

Analysis of New Media Communication Barriers to the Internationalization of Chinese Cultural Products: An Analysis of the Game Black Myth Goku

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Abstract:

The international dissemination of Chinese cultural products, driven by the wave of globalisation, has become a key indicator of cultural soft power. Wukong, an exemplary figure within the Chinese gaming industry, has garnered considerable interest from international markets. However, the dissemination process has been beset with numerous challenges, including cultural differences, limitations in language translation, difficulties in adapting technical platforms, deficiencies in game graphics and gameplay, and higher prices. The objective of this paper is to examine the specific manifestations of these obstacles in depth and to propose corresponding solution strategies with a view to enhancing the game's international appeal and market competitiveness. By enhancing cultural adaptability, upgrading translation quality, expanding technological coverage, improving gameplay experience, and formulating reasonable pricing strategies, we aim to provide valuable insights for the international dissemination of Chinese cultural products, thereby further promoting the exchange and prosperity of Chinese culture on a global scale.

Keywords: Black Myth; Cultural products; China.

1. Introduction

It is beyond question that culture plays an indispensable role in the process of national economic and social development [1]. In the context of current globalisation, the total amount of cultural products exported can be considered an important indicator of a country's cultural soft power [2]. China, as a country with a long history and rich cultural heritage, bears the dual responsibility of facilitating economic

exchanges and disseminating and exchanging its cultural products. In recent years, the rapid development of digital technology and the advent of new media platforms have enabled China's cultural products to reach a global audience in a more diversified and convenient manner, showcasing unprecedented vitality and potential.

In recent years, there has been a notable increase in the dissemination of Chinese traditional culture over-

seas, facilitated by the advent of digital technology. This has been achieved through the proliferation of online literature, dramas and games, which have resonated with overseas young groups and contributed to a growing awareness of China among international audiences [3]. The ongoing advancement of information technology and mobile internet technology has also facilitated the dissemination of exemplary traditional culture through video games [4]. As a significant contemporary cultural phenomenon and consumer product, they have increasingly become an important vehicle for conveying cultural values, disseminating historical memory, and stimulating creative imagination [5]. Original Chinese games have incorporated elements of exemplary traditional Chinese culture and employed the global popular audio-visual language of games to embark on a distinctive trajectory of development, thereby becoming a significant force in the global gaming market [6]. As a noteworthy exemplar of the Chinese game industry in recent years, the release of *Black Myth: Wukong* has not only elicited considerable domestic response but has also generated considerable interest in the international market, marking a new milestone for Chinese cultural products to be exported. With its distinctive Chinese elements, refined graphic design and profound cultural connotations, this game has successfully captured the attention of players across the globe, offering new avenues for the global dissemination of Chinese culture [7].

Nevertheless, despite the success of *Black Myth: Wukong* in international markets, the dissemination process continues to present significant challenges. The dissimilarities between the cultural backgrounds of audiences, the obstacles to contextual comprehension, and the policy and technological limitations in disparate countries have all become pivotal factors impeding the penetration of Chinese cultural products into overseas markets. These issues not only impact the dissemination of cultural products but also influence the construction of the international image of Chinese culture.

This study aims to provide a comprehensive analysis of the challenges encountered in the dissemination of *Black Myth: Wukong* via new media, employing a systematic and meticulous research methodology. Firstly, primary market feedback is obtained through well-known foreign social

media platforms and game forums (e.g. Steam, YouTube and Twitter), focusing on the game's official accounts, review videos and player discussions. Secondly, the reviews are initially screened in order to eliminate any irrelevant or malicious comments, and negative reviews with a high number of plays, likes and comments are selected for analysis. The categorisation of the negative comments into various aspects, including gameplay, graphic performance, sound design, storyline and cultural understanding, enables the study to gain a comprehensive understanding of players' overall evaluation of the game and the issues they face. Ultimately, the analysis of culturally relevant issues is conducted in order to gain insight into the cultural differences, contextual understanding barriers and misinterpretation of cultural symbols. This enables a more accurate understanding of the cultural barriers faced by *Black Myth: Wukong* in its overseas dissemination, and provides a foundation for subsequent strategy development.

