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Research on the Effect of Chinese and Western Cultural Integration of Mobile Games from the Perspective of Trans-cultural Communication

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Abstract:
In recent years, Chinese mobile games have gained widespread popularity overseas. This article, from the perspective of trans-cultural communication, takes the domestic and international versions of "Honor of Kings" as samples and employs a comparative content analysis method to explore the integration effect of Chinese mobile games with Western culture. Through skillful localization adjustments and the integration of cultural elements, "Honor of Kings" has not only enriched the game content and experience but also effectively contributed to cultural exchange, cultural integration, and cultural inheritance. This successful model not only provides a useful reference for the international development of Chinese mobile games but also contributes positively to the mutual learning and integration of Chinese and Western cultures.

Keywords:
Trans-cultural Communication, Chinese Mobile Games, Cultural Integration, Honor of Kings

1 Introduction

With the rapid development of science and technology, mobile games have become an indispensable part of modern society, its impact is not only reflected in the level of entertainment, more deeply infiltrated into the cultural, social and even economic fields. Especially in the context of globalization, mobile games and the integration of Western culture is becoming more and more significant. At present, as a new type of cultural media, mobile tourism plays an important role in the spread of Chinese and Western culture. We observe, compared to China's mainstream media, such as Huawei, mobile games are more easily accepted by foreigners. We are curious about the effect of the integration of Chinese and Western cultures in mobile games.

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2 Literature Review

2.1 Literature Review on the Integration of Chinese and Western Cultures

There are many researches on cultural fusion at home and abroad. Dou Li, a domestic scholar, has made a detailed study on the differences and integration between Chinese and western cultures of tea and coffee in our country from the aspect of life, to explore the inheritance and innovation of traditional beverage culture in modern society. Li Mo, on the other hand, has made a more detailed study of the integration of Chinese and Western cultures in our country's sculpture from the artistic aspect, holding that under the background of cultural integration, the cultural exchange and interaction between Chinese and western sculpture art should be strengthened, it is the key to promote the development of contemporary sculpture art. It is necessary to constantly integrate the essence of culture so that the sculpture art will bring forth the vitality of the times. Lu Xiaoling has studied the collision and fusion of Chinese and Western cultures in our country's film industry from the aspect of film and television, and believes that China's film industry is developing at a high speed and needs to merge artistic, ideological and commercial features, show the human nature and cultural connotation, at the same time in the global context to achieve the collision and integration of Chinese and western culture, to highlight the beauty of culture.

However, although these studies from the Arts, life, film and television studies, but in the mobile tourism integration less.

2.2 Literature Review of Trans-cultural Communication

In 2018, Shianbin put forward trans-cultural communication, which has been paid great attention by scholars at home and abroad, and achieved more research results.

In 2024, domestic scholars Shi and Liang combined the phenomenon of the characteristic romantic short plays becoming popular abroad with the theory of cultural transformation communication, and put forward the theory and practice exploration of “The number of wisdom and the number of Chinese current” in the field of cultural transformation communication. In 2023, Wu combined the phenomenon of our country's original TV variety show “Our song” successfully exported overseas with the theory of culture-changing communication, he made an analysis of the breaking point of “Going to sea” in reality TV variety shows from the perspective of trans-cultural communication. Wang Pingyang, a domestic scholar, put forward a study on the strategy of “Going to sea” of Chinese film and television works from the perspective of trans-cultural communication.

However, although there are many research angles of trans-culture, there are few studies on the integration of Chinese and Western cultures from the perspective of mobile games, therefore, it is difficult to answer the questions about the effect of the integration of Chinese and Western culture of mobile tourism in the perspective of trans-cultural communication.

2.3 Questions Raised

The paper will try to answer the following questions from the perspective of trans-cultural communication theory: what is the effect of the integration of Chinese mobile tourism and Western culture?

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3 Research Object and Research Method

3.1 Taking Samples

The subjects of this study were Chinese mobile tourists who had been“Out to sea”. First, a representative sample of these mobile games was taken. In the content of the game, the samples were mixed with elements of Chinese traditional culture and western culture, and whether the combat mechanism, upgrade system and social interaction in the game reflected the integration of Chinese and Western culture, and how these mechanisms affect the overall communication effect of the game. At the same time, we also need to consider the impact of the sample at home and abroad, the response of the players to the cultural integration of the game and the degree of acceptance.

