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**THE IMAGE OF A MODERN FILM ACTOR IN CHINA'S INTERNET  
SPACE: COMMUNICATION AND CULTURAL ASPECT**

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## INTRODUCTION

This paper discusses the characteristics and influence of modern film actors in culture and communication in the Chinese Internet environment. With the rapid development of Internet technology and the popularization of social media, China's film industry has ushered in unprecedented changes. The image building of modern film actors is no longer limited to the traditional film production and publicity channels, but is more dependent on online platforms and social media for communication. In this process, the actor's personal image and the character image are interwoven, forming a unique synergistic effect. Based on their love for the characters, fans also have rich imagination and expectations for the actors' own image. At the same time, the immediacy and interactivity of network communication enable actors to directly interact with fans, convey more direct and effective information and values, and further deepen the connection between actors and fans. However, the Internet environment also poses challenges, requiring actors to pay more attention to their words and deeds and avoid participating in bad behaviors to avoid negative effects on the fan base. Therefore, discussing the image building of modern film actors in the Chinese Internet environment is not only helpful to understand the new changes in the film industry, but also of great significance to the maintenance and development of the actors' personal image.

From the perspective of the development of world film, "star" as a modern thing is not only born in the body of film culture, but also fully nourished with the continuous maturity of film art and the continuous growth of film career, making film stars gradually grow into an important group in modern society. The continuous improvement of stars "participation in social and public life and the continuous improvement of social influence make the problem of stars" social responsibility get more and more attention from the whole society. Theoretically speaking, the essence of movie stars is a modern type of Karisma personality type, which is the embodiment of charm. Based on this charm, a relatively stable and typical modern trust relationship has been formed between stars and the public. Both the audience's love for stars and the importance of the film industry mechanism to stars, all are the concrete manifestations of this trust relationship. The relationship of trust contains responsibility demands, so the social practice of stars needs to respond to and meet the responsibility demands of the external social public field, so as to truly and effectively realize their charm or maintain the strength of their charm. From the

practical dimension, film stars are a new social role category generated by the development of film media and the change of modern society in the context of modernity. Both from the public dimension and the level of individual actors, they have formed a specific and solid expectation for "film stars". As a new social role, film stars should realistically assume the corresponding social responsibility with their own role characteristics as the logical starting point.

***The relevance of the dissertation research topic is***

1. The research topic "The image of a modern film actor in China's Internet environment: Culture and Communication" is directly related to the current situation of China's film industry and the Internet development. With the popularity of the Internet in China and the increasing influence of social media, the image shaping and communication modes of film actors have changed significantly, which provides rich practical background and practical significance for this topic.

2. From a cultural point of view, the image of modern film actors not only represents their personal artistic achievements and public image, but also reflects the cultural values and aesthetic trends of contemporary society. Therefore, discussing the image building of film actors in the Chinese Internet environment can help us to have a deeper understanding of the characteristics and changes of contemporary culture.

From the perspective of communication, this topic focuses on the communication mechanism and effect of film actors on the Internet platform, which is of great significance for understanding the communication rules and strategies in the new media era. The research on the communication mode and the audience reaction can provide valuable reference for the marketing strategy and cultural communication strategy of the film industry.

In the course of the dissertation research, the ***following methods and methodological techniques will be used***: empirical (observation and description), general scientific (analysis, synthesis, analogy, modeling), theoretical (induction and deduction), special (meaningful analysis, comparative analysis).

***Theoretical and methodological basis of the research***: Based on the concept of image science, cultural communication theory, Marxist typical theory and new media and network marketing theory, this study deeply discusses the image shaping and communication of modern film actors in the Chinese Internet environment. By using various methods such as literature research, empirical research, content analysis and comparative research, this study aims to reveal how film actors understand and

express their roles, and how they use new media platforms for image building and dissemination. Through systematic theoretical analysis and empirical research, this study will provide valuable reference and inspiration for the film industry, actors' personal brand building and cultural communication.

***The research materials were:*** Research articles on the image shaping of film actors, network communication and social media in the image of film actors, the relationship between film actors and the Internet, film marketing and film marketing, and the film industry reports, especially on film marketing and network communication, usually contain a lot of data and case analysis.

***Area of possible practical application:*** The results provide varied methods for developing and circulating images in the movie and series industry, assisting actors and show productions by boosting their market visibility, promoting personal brand evolution, and improving the way actors handle their public image. Sectors such as advertising, PR, education, and media stand ready to leverage these elements to augment their brand presence and reputation. As a part of worldwide unification, this research assists Chinese creators in achieving global acknowledgment and enhancing their cultural engagements.

## OVERVIEW

Keywords: FILM ACTOR IMAGE; COMMUNICATING; SOCIAL MEDIA; NEW MEDIA; RETURN; IMAGE COMMUNICATION.

**The purpose of this research:** to investigate how online media affects the depiction of movie actors, contrasting these findings with those from traditional media outlets.

**The objective is:** to explore the distinct ways individuals view their pictures in present scenarios, examine the influence of social media networks, cultural standards, and the culture of fans in these shifts, and emphasize the principal cultural elements and parts.

