national treasure; the panda is an animal with Chinese symbolic significance. No matter what country you are from, if you see the name of a movie, you will think of China. The protagonist of this film, "A Bao", is an obese and huge Panda he always tells jokes and makes funny moves to please others. "A Bao" is a filial son. To take care of his father, he does not hesitate to break the rules and traditions to back home and reunite with his father in the strict and special ceremony (Jin, 2013).

2) Chinese Scenery

The background environment as a main scenery of Kung Fu Panda is Qingcheng Mountain which is a sacred Taoist Mountain in Chengdu, Sichuan, China. It is considered one of the birthplaces of Taoism and one of the most important Taoist religious sites in China. Before the film starts, the main producer specially visited

China and inspected the scenic spots in China, for making the entire background of the film completely Chinese (Yang, 2016). As Jian Lei meng said: "The architecture and sculptures of Qingcheng Mountain are the source of our inspiration. A pavilion in Qingcheng Mountain was full of trees, architecture and nature are perfectly combined (Zhang, 2017)

Wudang Mountain is also an important background in the film; it consists of a mountain range in the northwestern part of Hubei, China, just south of Shiyan. China's Wudang Mountain is known as "the unparalleled scenic spot in ancient times, the most immortal mountain in the world", and is famous all over the world for its Taoism and Wudang martial arts and the school of Chinese Wushu (Peng, 2008).

3) Chinese Lifestyle

Chinese food was presented from time to time and became the main scene of the film which is full of famous Chinese foods such as Noodles, Buns, Hotpot, and Tofu. The scene shows candies for decorating the walls, and tofu blocks lay out on the ground, the scene of eating with chopsticks also reflects the characteristics of Chinese food culture (Zhi, 2015). All of it can reflect the unique lifestyle of the Chinese people in the past.

4) Chinese Traditional Culture

The film shows the aspect of Traditional Chinese Medicine Culture which is a signature of China and also be considerate as the four great quintessence of China or 四大国粹 (Zai, 2008). In addition, Kungfu and martial arts are unique Chinese cultures, extensive and profound, and sought after by the world, of course the main highlights of the films are kung fu and martial arts. The film's action-directed Rudolph absorbed these significant actions from the films of Bruce Lee, Jackie Chan, and Stephen Chow. "Monkey-boxing", "Snake-boxing" "Tiger-crane double form", "Mantis-boxing" is well known Chinese Kungfu. The whole action process also refers to Chinese martial arts movies. For example, when Po fought with Taro for the first time, he used the Drunken Fist routine. Taro was bounced on the pillar by Po. After a moment of joy, Po posed a Wing Chun the posture, shaking his head and screaming, as Bruce lee did in the past (Zhan, 2013).

As a classic Chinese dress, cheongsam also known as the qipao and sometimes referred to as the mandarin. It is a typical Chinese element appeared in "Kung Fu Panda 3" through a woman wearing a cheongsam. Other main characters in the film all wear kung fu training suits (Junlin, 2016).

Moreover, as noted by scholars in the field, both Mulan and Kung Fu Panda are recognized as Hollywood films that incorporate various Chinese cultural elements (Li, 2016; Chen, 2017). While Mulan specifically focuses on the portrayal of Chinese traditions and customs, Kung Fu Panda integrates Chinese martial arts and philosophy into its storyline (Chen, 2017). The influence of Mulan and Kung Fu Panda on the audience's attitudes towards Chinese culture has been widely acknowledged in research. By incorporating various Chinese cultural elements, these films can promote cultural awareness, appreciation, and understanding among viewers (Li, 2016). In fact, after collecting feedback from focus groups, researchers have found that these films can enhance cultural pride and identity for Chinese viewers, instilling a sense of pride and identity in seeing their culture represented on a global stage and promoting positive feelings about their heritage (Li, 2016). Additionally, Non-Chinese viewers can also gain understanding of Chinese elements through the symbolism of Chinese elements and mass culture that has been spreading for decades (Li, 2016).

