

Proposals on how to boost international people-to-people exchanges

Background

- the trend of economic **globalization**
- **misunderstandings** and **misinterpretations** are inevitable



People-to-people exchanges, as an important means of international cultural exchange and mutual learning, should play a significant role in current era.

Accountability

- **Language:** our team is proficient in foreign language
- **Contents:** our team members boast years of experience in watching short dramas
- **Dissemination:** one of our team members specialize in international communication

Micro-series

- They have been more and more **popular** all around the world, making their **cultural dissemination capabilities** more noticeable.



- They have **not** fully embraced this cultural dissemination responsibility.

Building an international micro-series platform



INTERNATIONAL MICRO-SERIES PLATFORM

Language

- Gathering **linguists** well-versed in both the local language and culture all around the world.
- Providing **simple explanations** within the subtitles for audiences **additional links** for people willing to enhance their comprehension.
- **Challenges:** talents & cultural adaptation (shared by language and contents)

Content

- Collaborating with **writers' associations** from different countries.
- Building an **international screenwriting team**, all of whom possess cross-cultural background
- Incorporating cultural elements into short drama narratives, eg: Chinese traditional culture

Advertisement

- Collaborating with influential **social media**
- Boosting collaboration with **companies from different related industries** internationally
- Linking with local famous **IPs**
- Constructing **own brands** gradually
- **Challenges:** financial problem & integration

Conclusion

The platform may encounter challenges initially, but after its development stabilizes, its impact on economic, cultural, and societal exchanges is boundless.

- **Economic:** it fosters a virtuous cycle of capital flow
- **Culture:** it makes people understanding other cultures conveniently
- **Society:** it boosts cross-cultural communication and understanding



Boosting
international
people-to-
people
exchanges



Adaptable
&
Effective

References

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