Proposals on how to boost international

people-to-people exchanges

Background

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

Micro-series

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

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

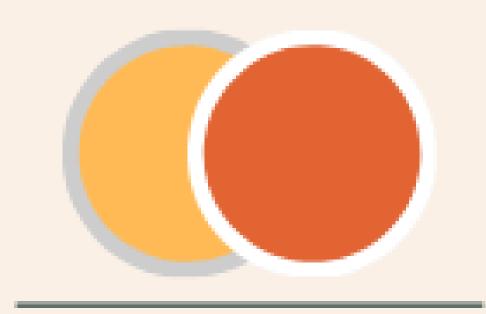
communication

international micro-

Building an



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



World TV

series platform

FERNATIONAL 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

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

Adaptable

&

Effective

Adevertisement

- 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

contents)

Conclusion

The platform may encounter chhallenges 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-topeople exchanges

References

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