3.2 Object of Study

The selection of samples is a crucial link in the study of the Western cultural integration effect of Chinese mobile tourism in the perspective of trans-cultural communication. In this study, we chose *Honor of Kings*, a mobile game, as the object of analysis, because it meets our research needs in key dimensions such as game hero costumes, game hero stories, and so on, and it has a significant representation in the Chinese and global mobile game market.

3.2.1 Market Influence and Representativeness

In August 2022, Tencent's *Honor of Kings* grossed more than $222 million in the Global App Store and Google Play, making it the top-selling mobile game in the world, according to data from the Sensor Tower Store. The wide market reach of *Honor of Kings* makes it an ideal model for studying how Chinese mobile games blend Western cultures. Through the analysis of the domestic version and the foreign version of the game, we can more fully understand the status quo of China's mobile games in trans-cultural diffusion, challenges and opportunities.

3.2.2 the Richness of Cultural Fusion Elements

“*Honor of Kings*” in the game content design shows the deep integration of Western culture, forming a unique style of cultural integration. Taking Diaochan's“Christmas love song” skin as an example, this design combines the traditional western holiday element-christmas with the eastern historical figure Diaochan. Through the Red Christmas hat and clothes, Christmas tree, Christmas gifts and other elements, showing a blend of eastern and western culture of the aesthetic. This rich cultural fusion provides us with sufficient research materials, which enables us to analyze the concrete practices and effects of Chinese mobile games in trans-cultural diffusion.

3.3 Study Methodology

We choose the content analysis of the comparative analysis method as the main research method when we study the western culture blending effect of the King of Glory. This approach allows us to systematically and deeply explore the similarities and differences between the two games in trans-cultural diffusion, such as the characters, the costumes, and the story of the characters, by comparing the differences between the two

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games, to evaluate the integration of western cultural elements.

First of all, the game character image is compared and analyzed. Focus on the different versions of the hero's appearance features, personality settings, and other aspects, especially those with obvious western cultural characteristics of the role. By comparing the role images of domestic and foreign versions, we can observe the application and presentation of Western cultural elements in role design, and evaluate its acceptance and influence in trans-cultural diffusion.

Secondly, making a comparative analysis of game character stories. Story is an important means to reveal the background, character and destiny of the characters in games. Focus on different versions of the story of the role of the plot, theme, character relations, and so on, especially those into Western literary elements and cultural traditions of the story. By comparing the domestic and foreign versions of the story line, this paper analyzes the western cultural elements in the story creation in the way and effect of integration, as well as the integration of the game's overall cultural connotation of the enrichment and promotion.

Finally, the clothing of the game characters are compared and analyzed. Clothing is an important element to reveal the identity, status and cultural background of game characters. Focus on different versions of the role of clothing style, design style, color and so on, especially those into the western and Chinese fashion elements and cultural symbols of clothing. Through the comparison of domestic and foreign versions of clothing design, as well as different skin series reflected by the theme, and theme elements, as well as the international version of the Chinese elements and the integration of Western elements. The degree and effect of the integration of Western culture are analyzed.

Table 1 King of Glory Hero Race Code list

Race	Domestic edition	International
God/Superman	2	1
Spawn/Ferris	10	2
Humans	85	66
Clergy/law enforcement	5	3
Half Demon	8	6
Bioroids	5	4
Elves	1	1
Mermaids	1	1
Unknown	1	2
Dragons	1	

Table 2 Honor of Kings skin Coding

Country	Quantity
China	607
Overseas	223

4 Comparative Analysis of Game Hero Modeling

"*Honor of Kings*" is deeply rooted in Chinese traditional culture, and its heroes are often drawn from historical allusions, myths and legends, such as Zhuang Zhou, Diau Chan, Sun Wukong, etc., their images, skills

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and backstories are full of strong Chinese characteristics. At the same time, there are also stories based on foreign heroes, such as: Arthur, Athena, Marco Polo, Charlotte and so on.

