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Research on the counter-cultural discount effect of cross-cultural variety shows

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Abstract

"The Belt and Road" initiative has brought broad development prospects to the cross-cultural exchanges of variety shows in our country. It has also given the creation of variety shows a higher mission of the times. Under this national strategic background, the cross-cultural exchanges of variety shows can be described as opportunities and challenges coexist.This article uses experimental methods and text analysis methods to study the cross-cultural exchange planning of the variety show "Divas Hit The Road Season V", analyzes its cross-cultural exchange effects and the realistic path for program planning to achieve cross-cultural exchange, and provides constructive suggestions for film and television creation in the context of global communication of the "The Belt and Road" initiative.

Keywords

cross-cultural exchange, intercultural communication, program planning, cultural discount

1.Introduction

2023 is the tenth anniversary of the official proposal to jointly build the "The Belt and Road" initiative. It is the stage when the "The Belt and Road" cooperation has entered the "meticulous painting" stage from "general freehand brushwork", and it is also the stage when "planning drawings" are transformed into "real-life drawings". The filming of "Divas Hit The Road Season V" coincides with the tenth anniversary of the joint construction of the "the Belt and Road" initiative. The Study tour group went to countries along the "The Belt and Road" to see China's "circle of world friends" by way of study tours and experience, to deeply experience the wonderful new life that the "The Belt and Road" initiative has brought to the local area, to promote people-to-people harmony through cultural exchanges, and to deepen exchanges and friendship between the two peoples.Before the program was broadcast, the Chinese people had very little interest in and knowledge of the countries along the "The Belt and Road". Our cross-cultural exchanges with countries along the "The Belt and Road" were mostly one-way cultural output. After the program was broadcast, there was an upsurge of discussion on the "the Belt and Road" co construction of national culture and landscape on the Internet. According to statistics from domestic travel platform Qunar, searches for "Saudi Arabia" increased by 772% month-on-month. While the program spreads Chinese culture, it also presents the unique Arab culture in front of us.,this kind of cross-cultural exchange becomes a two-way emotional exchange. This leads us to think: How do such programs attract users' attention through "program planning" and then achieve cross-cultural exchange?

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2 Literature Review

2.1 Literature Review on intercultural communication of Variety Programs under the "the Belt and Road "Initiative

The proposal of the "The Belt and Road" initiative has had a profound impact on China's cultural exchange and communication. Variety shows have begun to organically combine program content with the "The Belt and Road" initiative, presenting the characteristics of topics with more cultural depth, internationalization in production and participation.

In 2023, domestic scholars Ma Liqiong and Wang Jiangpeng discussed the possibility of variety shows' cultural transmission abroad in the article "The Cultural Transmission of Variety Shows "Going Overseas" under the "The Belt and Road" initiative", and proposed that future variety shows can achieve "Going Overseas" by creating multiple subjects, communication content in localization, building high-quality communication platform and other ways. In 2019, domestic scholar Zhang Hongwei emphasized in the article "The Belt and Road" Initiative and the Intercultural Communication of Variety Shows" that the "The Belt and Road" initiative has put forward higher requirements for intercultural communication,and effective intercultural communication will bring basic dividends and economic benefits. At the same time, it analyzes the innovative paths of intercultural communication of variety shows under the concept of the existence of a big country in China's variety shows. In 2018, domestic scholar Zhou Fang proposed in the article "Research on the "Going Overseas" of Variety Shows under the "The Belt and Road" Strategy" that variety shows will inevitably face the challenge of "going overseas"from space dimension, content production, policy level to cultural depth, communication channels, and reasonable path.

Although these articles studied the existing problems and countermeasures in the intercultural communication of my country's variety shows under the "The Belt and Road" initiative, they did not conduct research and interpretation through specific cases, nor did they propose specific practical methods.