Realizing this objective requires regular resolution of these tasks:

1. Examining and delving into the Internet landscape is key to gaining a comprehensive insight into China's online landscape, notably in terms of social media platform evolution;

2. to examine the unique patterns in user conduct and the ways information is spread across the online realm;

3. The aim is to explore various cultural elements, analyzing how specific cultural aspects such as social circles, settings, and fan culture influence the depiction of movie actors.

4. Examining the similarities and differences in the depiction of film actors across diverse cultural settings and their impact on the dissemination of these actors' portrayals.

5. The study delves into the strategies and results of digital exchanges between film actors, scrutinizing the various communication techniques, ways, and essence of their interactions.

**This study aims** to portray a modern movie actor in China's digital entertainment sphere.

**The research focuses** on understanding cultural implications and ways of communicating to influence the portrayal of contemporary movie actors in the Chinese web context.



**Research methodologies:** empirical (observing and describing), general scientific (analyzing, synthesizing, likened to, modeling), theoretical (deduced, deductive), specific (analyzing content, comparing).

**The results obtained and their novelty:** This study further explores the Chinese Internet environment of modern film actor image shaping and communication process, through the multidimensional analysis reveals the film actor how to use social media, online interactive channels to build and convey personal image, and discusses the social culture, network environment, fan culture and other factors on the deep influence of image shaping. In addition, the study provides quantitative data for the communication strategies of film actors in the Internet era through empirical methods and new technologies, such as the social media data analysis, and compares the image communication strategies in the cross-cultural context. This research not only shows novel research perspectives and methods, but also puts forward innovative theoretical assumptions and practical guidance, which provides new insights and inspirations for the film industry, actors' personal branding and cultural communication.

**The structure of the work:** the master's thesis consists of an introduction, three chapters, a conclusion and a list of sources used. The total volume of the work is 77 pages. The list of used literature includes 48 sources.

## ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

**Ключевые слова:** ИМИДЖ КИНОАКТЕРА; КОММУНИКАЦИЯ; СОЦИАЛЬНЫЕ СЕТИ; НОВЫЕ МЕДИА; ОБРАТНАЯ СВЯЗЬ; ИМИДЖЕВАЯ КОММУНИКАЦИЯ

**Цель исследования:** проанализировать, как интернет-СМИ влияют на формирование имиджа киноактеров, изучить различия с традиционной медиасредой, чтобы глубже понять уникальность формирования имиджа актера в современных условиях; исследовать влияние социальной культуры, сетевой среды и фанатской культуры на формирование имиджа киноактеров и раскрыть культурную логику и социальную мотивацию, стоящие за этим. Для достижения поставленной цели необходимо решить следующие задачи:

1. Проанализировать и исследовать интернет-среду для детального представления об особенностях интернет-среды Китая, включая развитие платформ социальных сетей,

2. Рассмотреть особенности поведения пользователей и механизмы распространения информации интернет-пространстве.

3. Исследовать культурные факторы и изучить специфическое влияние и механизмы культурных факторов, таких как социальная культура, сетевая среда и культура фанатов, на формирование имиджа киноактеров;

4. Проанализировать сходства и различия в формировании имиджа киноактеров в различных культурных условиях и то, как эти различия влияют на распространение имиджа актеров.

5. Изучить коммуникационные стратегии и эффекты на основе сбора и систематизации примеров общения киноактеров в Интернете, а также анализ их коммуникационных стратегий, каналов коммуникации и коммуникационного контента.

**Объектом** исследования является имидж современного киноактера в китайской интернет-среде.

**Предметом** исследования являются культурные коннотации и коммуникационные стратегии формирования имиджа современных киноактеров в китайской интернет-среде.

Методы исследования: эмпирические (наблюдение и описание), общенаучные (анализ, синтез, аналогия, моделирование), теоретические (индукция, дедукция), специальные (контент-анализ, сравнительный анализ).

***Полученные результаты и их новизна:*** данная магистерская работа дополнительно исследует китайскую интернет-среду формирования имиджа современного киноактера и процесс коммуникации, посредством многомерного анализа и раскрывает, как киноактер использует социальные сети, интерактивные онлайн-каналы для создания и передачи личного имиджа, а также рассматривает социальную культуру, сетевую среду, культуру поклонников и другие факторы, оказывающие глубокое влияние на формирование имиджа. Кроме того, исследование предоставляет количественные данные о коммуникационных стратегиях киноактеров в эпоху Интернета с помощью эмпирических методов и новых технологий, таких как анализ данных социальных сетей, и сравнивает стратегии имиджевой коммуникации в кросс-культурном контексте. Это исследование не только демонстрирует новые исследовательские перспективы и методы, но и выдвигает инновационные теоретические предположения и практические рекомендации, которые дают новое понимание и вдохновение для киноиндустрии, личного брендинга актеров и культурной коммуникации.

**Структура работы:** магистерская диссертация состоит из введения, трех глав, заключения и списка использованных источников. Общий объем работы составляет 78 страниц. Список использованной литературы включает 45 источников.