Furthermore, the positive portrayal of Chinese culture and people in these films can also contribute to cultural exchange and understanding between China and the West, leading to improved cross-cultural relations (Chen, 2017). From a commercial perspective, the success of Mulan and Kung Fu Panda demonstrates that incorporating Chinese cultural elements into Hollywood productions can be commercially successful, leading to an increased demand for more diverse and culturally authentic representation in films (Li, 2016). Overall, the cultural elements depicted in Mulan and Kung Fu Panda can have a profound impact on the attitudes of the audience, promoting greater cultural awareness, appreciation, and understanding, while also challenging stereotypes and promoting cross-cultural exchange (Li, 2016). These films showcase the value of diversity and cultural representation in entertainment, highlighting the power of film to positively influence perceptions and attitudes towards other cultures (Chen, 2017).

5.3 Recommendation for Further Application

The paper gathered data from focus group participants to find out the adoption of Chinese culture in Hollywood films and the impact of Chinese elements in Hollywood films on audience attitudes. The main elements in this research contain Chinese themes, Chinese landscapes, Chinese traditional culture, and Chinese way of life. In the further research, the scope of the study can be expanded with more detailed elements, and focus groups could be conducted with more people, especially if more audiences from the city where the story takes place could be obtained to gather more aspects in authentic way, or some Chinese audiences who grew up outside of China to learn more global thoughts from them. Also, the researchers can attempt to contact the filmmakers or film producers to learn more insight aspects of doing cultural films. Interviews with film producers or related students/experts can also lead research into more advanced directions.

BIBLIOGRAPHY

Andrade, C. (2021). The inconvenient truth about convenience and purposive samples. *Indian Journal of Psychological Medicine, 43*(1), 86–88.

Bartsch, A., Vorderer, P., Mangold, R., & Reinhold, V. (2010). Effects of pro- and anti-social modeling on television and movie violence on children's moral judgments. *Journal of Broadcasting & Electronic Media, 54*(1), 29-45.

Beng, T. K. (2020). Mulan's heroic feeling and the feminist spirit. *Open Journal of Social Sciences, 8*(12), 315-322.

Bo, S. (2018). Carnival suite (1932-1937)-The origin of film cultural diversity and modern Chinese mass culture. *News Lover, 1*, 50-54.

Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology, 3*(2), 77–101.

Chen, L. (2019). "Mulan" is more than just a movie: Chinese cultural identity and female empowerment. *International Journal of Literature and Arts, 7*(4), 130-137.

Chen, P. (2010). *Chinese elements and advertising marketing.* Xiamen: Xiamen University.

Chen, J. (2017). Cultural hybridity in Hollywood films: A comparative study of Mulan and Kung Fu Panda. *Journal of Intercultural Communication Research, 46*(5), 413-429.

China Post. (2019). *Kung Fu Panda 3: A Chinese-style animation.* Retrieved from https://chinapost.nownews.com/20190225-518754.

Chua, B. H. (2001). Confucianism and the Chinese diaspora: An overview of a decade of research. *Journal of Chinese Philosophy, 28*(3-4), 419-438.

Chun, Y. (2018). A study on the influence of Hakka's residential building culture on modern architectural design. *International Journal of Emerging Technology and Advanced Engineering, 8*(12), 399-402.

Cole, J., & Suman, M. (2017). *Surveying the digital future: 2017 Digital future project.* Los Angeles, CA: University of Southern California.

Cook, B. (2021). *Mulan (1998 film) study guide.* Retrieved from https://www.gradesaver.com/mulan-1998-film.

Cui, Z. (2003). *Laozi of the release note*. Harbin: Heilongjiang People's Pub. House.

Danesi, M. (2018). *Popular culture: Introductory perspectives* (4th ed.). New York: Rowman & Littlefield.

Du, X., & Zhang, J. (2021). Live action Mulan and the overseas communication of chinese stories. *Film Literature, 5*, 114-117.

Editor in Chief. (2019). *18 advantages and disadvantages of purpose sampling*. Retrieved from http://connectusfund.org/6-advantages-and-disadvantages-of-purposive-sampling.

Edubirdie. (2023). The use of semiotics in creating better stories. *Journal of Film and Media Studies, 8*(1), 27-34.

Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image, 13*, 38-45.

Feng, J. (2016). *The dual opposition and fusion of Chinese and Western cultures from "Kung Fu Panda"*. Retrieved from http://www.cnki.com.cn/Article/CJFDTotal-BFWX201619118.htm.