2. Analysis of Obstacles to Overseas Dissemination

2.1 Barriers to Understanding

In their assessments of *Black Myth: Wukong*, a considerable number of foreign gamers articulated that they were perplexed by the gaming experience due to a dearth of familiarity with traditional Chinese culture, particularly *Journey to the West*. To illustrate, some of the game's character behaviours and plot settings were markedly divergent from the cultural context with which the players were familiar, thereby impeding their capacity to empathise. This cultural disconnect resulted in a number of negative reviews, in which players expressed a desire for more comprehensive information about the cultural context in order to facilitate a more nuanced understanding of the core content of the game. A significant number of comments highlighted that an understanding of the characters' motivations and the game's underlying narrative was contingent upon an awareness of the cultural context. It was argued that this lack of contextual knowledge had a direct impact on the gaming experience (See Fig. 1).

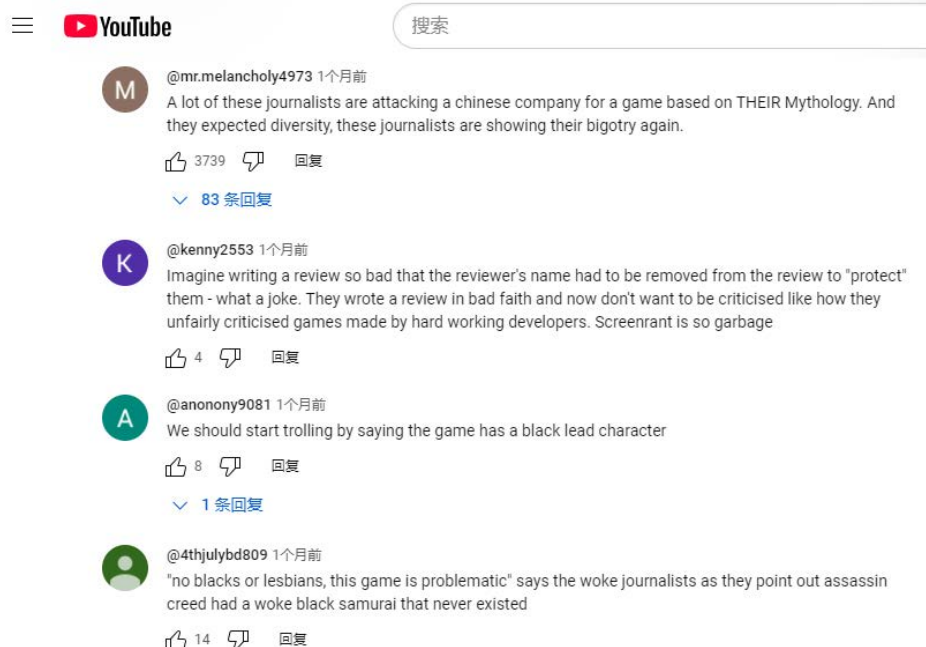


Fig. 1 Youtube comments on cultural differences

2.2 Language Translation

Inadequate language translation represents a significant challenge in the international dissemination of Black Myth: Goku. A significant number of players have highlighted the presence of evident issues with the translation of the game, particularly the inability to accurately convey the nuances of certain unique terms and cultural elements. This has resulted in some players experiencing confusion regarding the intended content of the game. For instance, several reviews indicated that the inaccurate translation

of select dialogues impeded the comprehension of the characters' emotions and intentions. This discrepancy in translation not only confounded the players but also undermined their ability to immerse themselves in the game's narrative, consequently influencing their overall evaluation of the game. Some players have even indicated that they would be more willing to engage with the game's narrative and character development in greater depth if more accurate translations and culturally informed annotations were provided (See Fig. 2)