King's glory focuses on a global perspective. The characters not only include historical figures and myths from around the world, but also incorporate modern elements such as science fiction and magic, it makes the heroes more diverse. You can see the heroes from different cultural backgrounds, they have their own unique skills and positioning for the game to add more interesting and strategic. As of May 11, 2024, there are 119 heroes in the domestic version and 86 in the international version. However, the international version had fewer heroes than the domestic version, but it also had two more foreign heroes than the domestic version, which made the game more native and integrated Western culture.

Take Xiao Qiao. In the domestic version, Qiao is often referred to as a“Big head doll” because of the head-to-body ratio, especially in previous versions. The appearance of the doll is usually cute and in line with the girl's design. Her skin, hair and clothes all reflect this cute style. Due to the image of Little Joe, and Zhou Yu's CP combination is often ridiculed by players as “Old cows eat young grass”. The international version of Joe in the appearance of the model has been adjusted to adapt to different regional aesthetic and cultural differences. International clothing small Joe model after the extension of the proportion and national clothing is different, head and body proportion more coordinated. This change brings her image closer to that of a mature woman than she was before. While keeping the cuteness in the image, it adds more maturity and sophistication. As Joe's modeling body changes, her image matures and becomes more visually attuned to Zhou Yu's CP composition.

The approach increases the global appeal of the game. By blending different cultural elements and taking into account the aesthetic differences of different regions, *Honor of Kings* has a stronger global appeal. This helps to attract more players from different cultural backgrounds to participate in the game, increasing the international visibility and influence of the game. At the same time, it also promotes cultural communication and understanding. The heroes in the game not only represent their own cultural background, but also promote the communication and understanding between different cultures through the game platform. While players enjoy the game, they can also understand and appreciate the charm of different cultures.

5 Comparative Analysis of Game Hero Stories

As a popular multiplayer online battle arena game, the domestic and international versions of “*Honor of Kings*” show their unique charm and differences in the design of the game's character storyline.

The game is set in the future when Earth will be destroyed and humans will escape to a new planet in a “Space Ark”. The gods create new humans based on human genes and co-exist with indigenous demons. These heroes experience Campbell's “Hero's journey”, from the ordinary start, brave the unknown challenges, achieve self-transformation, and defeat the legendary power. eventually, they become the heroes of the new planet, leading the group to a better future. King of Glory's narration of the background stories of these heroes not only added more cultural details and depth to the game, but also allowed players to enjoy the game while at the same time, at the same time, players were able to think and understand the meaning and value of life. This narrative structure not only meets people's aesthetic needs, but also reflects the game makers' deep

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understanding of game culture and story creation.

However, in the process of comparing the international version and the domestic version of"*Honor of Kings*", we find that the role of its heroes has changed. In the domestic and international versions of "*Honor of Kings*", a character's race, faction, and occupation are all important parts of his identity. There are significant differences in the racial settings between the two versions, reflecting the influence of different cultural backgrounds and story structures.

In the domestic version of the game, the main race based on Chinese myths and legends, including gods, Spawn, human, clergy, man-demon hybrid, artificial man, etc. . Protoss as super-intelligence, from the destruction of the blue planet, they use the power of technology to become the kings of the continent"God", and created a hybrid demon species. The spawn is a monster cultivated by animals in nature, while the human race is a race created by God and brought to the land of kings. Clergy is after the selection of God, the transformation of the human, and the human-demon hybrid is the human and hybrid offspring of the spawn of the Devil. Humanoids represented mechs and puppets made by humans. For example, in ancient Chinese mythology, Pangu and Nuwa explain god, so in the "King of Glory" set, the two heroes belong to the race of gods.

In the international version of the game, the race setting is more biased towards western myths and legends. There are gods, demigods, humans, elves, monsters, Degenerates, creatures of darkness and other races in the game. Gods and Demigods lived in the temple of light. Humans built their kingdoms. Elves lived in the Forest of Shadows. Monsters were created by natural phenomena. Dark Creatures lived in the abyss of darkness. This version of the racial division and habitat, habitat closely linked, reflecting the western mythology of the gods, people, Elves, monsters and other races of traditional settings. At the same time, this version also introduced the degenerates and the dark creatures and other new racial settings, further enriched the game's story background and world view.