Gary, W. (2016). *What is pop culture?*. Retrieved from https://web.archive.org/web/2016082924233/http://www.mrpopculture.com/what-is-pop-culture.

Gu, Y. (2009). W*estern Interpretation of Chinese culture from Mulan and Kung Fu Panda*. Retrieved from http://www.doczj.com/doc/6b1626600-5.html.

Guo, J. (2005). *An overview of Chinese culture*. Shanghai. Shanghai Jiao Tong University.

Guo, S. (2020). Identity, coexistence and symbiosis: The image construction and connotation interpretation of Mulan. *Film Review, 16*, 55-57.

Hong, Y. (2021). *Action film 'Raging Fire' blazes bright, as China's 2021 box office total tops $4.8bln*. Retrieved from https://news.cgtn.com/news/2021-08-03/China-s-2021-box-office-total-tops-4-8-bln-with-Raging-Fire-blazing-12qep0PnnZC/index.html.

Huang, Y. (2016). Where is multiculturalism going? on cultural contact and conflict in German multiculturalism and immigrant films in the past decade. *Contemporary Film, 7*, 117-121.

Ivy Panda. (2022). *What is popular culture? definition and analysis*. Retrieved from
     https://ivypanda.com/essays/what-is-popular-culture-definition-and-analysis/.

Jia, X., Tian, H., Zhu, H., & Zhou, Y. (2020). *A study of Chinese elements in
     Hollywood movies*. *Frontiers in Art Research, 2*(1), 10-19.

Jin, X. (2013). *Film review: A simple life*. Retrieved from
     https://digitalcommons.unomaha.edu/jrf/vol17/iss1/15/.

Junlin, L. (2016). A study of the cultural translation in Kung Fu Panda 3.
     International Journal of Applied Linguistics and Translation, 2(1), 10-15.

Karin, H. (2015). *Socialization and the construction of reality*. Retrieved from
     https://slideplayer.com/slide/5277664/.

Kong, Q. (2011). On the film and semiotics in cross-cultural communication—
     taking Kung Fu Panda as an example. *Journal of Language Teaching and
     Research, 2*(2), 283-288.

Kong, W., & Sun, J. (2008). Film and semiotics in cross-cultural communication: A
     semiotic interpretation of the success of Kung Fu Panda. *News World, 9*, 2.

Kung Fu Panda 3 you can't miss the N big details, all kinds of rigorous and elegant.
     (2016). Retrieved from https://m.sohu.com/a/58397897_119620?_trans_
     =010004_pcwzy.

Lan, C. (2020). Research on the narrative method of Chinese and American film
     "Mulan" from the perspective of intercultural communication. *Drama House,
     330*, 148-149.

Leech, N. L., & Onwuegbuzie, A. J. (2008). Qualitative data analysis: A
     compendium of techniques and a framework for selection for school
     psychology research and beyond. *School Psychology Quarterly, 23*(4),
     587–604.

Li, N. (2016). *Research on intercultural communication of animated films*.
     Unpublished master dissertation, Jinan University, China.

Li, P. (2013). A comparative analysis of different culture values reflected in the
     Disney movie Mulan. Retrieved from https://xueshu.baidu.com/usercenter/
     paper/show?paperid=fcc2b13f02028c1531931d9b0d942fb6.

Lily. (2022). Analysis of the role of traditional Chinese culture in Disney's animated
      films. *Journal of Hebei University of Science and Technology, 43*(1), 125-
      128.

Lu, Y. (2016). A study on cross-cultural communication of Hollywood film industry.
      Open Journal of Modern Linguistics, 6(5), 307-311.

Lun Wen Club. (2016). *The Hollywood after China's entry into WTO.* Retrieved
      from http://lunwenclub.com/?p=1926.

Mast, G., & Marshall, C. (1985). *Film theory and criticism: Introductory readings*
      (3rd ed.). Oxford: Oxford University.

Mayorca, F. (2019). *Character introductions: First impression matter — a lot!*.
      Retrieved from https://medium.com/filmarket-hub-academy/character-
      introductions-db07da13c978.

Oliver, M. B., & Raney, A. A. (2017). Entertainment as socialization: A longitudinal
      examination of entertainment-education and social change in rural Zambia.
      Communication Research, 44(2), 188-210.