2.2 Literature review on how to achieve cross-cultural exchange through program planning

In 2023, domestic scholar Yu Mo pointed out in the article "Research on the Communication Strategy of the Variety Show "Informal Talks" from the Perspective of Cultural Communication" that cross-media narrative and cultural communication through the Internet and TV platforms have become the new normal in variety show production, and can be used in program planning. The effect of cross-cultural exchange is enhanced through appropriate program section settings, topic discussions that arouse emotional resonance among the audience, good cooperation with guests with different styles, surprising interview and dialogue angles, exquisite and meticulous program production and excellent program content. In 2017, domestic scholars Ya Mingxin and Xiao Tao used "Singer" as a research case in their article "Innovative Strategies for Communication of Variety Shows from a Cross-Cultural Perspective" to analyze and explore the communication innovation strategies of variety shows from a intercultural communication perspective.

Although the above article explains how variety shows can enhance the effect of cross-cultural exchange and achieve intercultural communication through program planning and narrative design, the article mainly

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studies cross-cultural exchange from the one-dimensional output of Chinese culture.

2.3 Literature review on how to reduce cultural discount in cross-cultural exchange through program planning

Domestic scholars Lu Yinan and Qin Zongcai pointed out in their article "Intercultural Communication of Chinese Food Short Videos under "Cultural Discount" " that the construction of multi-modal cross-cultural symbols can promote the elimination of value loss and promote context transformation, and unique narrative strategies such as storytelling and civilian perspectives are used to accurately decode information, opening up new dimensions for the construction of the discourse system of cross-cultural communication of Chinese food short videos. In 2018, scholar Zhang Han pointed out in the article "Research on the 'Cultural Discount' " Issue in the Process of 'The Belt and Road 'Construction and External Targeted Communication of Film and Television Culture" that by paying special attention to the issues of "domestication" and "foreignization" in the translation process of different languages , should scientifically choose the communication channels of works, and should use new media to build word-of-mouth chains as paths and methods to resolve the "cultural discount" problem. In 2016, Li Na proposed in her article "The Phenomenon of Cultural Discount in China's External Communication and Countermeasures" that we should pay attention to the overlapping nature of cultural symbols, cultural affinity, and cultural inclusiveness in Chinese narratives.

Although the above-mentioned articles have proposed corresponding solutions to resolve the cultural discount phenomenon in the overseas dissemination of Chinese film and television works, there are relatively few domestic studies on how to reduce the cultural discount phenomenon through session and narrative design in program planning.

2.4 Raising questions

Therefore, starting from the cross-cultural communication theory and the cultural discount theory, this paper will use the experimental methods and text analysis methods, take "Divas Hit The Road Season V" as the research object, and try to answer the following questions: Dose "Divas Hit The Road Season V" have the effect of cross-cultural exchanges, and affect the audience's cognition of Arab culture and the construction of the "The Belt and Road"? How does "Divas Hit The Road Season V" attract audiences through program planning, achieve cross-cultural communication, and reduce the phenomenon of cultural discount?

3 Method

3.1 Experimental method and in-depth interview method

This article first uses experimental methods and in-depth interviews to study the question: whether "Divas Hit The Road Season V" has the effect of cross-cultural exchanges and whether it affects the audience's cognition of Arab culture and the construction of the "The Belt and Road".

3.1.1 Research hypothesis

H1: Cross-cultural exchange in variety shows can affect the audience's cognition of other countries' cul-

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tures

H2: Compared with one-way intercultural communication, two-way cross-cultural exchange can better affect the audience's cognition

The effect of cross-cultural exchange can be conceptualized into two dimensions: cultural cognitive effect: the audience's memory effect on other countries' cultures; and cultural psychological effect: the audience's attitude and emotional tendency towards other countries' cultures.

It is mainly divided into two parts. In the first part, the experimental method was used. 20 respondents were randomly divided into 2 categories, watched variety shows and filled out questionnaires. The second part uses the interview method to conduct further interviews with the interviewees who have changed their cognition of Arab culture and the "The Belt and Road" construction after watching the variety show to investigate their psychological processes and mechanisms.

3.1.2 Experimental method

Two frames of reference were set up: respondents who "have watched "Divas Hit The Road Season V" before the survey" and respondents who "have not watched "Divas Hit The Road Season V" before the survey".