In the domestic version of "Glory of the King", the story of the Monkey King is more based on his classic deeds in"Journey to the west", such as his being suppressed at the foot of the flower and fruit mountain and rescued by the Tang monk, in the "*Honor of Kings*" is also reflected in the original, the game set he was imprisoned at the foot of the mountain, the monks rescued. At the same time, the Monkey King in journey to the west leaves in anger because he is not satisfied with the contempt and bondage of the heaven. After being recruited again, he was named the "Master of Heaven" and managed the flat peach garden. However, his crimes, such as Stealing Peaches and Elixir Pills, aroused the wrath of heaven. The story of a fierce battle with the Gods of Heaven was adapted into the Monkey King's uprising for liberation and freedom. The international version of the Monkey King story incorporates elements from western myths or epics. In the international version, the demon spawn is called Ferraris. In the story, Ferraris is tricked by Superman into becoming a human slave, and the Monkey King fights him because he realizes he's been duped. By comparing the two, we can see that the domestic version focuses more on the Monkey King's growth, challenges to authority and the road to redemption, while the international version focuses more on the themes of freedom, resistance and heroism. In the international version, the Superman mentioned is the domestic version of God, Superman as a common hero image in western culture, representing authority and power. In the international version, Superman becomes the ruler or authority representative of mankind, and the Monkey King formed the opposition. It incorporates more Western culture and epic elements, making the story more international and diverse. This

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adaptation not only enriches the content of the game, but also promotes communication and integration between different cultures.

6 The Game Character Clothing Comparison Analysis

There are some obvious differences and similarities between the international edition and the domestic edition of "*Honor of Kings*" in fashion design. Both designs retain traditional Chinese elements, but there are some differences in the details of the costumes.

The characters in the game, such as Sun Wukong, Liu Bei, Guan Yu, Zhang Fei, Di Renjie and Wu Zetian, are all famous figures in Chinese history. The introduction of these characters not only adds a rich historical connotation to the game, but also allows players to feel the charm of Chinese traditional culture in the process of playing.

In the character clothing design, both can see the shadow of traditional Chinese clothing, such as Hanfu, armor, robes and so on. For characters based on historical figures or mythologies, both versions attempt to recreate historical or mythological images in the costume.For example, the costumes of characters such as Sun Wukong and Guan Yu embody the characteristics of their original works. The appearance of Guan Yu is reconstructed as a 3D warrior wearing green armor, carrying a Green Dragon Crescent Blade, and riding a red and brown rabbit horse. while the international version of King of Glory models the characters, the original skin is different from the domestic version, and its aesthetic is more in line with the western aesthetic, but still retains traditional Chinese elements. Some characters of the international version of the clothing design to retain the Han, armor, robes and other traditional Chinese clothing characteristics, but in the details and materials were adjusted. In the role of clothing design, added some Western cultural elements, such as Knight armor, wizard robes, etc. , to attract the interest of western players. These elements were combined with traditional Chinese elements to form a unique visual style. By retaining the traditional Chinese elements and adding western cultural elements, the international version of King Glory achieved the integration of Chinese and Western cultures in costume design, which not only retained the eastern charm of the game, but also increased the international color of the game.

In terms of design style, the domestic version of "*Honor of Kings*" in clothing design may pay more attention to detail and gorgeous sense, and strive to bring shock to the player visually. The international version of "*Honor of Kings*" in the clothing design may be more simple and international to meet the aesthetic needs of global players.

In terms of cultural integration, as the international version is oriented to the global market, its clothing design will take into account the cultural elements of other countries and regions while integrating traditional Chinese elements, in order to attract more players. The domestic version focuses more on the presentation and inheritance of Chinese traditional culture.

"*Honor of Kings*" in addition to the role of the original skin, but also launched a lot of skin series, such as: annual skin, 520 limited skin, May 5 friend's day, skin and so on. These skins, because the two versions of the game in the operational strategy and market environment there are differences, so their clothing update speed

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may also be different. The domestic version will introduce new skins and costumes more frequently to meet the needs of players, while the international version may pay more attention to the balance and stability of the game itself, and may be more cautious about introducing new skins and costumes.