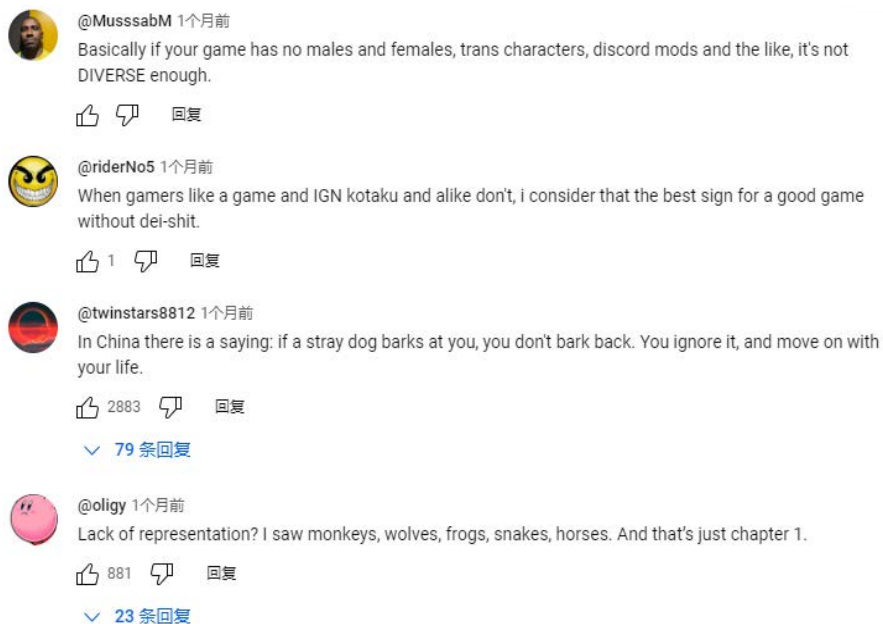


Fig. 2 Youtube comments on language translation

2.3 Adaptation of Technology Platforms

Similarly, the issue of adapting Black Myth: Goku to technological platforms constrained the scope of its international distribution. The game's failure to launch on all major gaming platforms constrained the scope of its potential audience, which led to frustration among some players. In social media and online forums, numerous players articulated their discontent with this aspect of the game, asserting that the development team should have

considered expanding the game to additional platforms to accommodate a more diverse range of players. For example, the failure to launch on platforms such as XBOX precluded some players from experiencing the game, thereby engendering negative feedback in the comments. This technical limitation not only affected the dissemination of the game but also resulted in some potential players being unable to experience it, which further limited the game's market performance (See Fig. 3).

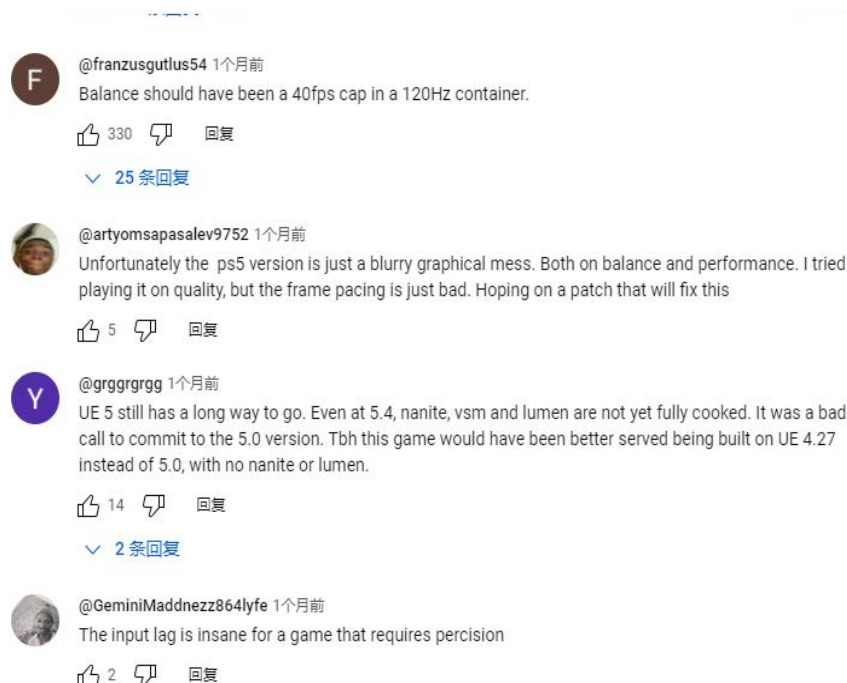


Fig. 3 Comments on technology adaptation

2.4 High Prices

In the overseas market, the price of Black Myth: Goku is also a significant factor influencing players' willingness to purchase. In comparison to other internationally renowned games, players exhibit a greater degree of diversity in

their evaluation of the price of Black Myth: Goku. The following section presents a comparative analysis of the pricing of Black Myth: Goku with that of God of War and Elden Phalanx, with the objective of elucidating the influence of price on players' purchasing decisions (See Table 1).

Table 1. Comparison with international games

name of game	Launch Price (USD)	Player Price Rating
Black Myth: Goku	59.99	Some players think the price is high
God of War	69.99	Cost effective and informative
The Eldon Act.	59.99	Moderate price/performance ratio, worth buying

Black Myth: Goku was released at a price comparable to that of Elden Phalanx, but at a lower price point than that of God of War. However, in their reviews, numerous gamers observed that although Black Myth: Goku exhibited distinctive graphical and gameplay elements, the over-

all content and gameplay experience ultimately fell short of the anticipated quality for its price point. This led some gamers to conclude that the game was priced higher than its intrinsic value warranted. This perception of the price directly influenced their purchasing decisions, particularly

when they were also considering other comparable titles.