The first type of respondents first filled in Questionnaire 1 on the cognition of Arab culture and the "The Belt and Road" construction. Then, based on the interview and questionnaire results, some interviewees were asked to watch the variety show and fill in Questionnaire 1 on the cognition of Arab culture and the "The Belt and Road" construction again.

The second type of respondents first filled in Questionnaire 2 on the cognition of Arab culture and the "The Belt and Road" construction, and then filled in Questionnaire 1 on the cognition of Arab culture and the "The Belt and Road" construction after watching variety shows.

Table 1 Questionnaire on the cognition of Arab culture and the "The Belt and Road" construction

Number	Question	Option
1	Which segment of the show left the deepest impression on you regarding cross-cultural exchange?	Autonomous response
2	What impressed you most about the achievements of the "The Belt and Road" construction shown in the show?	Autonomous response
3	Does the cross-cultural exchange between guests and local residents in the show help you better understand the local culture?	Autonomous response
4	What is the coffee shared by guests in Arab homes during the program?	A.Saudi Arabia B.Italy C.Yunnan D.No impression
5	What is the capital of Saudi Arabia?	A.Riyadh B.Jeddah C.AlUla D.No impression
6	What is the number 7 in Arabic script?	A.٧ B.٨ C.٢ D.٣
7	Which of the following are traditional Arab costumes?	A.Najdi Nashl B.Bisht C.The Shemagh D.Both
8	What is your attitude towards traveling to Arab countries?	1 2 3 4 5 6 7 Very interested common Very disgusted
9	What is your impression of Arab culture?	1 2 3 4 5 6 7 Interesting common disgusted

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Table 2 Questionnaire on the cognition of Arab culture and the "The Belt and Road" construction

Number	Question	Option
1	What is the Arab culture in your impression?	Autonomous response
2	Do you have any understanding of the "The Belt and Road" construction? (Please provide an example to illustrate)	A.have B.absence
3	Which of the following are countries along the "The Belt and Road"	A.Saudi Arabia B.Croatia C.Syrian D.I don't know
4	Which of the following Arab cultural characteristics do you have knowledge about?	A.Coffee and tea culture B.Religious customs C.Spice D.Specialty Clothing
5	Do you think Arab people understand Chinese culture?	A.Understanding B.Common C.Not understanding
6	What is your attitude towards traveling to Arab countries?	1 2 3 4 5 6 7 Very interested common Very disgusted
7	What is your impression of Arab culture?	1 2 3 4 5 6 7 Interesting common disgusted

3.1.3 In-depth interview method

Based on the data analysis obtained from the experiment, we conducted further interviews with the respondents who had changed their cognition of Arab culture and the "The Belt and Road" construction after watching the variety show to investigate their psychological processes and mechanisms. The interview questions were in the interview and research. During the process, the researchers tried their best to avoid the four ethical issues and deviant behaviors emphasized by scholar Al-anBryman: first, causing harm to research participants; second, not using informed consent documents or materials; third, violating the privacy of research participants; fourth, deceiving research participants. And if the respondent has any questions or dissatisfaction that he does not want to answer during the interview, he can remain silent or withdraw midway. The respondent's Interview materials that they did not want to be made public were not included and cited in this study.

This study conducted 15-minute semi-structured in-depth interviews with 20 respondents aged 20-40. The interview started in January 2024 and ended in February 2024. The respondents first included college students, teachers and professionals, and secondly, more research samples were collected through social contacts. According to the maximum sampling principle of qualitative research methods, when the 20th interviewee is collected, all interview content is sufficient to answer the research questions, and the sample collection is cut off. The respondents differed in age, region, growth environment, etc., and the degree of homogeneity was low. The interviews were mainly conducted via online WeChat phone calls, and some were conducted through one-to-one face-to-face interviews. The interview results were compiled into verbatim transcripts, with a total of 10,000 words in the interview transcripts. The processing of the interview content was completed by myself.