The international edition of "*Honor of Kings*" needs to adapt to the cultural background and aesthetic habits of different countries and regions. Therefore, when introducing new skin and clothing, we need to consider the aesthetic and preferences of Western players to ensure that the new skin or clothing in line with their cultural habits. This adaptation process requires caution, as there may be differences in cultural backgrounds and aesthetic practices between countries and regions that, if not taken into account, may lead to a decrease in the acceptance of new skin or clothing. And careful consideration of the cultural background and aesthetic habits of different countries and regions, the introduction of new skin and clothing in line with the aesthetic and preferences of Western players can enhance their satisfaction and loyalty to the game, it can better meet the needs of different players and make the game more international.

Domestic version of the skin and theme more in line with the domestic aesthetic. For example years skin , the theme is our new year limited skin, the skin series will only be launched in the domestic spring festival period. At the same time, it is more in line with the Chinese aesthetic, but also in line with the theme of the Chinese zodiac year. For example, Sun Shangxiang's design is unique in the 2024 year of the Dragon Skin. This skin retains Sun Shangxiang's classic double ponytail and weapon features while carrying out an innovative transformation. The two ponytails combine the elements of colorful auspicious clouds and night clouds to bring out the unique charm of the year of the dragon. The weapon is cleverly designed as a variable dragon shape that changes as the skill is released. Overall color to "Evening mountain purple" -based, with the stars, colorful auspicious clouds and purple stars and other decorations, showing a noble and aesthetic style. Domestic Sun Shangxiang skin up to 10, while the international version of only 6, which does not include this limited skin dragon. International version of the skin in the design of more bias towards foreign aesthetic, including the cannon daughter, fruit sweetheart and so on six. Among them, the killer is not too cold. This skin is more representative of Western culture. The source of this skin is from a western movie, "The killer is not too cold." "Killer is not too cold" skin in the design of the use of cool colors and dark style, for Sun Shangxiang created a cold killer image. The skin is mainly black and purple, with metallic decoration and details, making Sun Shangxiang look more mysterious and dangerous. At the same time, the shape of the skin is full of a sense of the future, such as unique hairstyle, tight combat clothing and huge weapons, are impressive.

Through the comparison can be seen, "King of Glory" in the skin design to take a different market strategy. The domestic version meets the needs of domestic players by incorporating elements of traditional Chinese culture, while the international version focuses more on adapting to western aesthetic and market needs, and the skin design meets the individual needs of different players, international players can feel the unique western aesthetic style. The skin design is in line with Western players' preferences and cultural background. This design allows the international version of King's glory to better integrate into the local market, attracting more Western players.

7 Conclusion

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This study tries to answer the question: What is the effect of the integration of Chinese mobile games and Western culture by means of comparative analysis.

The research finds that Chinese mobile games have a significant effect on the integration with the west. The integration of Chinese mobile games and western culture enriches the cultural connotation of games, promotes the global influence of Chinese mobile games, and promotes the modern inheritance and innovation of traditional culture.

7.1 Game Character Design Promotes Cultural Exchange

The King of Glory in the game character image design will be the integration of western and Chinese cultural elements, especially in the international clothing has a significant western characteristics of the role. In the domestic clothing, "King of Glory" hero shape design is full of distinct Chinese elements. The choice of the hero is first from the Chinese history and Chinese mythology-related characters to choose. Famous generals from the Three Kingdoms, such as Guan Yu and Zhang Fei, as well as ancient beauties such as Diao Chan and Wang Zhaojun, were selected. And its hero modeling, the style is changeable, not only fully embodies the Chinese elements, but also into the modern elements. Such as science fiction, magic, and so on, making the hero characters more diverse. In the appearance of the hero features, fully reflects the Chinese appearance characteristics. The international edition of "*Honor of Kings*" has made some obvious changes in hero modeling. First of all, the appearance features become more in line with those of Westerners, with three-dimensional features and strong lines, and the temperament is also more compatible with Westerners.