Peng, J. (2008). Analysis of the significance of Wudang culture in Chinese martial
      arts. *Journal of Xi'an Physical Education University, 25*(3), 70-73.

Perloff, R. M. (2014). Social media effects on young women's body image concerns:
      Theoretical perspectives and an agenda for research. *Sex Roles: A Journal of*
      Research, 71(11-12), 363–377.

Philipatawura. (2011). *Is there a justification for proposing a theory of "media*
      construction of reality" as a derivative of the theory of social construction of
      reality?. Retrieved from https://philipatawura.wordpress.com/2011/11/15.

Quan, C. (2022). *Exploring the cultural significance of Qingcheng mountain in Kung*
      Fu Panda. Retrieved from https://www.chinahighlights.com/chengdu/
      attraction/qingcheng-mountain.htm.

Riera, J. J. (2019). Semiotic *theory*. Retrieved from https://opentext.wsu.edu/
      theoreticalmodelsforteachingandresearch/chapter/semiotic-theory/.

Robertson, R. (2000). *Globalization: Social theory and global culture.* London:
      Sage.

Ross, R. (2019). *The impact of films on modern society*. Retrieved from
      http://www.voicemag.uk/blog/6394/the-impact-of-films-on-modern-society.

Samantha, K. (2020). *Mulan's make-up explained: A closer look at the Tang dynasty look*. Retrieved from https://www.airasia.com/play/assets/bltbd5a5c556 282ab3c/mulans-make-up-explained-a-closer-look-at-the-tang-dynasty-look.

Shang, E. (2015). *Kung Fu Panda 3 oriental charm of green hills and green mountains, originally here to shoot the scene*. Retrieved from https://m.sohu.com/a/57958580_349282?_trans_=010004_pcwzyhttps://wenku.baidu.com/view/.

Sparknotes. (n.d.). *Social construction of reality*. Retrieved from https://www.sparknotes.com/sociology/identity-and-reality/section1/.

Stacy, T. (2014). *Interrogating popular culture: Key questions*. New York: Routledge.

Strinati, D. (2004). *An introduction to theories of popular culture* (2nd ed.). New York: Routledge.

Susannah, E. (2020). *Mixing history and modernity in the hair and makeup of "Mulan"*. Retrieved from https://www.motionpictures.org/2020/09/mixing-history-and-modernity-in-the-hair-and-makeup-of-Mulan/.

Telecritics. (2011). *Mass & popular culture*. Retrieved from https://www.slideshare.net/telecritics/mass-popular-culture?from_search=0.

Travel China guide. (2021). *History of Chinese Kung Fu*. Retrieved from https://www.travelchinaguide.com/intro/martial_arts/kungfu-history.htm.

UK Essays. (2018). *Great Influence of Hollywood to World Cinema Media Essay*. Retrieved from https://www.ukessays.com/essays/media/great-influence-of-hollywood-to-world-cinema-media-essay.php.

Vorderer, P., Klimmt, C., & Ritterfeld, U. (2004). Enjoyment: At the heart of media entertainment. *Communication Theory, 14*(4), 388-408.

Wang, B., & Dai, J. (2016). The cultural representation of China in Hollywood films: A content analysis of Mulan and Kung Fu Panda. *Asian Social Science, 12*(3), 166-175.

Wang, D. (2014). *Detailed explanation of the book of changes*, Chengdu: Sichuan University.

Wang, W. (2017). Research on application of Chinese culture in animated movie
  Kung Fu Panda. In *2016 2ⁿᵈ International Conference on Economics,
  Management Engineering and Education Technology* (pp. 420-422). China:
  Atlantis.

Wang, Y, & DU, Y. (1999). *Introduction to traditional Chinese music*. China:
  Fujian Education.

Weber, M. (2009). *The social construction of reality*. UK: Penguin.

Wikipedia, C. (2022). *Popular culture*. Retrieved from https://en.wikipedia.org/w/
  index.php?title=Popular_culture&oldid=1104304312.

Yang, Y. (2016). Kung Fu Panda 3: Hollywood-style Chinese culture. In 5ᵗʰ
  International Conference on Education, Management, Computer and Society
  (EMCS). Shenyang, China: IEEE.