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Table 3 Basic information of respondents

Number	Gender	Age	Occupation
1	male	20	undergraduate
2	female	20	undergraduate
3	female	21	undergraduate
4	male	22	undergraduate
5	female	23	postgraduate
6	male	24	postgraduate
7	male	25	civil servant
8	male	25	cameraman
9	female	27	director
10	male	28	director
11	male	29	bank staff
12	female	30	accountant
13	female	30	producer
14	male	32	cameraman
15	male	33	reporter
16	female	35	media operations
17	female	36	teacher
18	female	36	teacher
19	male	38	freelancer
20	female	40	full-time wife

3.2 Text analysis method

After analyzing the effect of cross-cultural communication planning of the program by using experimental method and in-depth interview method, this article adopts the research method of text analysis and takes the session planning and narrative planning content in the program as the research object, trying to answer the question: How does “Divas Hit The Road Season V” use program planning to attract audiences, achieve cross-cultural exchange, and what are the feasible ways to reduce cultural discount?

4.Results and Discussion

4.1 Research results

When conducting the experimental method, I found that the although first type of respondents (those who had watched “Divas Hit The Road Season V” before the survey) had relatively vague memories of the specific content of the show, they had a relatively clear understanding of the Arab culture and the “the Belt and Road” construction achievements learned in the cross-cultural exchange of the show. For the second type of respondents (those who had not seen the “Divas Hit The Road Season V” before the survey), their cognition of Arab culture before watching the program mostly stayed in the religious aspect, and they they knew little about the results of China’s joint construction of the “The Belt and Road” initiative and the countries along the route. However, after watching the show, they all learned about the spice, coffee, and clothing culture displayed in the cross-cultural exchanges in the show, and felt the changes brought to the construction of the “The Belt and Road” by the “Mecca- Medina High-SpeedRailway”, “Pelješac Bridge” and so on. As for whether “Divas Hit The Road Season V” has the effect of cross-cultural exchanges and whether it has affected the audience’s cognition of Arab culture and the construction of the“The Belt and Road” initiative, the answers from the respondents supported my thoughts. At the same time, based on the interview results

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and text analysis method, the author explores the feasible ways for program planning to produce good cross-cultural exchange effects.

4.1.1 Visual cross-cultural communication can reduce cultural discount

People obtain information from dynamic visual communication more intuitively and with less effort than from any other form of communication."Divas Hit The Road Season V" visualizes cross-cultural exchange activities and tells gripping cross-cultural exchange stories, which affects the audience's cognition of other countries' cultures.

According to the analysis of experimental and interview results, after watching the cross-cultural exchange content of "Divas Hit The Road Season V", the audience deepened their understanding of Arab culture, and also loosened the audience's xenophobic stereotypes about the Arab. Since the show was broadcast, the audience has been educated on the unique way of writing Arabic numerals, must-know Arabic communication phrases such as "Hello", "Thank you" and "Goodbye", as well as local customs and etiquette such as skirts above the knees and not ringing the doorbell directly, have all provided necessary knowledge popularization for the audience. Arabian clothing culture, spice culture and coffee culture are all presented to the audience in cross-cultural exchange activities. Subsequently, the audience also followed the footsteps of study tour group to AlUla, which has a lush oasis and continuous ancient city, as well as the ancient port city of Jeddah where Zheng He's fleet once stayed, to experience the unique charm of experienced Hegra, Elephant Rock, and the old city of Albarad. While the audience felt the ancient and mysterious Arab culture, they gradually changed their cognition of Arab countries. The cultural exchanges between the people of China and Saudi Arabia became practical. The huge influence of the show not only brought Chinese traditional culture to the world, but also inspired a strong interest in Silk Road culture among audiences at home and abroad.