This change will help to attract more Western players and make them feel at home and familiar in the game. The presence of these characters gives players a window into Chinese culture. Through the game, players can more directly feel the charm of Chinese culture, such as Chinese history, literature, art and so on. These changes not only enhance the international color of the game, but also enhance its appeal and visibility among global players, providing a platform for the exchange of Chinese and Western cultures.

7.2 Cultural Communication in Game Hero Story Writing

From the hero story, "King of Glory" into a large number of cultural background and creativity, these stories enrich the game's world view. In the domestic edition of "*Honor of Kings*", these heroic stories are full of strong elements of Chinese culture. Most of the stories are based on Chinese history, myths and legends. Introduced the concepts of God, clergyman, demonic as races, and these professions were also taken from Chinese history. In the international version, the hero's story is more global, blending more Western culture and elements. While some of the heroes' stories are similar to those of the Chinese uniforms, there may be some adjustments in the details and presentation to suit the cultural background and aesthetic habits of global players. At the same time, international clothing has also added some new hero characters, the story of these characters may be more inclined to western myths, legends or modern science fiction theme.

Through the presentation of the game hero story, players from different cultural backgrounds can find common cultural resonance. This helps promote understanding and friendship among players from different countries and regions, and promotes global cultural exchange and integration. Moreover, many heroic stories in "*Honor of Kings*" are directly drawn from Chinese history, myths and legends, such as Monkey King, Guan

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Yu, Diaochan, etc. . These stories have been widely disseminated through the game's global platform, allowing global players to intuitively understand the charm of Chinese culture.

7.3 the Costumes of Game Characters Carry the Cultural Heritage

In the international clothing, although the overall style and domestic clothing similar, but in the clothing design will also take into account the aesthetic and cultural differences of different regions. Therefore, the role of international clothing clothing will retain the traditional Chinese characteristics on the basis of integration of more international design elements to meet the aesthetic needs of global players. At the same time, international clothing will also add some new clothing styles, these may be more inclined to western style, to attract more interest of western players in the domestic version, the characters' clothing design is deeply influenced by traditional Chinese culture and has a strong Chinese style. For example, many heroes will wear traditional Chinese costumes such as Han costumes and Tang costumes. The designs of these costumes often incorporate traditional Chinese elements, such as dragon and Phoenix Patterns and cloud patterns, make the characters in the visual more Chinese characteristics and cultural heritage. In the international edition, although the overall style and domestic clothing similar, but in the clothing design will also take into account the aesthetic and cultural differences of different regions. Therefore, the role of international clothing clothing will retain the traditional Chinese characteristics on the basis of integration of more international design elements to meet the aesthetic needs of global players. At the same time, international clothing will also add some new clothing styles, these styles may be more inclined to western style, to attract more Western players' interest.

The fusion of Chinese and Western culture elements makes the visual effect of the game role clothing more outstanding. Players from different cultural backgrounds can feel the charm of different cultures through the costumes, thus enhancing the understanding and recognition of different cultures. With the promotion of the fame of "*Honor of Kings*", the elements of Chinese traditional culture have been inherited. These elements not only embody the essence of Chinese traditional culture, but also show the unique charm of Chinese culture. Through the medium of games, these elements can be displayed and passed on to global players.

7.4 Reflection

In the Chinese mobile game to the international market, in order to meet the needs of international services, the game content and design may need to carry out a certain cultural adaptation. However, this kind of adaptation may dilute the original flavor of Chinese culture to some extent, and even lead to misunderstanding. For example, some elements with deep cultural connotations may be simplified or changed, resulting in foreign players can not accurately understand the meaning behind it. Moreover, there are significant differences between Chinese culture and Western culture, which may lead to cultural conflict. How to effectively integrate the two cultures while keeping the core gameplay and characteristics of the game is a problem that needs to be studied in-depth.

Although this article has carried on the extensive research and the analysis, but still has some deficiencies, needs to continue the thorough study. This study may mainly focus on the integration of Chinese mobile games and Western culture, but it lacks of comparison with the integration of other cultural backgrounds. Different types of games may have different characteristics and rules in terms of cultural integration. Future research can focus on different types of games, such as role-playing, action adventure, strategy games, and so

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on, to reveal different types of games in the cultural integration of the unique and common.

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