3. Response Strategies

3.1 Enhancing Cultural Adaptation

In order to enhance the global recognition of Black Myth: Wukong, it is essential to prioritise the development of cultural adaptability at the game design stage. The development team can provide players with detailed cultural background information, character introductions and plot descriptions in order to facilitate a more profound understanding of traditional Chinese culture within the context of the game. For instance, the creation of a “cultural database” within the game itself could provide historical and cultural explanations pertinent to the game plot, thus enabling players to derive enjoyment from the process of learning and exploration. Furthermore, it is advised that collaboration with local cultural experts be undertaken to provide comprehensive cultural analyses within game content and promotional materials, thus ensuring the accurate conveyance of cultural elements [8]. By disseminating content pertaining to Chinese culture on social media, the development team can attract the attention and interest of players worldwide, thereby facilitating enhanced engagement with and comprehension of Chinese culture.

3.2 Optimising Language Translation

The quality of language translation is of paramount importance to the player’s gaming experience. It is therefore incumbent upon the development team to give the translation process their undivided attention. In addition to ensuring the accuracy of the translation, it is also essential to consider the cultural habits and linguistic characteristics of the target market [9]. Professional translation can be conducted in collaboration with native translators, and cultural notes can be incorporated into the game to assist players in comprehending the cultural nuances present in the dialogue and plot. Concurrently, the development team collects regular feedback from players to ascertain any confusion or issues they may have encountered in the translation process. This enables the timely implementation of adjustments and improvements. By fostering a productive communication channel with players, the development team can enhance the quality of translation more effectively and guarantee that players are not confused or alienated due to the language barrier when engaging with the game.

3.3 Enhancing the Adaptability of Technology Platforms

In order to expand the potential audience for Black Myth:

Goku, it would be prudent for the development team to consider releasing the game on more mainstream gaming platforms, including XBOX, PlayStation and Nintendo Switch. The dissemination of information regarding the availability of the game on a variety of platforms will not only enhance its accessibility, but also attract a diverse range of players from different backgrounds. It is therefore recommended that cross-platform technical requirements be considered at the earliest stages of game development in order to ensure that the game can be executed without difficulty on a variety of devices [10]. Furthermore, the game should be optimised for different platforms, with adaptations made to control methods, graphical performance and loading speed, in order to enhance overall player satisfaction. The regular release of updates and fixes for each platform can serve to enhance player engagement and improve the game’s reputation.

3.4 Reasonable Pricing Strategy

In order to establish an appropriate pricing strategy, it is essential for the development team to conduct comprehensive market research and an in-depth analysis of competitors’ pricing strategies, as well as players’ psychological expectations. It may be beneficial to consider implementing time-limited discounts, promotional activities, or bundled sales as a means of attracting greater player attention and ultimately increasing purchases. Furthermore, it is essential to elucidate the distinctive experience and content value proffered by the game, thereby enabling players to perceive the singularity of Black Myth: Goku in comparison to analogous titles. This pricing strategy effectively enhances players’ sense of recognition, which in turn increases their willingness to purchase. It is also imperative to consider the spending power and preferences of different markets, and to adjust the pricing strategy accordingly to align with the market demand in each region.

4. Conclusion

The challenges encountered by Black Myth: Wukong in its international dissemination can be attributed to a number of factors, including cultural differences, language translation issues, technical platform adaptability, the relative inadequacy of graphics and gameplay, and the high price point. These factors not only impact the game’s acceptance and market performance, but also present challenges to the dissemination of Chinese culture. In order to overcome these obstacles, it is recommended that the development team adopt a comprehensive strategy, including the following measures: strengthening cultural adaptability, optimising language translation, enhancing technology platform coverage, improving gameplay expe-

rience, and formulating a reasonable pricing strategy. By implementing these strategies, we can not only enhance the international competitiveness of Black Myth: Wukong but also establish a foundation for the global dissemination of additional Chinese cultural products, thereby facilitating further development and exchange of Chinese culture on the international stage.

Author Contribution

All the authors contributed equally, and their names were listed in alphabetical order.

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