4.1.2 Two-way cross-cultural exchanges can better help people to closer together

The intercultural communication emphasized in this article refers to the process of the flow, sharing and interaction of various cultural information in time and space. This article emphasizes intercultural communication at the level of human cultural exchange, which mainly refers to the process and influence of communication and interaction between different cultures based on cultural system differences, as well as cultural integration, development and change determined by the intercultural communication process. Intercultural communication is not only an ancient human historical and cultural phenomenon, but also a way of life and important skills for modern people. It is also one of the main driving factors for the development and prosperity of national and world cultures. However, the effect of one-way intercultural communication is far less significant than the two-way cross-cultural exchange on the audience's cognitive impact. Cross-cultural exchange broadly refers to the communication between native speakers and non-native speakers, and also refers to any communication between people with differences in language and cultural background. However, the cross-cultural exchange in this article mainly refers to the communication between ethnic cultures of different countries in the show.

According to the analysis of the experimental and interview results, taking the show pilot film and the 2nd and 11th issues as reference objects, during the interview process, most of the respondents deemed that the cross-cultural exchange between the guests and Nourah about Arab culture in the 2nd issue, and the

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cross-cultural exchange between the guests and Grandma Unnur about Chinese culture in the 11th issue are better than the guests in the pilot film learning relevant knowledge at the Saudi Arabian Embassy, which allows the audience to understand Arab culture, experience Arab traditional customs with the guests, and feel the convenience and well-being of the "the Belt and Road" construction and the "the Belt and Road" project for local people's lives.In addition, in Croatia, the traditional dance of Xinjiang ethnic minorities performed by Dilraba in traditional Uighur costumes aroused heated discussion among netizens at home and abroad. Not only was it hotly searched on domestic social media, but China Xinjiang also posted this dance video on its official Twitter account with the caption: "Dilraba dances Xinjiang dance, conveying the charm of ethnic culture through rotating dance steps." Immediately afterwards , the official Twitter accounts of the Chinese Embassy in Croatia and other major Chinese embassies abroad have forwarded this post to help spread the cultural treasures of China's Xinjiang. Foreign Ministry spokesperson Wang Wenbin also posted on Facebook, "Dilraba, wearing Xinjiang costumes and dancing Xinjiang dance, shines brightly!" Overseas netizens praised the beauty and elegance of China's national dances and the exquisiteness of Chinese traditional costumes. Many people left messages: "I feel the charm of Chinese national culture."

"Divas Hit The Road Season V", as a carrier of intercultural communication, shows the charm of the world's diverse cultures and promotes cross-cultural exchanges and integration. Its successful experience provides valuable reference and inspiration for the development of future variety shows in intercultural communication.

4.2 Cross-cultural exchange planning and mechanism: innovation in session setting and transformation of narrative discourse

4.2.1 Session planning: novel model that meets the needs of network natives

The target audience of "Divas Hit The Road Season V" is the youth group, and most of the youth groups belong to the Internet natives and have higher requirements for the content and mode of the program. "Divas Hit The Road Season V" insists on "content is king", strengthens form innovation, and focuses on mobile communication and youthful expression. It is mainly reflected in the subject participation of the content and the communication mode of the show.

In terms of subject participation in the content, personal experience highlights reality. The show changes the theme and model of previous variety shows and adopts a new model that combines "feeling and participation". Through the "required study tour course", guests went to key cooperation projects in Saudi Arabia, Croatia, and Iceland, and truly experienced changes brought to the joint construction of the "The Belt and Road" countries by the "Mecca- Medina High-SpeedRailway", "Pelješac Bridge" and "Riyadh Logistics Transshipment Center". Through the "Study Tour Elective Course", study tour group needs to independently arrange their daily itinerary during the study tour. During the trip, they can appreciate the magnificent scenery and diverse humanities of the countries jointly building the "The Belt and Road", and have an in-depth experience of the local customs. This new model gives the audience an immersive sense of participation. They can enjoy the beautiful scenery on the journey with study tour group, experience the achievements of the "The Belt and Road" construction, and participate in the cross-cultural exchanges between the guests and local residents.

In terms of show communication mode, media cooperation each shows its advantages. This season, study

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tour group integrates the power of various media from publicity to broadcast to promote show promotion. First, after the trailer is broadcast, the Douyin platform is used to promote the show guests. After the show is broadcast, netizens' re-create interesting clips in the show to attract more attention. During the study tour, seven guests shared photos of the study tour on Xiaohongshu and Weibo, and actively interacted with fans, further enhancing the audience's sense of participation.