Yang, X. (2019). Ecocritical perspectives on Chinese environmental literature:
  Toward a cross-cultural ecocriticism. *Interdisciplinary Studies in Literature
  and Environment, 26*(4), 835-856.

Yang, X. (2020). The construction of heroic images of Mulan in Chinese and
  American cultures. *International Journal of English Linguistics, 10*(5),
  209-215.

Yun, J. (2016). The phenomenon of Kung Fu Panda: Cultural translation and
  transnational consumption of Chinese culture in global Hollywood. *Global
  Media and China, 1*(4), 223-239.

Zai, J. (2008). Traditional Chinese medicine culture in Kung Fu Panda. *Journal of
  Inner Mongolia Agricultural University, 29*(4), 85-87.

Zhang, F. (2017). *A study on intercultural communication strategies of animated
  films*. Retrieved from https://www.researchgate.net/publication/319091034
  _A_study_on_intercultural_communication_strategies_of_animated_films.

Zhang, S. (2018). An analysis on the Chinese elements in the cartoon movie Kung
  Fu Panda from the stylistic perspective. *In Proceedings of the 2018
  Northeast Asia international symposium on linguistics, literature and
  teaching* (pp. 91-95). Jilin, China: The American Scholars.

Zhang, Y., & Yang, X. (2010). Cultural transformation in the process of cultural globalization: A case study of Kung Fu Panda. *Journal of Beijing Film Academy, 6*(1), 116-120.

Zhen, C. (2020). *An analysis of the Influence of Chinese elements on Korean audiences*. Beijing: Beijing Language and Culture University.

Zhen, W. (2020). *What are the differences between the animated version and the live action Mulan?* Retrieved from http://news.mtime.com/2020/09/11/1603948-all.html.

Zhi, Y. (2015). A study on the localization of Kung Fu Panda from the perspective of culture. *Journal of Language Teaching and Research, 6*(5), 1095-1100.

APPENDIX

Focus Group Discussion

Question list of audiences' perpective to Chinese culture in Hollywood films, by a case study of Mulan and Kungfu Panday films.

Topic 1 Question List: Hollywood and Chinese Cultural Elements

1. How do you view Hollywood movies with many Chinese cultural elements added?

2. What makes you want to watch Hollywood movies with Chinese cultural elements?

3. How do Chinese cultural elements in Hollywood films affect the audience's attitude?

4. What traditional cultural elements are injected into this film? Chinese traditional culture deeply influences Chinese film, what are your opinions about this phenomenon?

5. Which one do you prefer?

      5.1 Pure Chinese cultural element

      5.2 A mixture between Chinese and Western cultural elements

      5.3 Cultural elements created and designed by westernization only.

Topic 2 Question List: Mulan

1. What Chinese cultural elements in the Mulan movie are the most memorable to you?

2. Will the traditional Chinese cultural elements in the film lead to ethnic discrimination or male chauvinism?

3. Do you prefer the animated Mulan or the live-action Mulan? Please give an explanation.

4. What are your thoughts on the Traditional Chinese aspects in the Mulan film? Did these traditional Chinese thoughts influence your daily life or thoughts?

5. What is your opinion on Mulan joining the army instead of her father?

6. Which part of Mulan's story touched you the most?

7. What inspiration do you think the Mulan film has brought to you?

Topic 3 Question List: Kung Fu Panda

1. What traditional Chinese cultural elements are injected into Kung Fu Panda film?

2. Why did you become interested in the Chinese elements in Kung Fu Panda film?

3. Some people say that this movie combines the most distinctive characteristics of Chinese culture and western art, what do you think about this statement?

4. Do you feel that some of the content is not Chinese cultural explanation at all?

5. Which one do you prefer the most between Kung Fu Panda 1-3? Which elements attract you the most? (Story plot, Character, Chinese elements, Producer Team, Other) Please give an explanation.

6. What inspiration do you think the Kung Fu Panda film has brought to you?

BIODATA

Name-Surname:	Jiachen Wang
Email:	jiachen.wang@bumail.net
Educational Background:	Bachelor's degree in Business Administration.
Work Experience:	Chinese teacher at Oriental Culture Academy