4.2.2 Narrative planning: discourse changes, mainstream values soften and penetrate

Cutting into the micro-narrative of public discourse from a niche perspective is conducive to resonance and identification with the audience. Micro-narrative is a narrative method that pays attention to details and description of individual characters. It sees the big from the small, reflects the overall situation through the description of individual characters and events, and makes the description more three-dimensional and vivid. Its purpose is to show the audience the real occurrence of events and characters.

"Divas Hit The Road Season V" uses the pyrotechnic perspective of people's livelihood, the public perspective and the micro perspective to break down the huge theme of "The Belt and Road" into pieces of the details of life that are easy for the audience to perceive, understand and resonate with, which paints a vivid profile of the Silk Road spirit. In the first issue, study tour group got acquainted with Saudis who have a close relationship with China in Riyadh - a Saudi student who had studied in Wuhan, his unforgettable study abroad life made him regard China as his "second hometown"; there were local residents who liked to buy Chinese goods online, from mobile fans to sweeping robots to cars, all of which were "made in China"; there was also a Chinese son-in-law who had a transnational marriage, and he invited study tour group to his home, serving a pot of Yunnan coffee in a home full of exotic customs made people marvel at the beauty of cross-cultural exchanges.In the second issue, study tour group visited the home of Nourah, the founder of a local website. She took everyone to understand the culture of Saudi Arabia and taste local specialties. She also expressed her family's love for China and talked about her many connections with China. Study tour group communicated with her face to face about Chinese culture and gave her tea, paper-cutting, embroidery and other gifts. In a friendly atmosphere, study tour group and Nourah learned Chinese and Arabic from each other and wrote bilingual "love" and "peace". At the end of this issue, Nourah said to study tour group: "I hope you will remember this night and have a lot of fun with you." It aroused strong emotional resonance from the audience.

Other narratives can effectively reduce the phenomenon of cultural discount. From the perspective of empathic communication, the theory of "other shaping" can be used to spread the "Otherization communication" of China's national image and Chinese culture through the perspective of foreigners. Through the neutral stance of the "other", it can better gain the understanding and acceptance of foreign audiences, thereby generating positive and positive communication effects.

In the 11th issue of "Divas Hit The Road Season V", study tour group visited the Unnur Chinese Museum during a trip to Iceland. During the exchange with Grandma Unnur, from her perspective, she told her travel experience in Xi'an, Xizang, Beijing, Guilin, and introduced the Chinese collections she collected. In addition, Grandma Unnur likes Tang poetry very much, she believes that Chinese poetry is very similar to Icelandic poetry, just like her collection of Wang Wei's "Farewell"- "But don't ask again, when the white clouds are endless", which is concise but very rhythmic. At the same time, during the gift-giving process,

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the guests introduced their gifts to Grandma Unnur, such as clay figures, suonas, silk scarves and so on, which also spread Chinese traditional culture. The show makes good use of the "Otherization communication" theory, uses foreigners' perspectives to spread China's excellent traditional culture, tells Chinese stories well, and effectively reduces cultural discount.

5.Conclusion

"Divas Hit The Road Season V" uses a method that is in line with the preferences of today's young people to conduct cross-cultural exchanges and export the core of Chinese spiritual culture, showing a credible, lovely and respectable image of China. It has been praised and recommended by the spokesperson of the Ministry of Foreign Affairs and many Overseas media attention and reports have become a national comprehensive model under the theme of "The Belt and Road". Refreshing the official popularity data of variety shows launched in 2023 on platforms such as Weibo and Xiaohongshu, the social responsibility value, traffic value, and brand empowerment value have been affirmed, becoming a phenomenon-level popular variety show in 2023, detonating nearly 100.5 billion traffic exposures across the entire network. At the same time, it has attracted much attention from overseas audiences, and the international version of YouTube and Mango TV has been played more than 60 million times. Users praised the show's cultural output value and sincere healing atmosphere, earning a reputation of 99.2 and a Douban score of 9.0. At the same time, the show uses cultural overseas to enhance the image value of cooperative brands, and full-scenario marketing helps brand exposure, word-of-mouth, and consumer group structure to be fully upgraded.

It can be seen that cultural and tourism variety shows based on cross-cultural exchanges have their own social issues and have strong vitality. As an important carrier of the global communication of the "The Belt and Road" initiative, film and television works are playing an increasingly important role. The popularity of "Divas Hit The Road Season V" proves that its show's cross-cultural exchange planning has reference and learning significance for the creation and global dissemination of film and television works under the "The Belt and Road" initiative.

From the perspective of communication subjects, the main body of global communication of the "The Belt and Road" Initiative is still the young and middle-aged group. This group is mostly composed of Internet natives and Internet immigrants. Due to their strong media dependence, this group often has more requirements for the use of media. Only high-quality content can attract their attention and achieve communication effects. In the era of all media, we must tell the story of the joint construction of the "The Belt and Road" and promote the polyphonic communication of multiple subjects.

From the perspective of communication content, the primary task of current film and television works in response to the "The Belt and Road" initiative is to closely follow the spirit of the Silk Road and explore more detailed and valuable themes. In view of the younger generation of communication groups, communication content should change the way of grand narrative and turn to telling individual small stories well. Only countless wonderful small stories can make the big story of the country shine more brightly. It is advisable for them to pay attention to the cultural adaptation of communication content, reduce cultural gaps and misunderstandings, and improve cultural acceptance.

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From the perspective of communication channels, in the era of web3.0, the communication environment has undergone profound changes, communication media are also undergoing transformation, and mobile media has become a new communication technology tool and communication platform. Mobile social media has become a media relied upon for intercultural communication due to its mobility and interactivity. Technological advancements have made audiences increasingly pursue rich forms of expression such as VR, audio, video, graphics and text, and mobile social media is meeting these needs. In cross-cultural exchanges and communication, it is necessary to promote the coordinated communication of mainstream media, platform media, self-media and other all-media communication systems, and use the "Internet +" model to further broaden national image construction and cultural communication paths.

From the perspective of communication effects, it is necessary to tailor tailoring to achieve precise communication, pay attention to cross-cultural exchanges in the creation process of film and television works, adhere to regional and localized production methods, rely on big data technology to Analyze the characteristics, hobbies, and information needs of audiences in different regions. The accurate information content can be segmented, differentiated and personalized recommended to different audiences in different countries, and the "The Belt and Road" cultural elements, symbols and information can be transmitted to audiences in various countries, which will help to better express the voice of China.

Film and television works are not only a platform for China's image to be displayed in countries co-building the "The Belt and Road", but also an intermediary for cultural exchanges and cooperation among people around the world. Only by comprehensively considering factors such as content, audience, and media can make film and television works show greater value in the future construction of the "The Belt and Road" initiative. Domestically, film and television works focus on telling the youth stories of the "The Belt and Road" construction, breaking the public's stereotypes about Silk Road knowledge, and promoting the spread of mainstream values; internationally, they focus on telling the Chinese story of the "The Belt and Road" construction and strengthening the emotional identity and value identity of global audience.

6.Summary of shortcomings

In this study, there were no targeted interviews and surveys with foreign audiences, and no understanding of the show's cross-cultural exchange effects abroad. It only analyzed and summarized experimental interviews with domestic audiences. In the future, I can continue to extend the audience survey to foreign countries to more comprehensively analyze the impact of cross-cultural exchange planning of variety shows under the "The Belt and Road" initiative. In addition, in this study, only one variety show "Divas Hit The Road Season V" was selected, and there was no horizontal comparison of cross-cultural exchange planning research on other variety shows. At the same time, it only focused on the program planning and cross-cultural exchange planning in"Divas Hit The Road Season V"under the "The Belt and Road" initiative, with less analysis from the perspectives of brand marketing and communication models. In future research, the reasons for the popularity of this show will be analyzed from multiple perspectives.

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