# A Study on the Possible Problems and Countermeasures of Domestic Games Going Abroad from the Perspective of Cultural Studies

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**Abstract: Against the backdrop of rapid development of information technology, the online game industry is thriving. Although game companies in China started late, the industry scale is constantly expanding, and the total revenue of games is constantly increasing, due to the vast market, technical support, and frequent international cooperation. In 2020, it has become the world's largest online game market. From a global perspective, there is still a significant gap between domestic game companies and game companies in Europe, America, Japan, and South Korea, lacking competitiveness in the international market and facing the challenge of going global. Based on the perspective of cultural research, this paper studies the important significance of domestic games going abroad, analyzes the problems that domestic games may encounter when going abroad, and proposes corresponding solutions, in order to provide theoretical experience and practical ideas for domestic games going abroad.**

**Keywords: Information Technology; Online Games; Game Market; Cultural Research Perspective; Solutions**

## 1. Introduction

Games are a cross-cultural and multilingual form of entertainment. Using games as a medium for communication and connection can strengthen economic and cultural exchanges between countries, enhance international friendship, and promote economic development. The game industry in China has a large number and a constantly expanding scale; with the development of information technology, it has gradually entered a new stage of development. The development of related technologies is rapid; product types are more diverse; service levels are higher, and cross-border integration is more obvious. The gaming industry has also shifted from a traditional single development model to a diversified and high-quality development model. In the context of deepening economic globalization, many game companies have turned their attention to the vast overseas market. However, due to cultural differences between China and foreign countries, language barriers, insufficient corporate strength, and fierce competition in overseas markets, domestic games have encountered great challenges in the process of going abroad, seriously hindering the development of domestic games in overseas markets. Therefore, game companies need to continuously improve their own strength, enhance game quality, improve game service quality, learn Western language, culture, values, understand the laws, regulations, payment and settlement methods of overseas game markets from different perspectives, in order to lay a solid foundation for the international development of domestic games.

## 2. The Importance of Domestic Games Going Abroad from the Perspective of Cultural Research

### 2.1 Promoting the Exchange and Dissemination of Game Culture

Game going abroad is a complex cross-cultural communication phenomenon. As a cultural product, games will not only be influenced by the game culture of other countries, but also be able to spread our country's game culture to the outside world. [1] Influenced by factors such as natural environment, social background, religious ideology, and cultural beliefs, Chinese people attach great importance to "the family, the country, and the world", value collective strength, believe that they need to bear a certain degree of social responsibility, and adhere to traditional concepts such as "benevolence, righteousness, propriety, intelligence, and

trustworthiness". Therefore, game companies subconsciously incorporate Chinese etiquette culture into character design when designing game characters, and players usually choose just characters with a sense of kindness and social responsibility when choosing game characters.On the other hand, Western gamesplace greater emphasis on individualism, where players gain experience through competition. In addition, Western games are mostly shooting, action, war, etc., while Chinese games mainly focus on growth, strategy, and puzzle. As domestic games go global, there are opportunities for communication between Chinese and Western game cultures, which is beneficial for game companies to learn from each other's production experience, screen design, storyline, etc., and promote the diversification of the game industry.

## 2.2 Enhancing China's Cultural Soft Power

Cultural soft power is an important component of a country's comprehensive strength, including cultural dissemination, cultural exchange, cultural innovation, and other aspects. Domestic games are an important carrier of China's cultural industry, containing China's cultural concepts, social values, customs, and traditions. Therefore, games themselves are also a manifestation of cultural soft power. Making domestic games go global is actually about spreading our culture and values to the outside world, allowing more people to understand and understand our culture, and thus enhancing our cultural soft power. Domestic games that go abroad can promote China's social customs, economic achievements, scientific research achievements, and other purposes, showcase China's open and inclusive cultural concepts and prosperous social environment, thereby attracting more Western tourists to visit and play in China; Values, as a core part of culture, are rooted in people's minds, subtly influencing their thinking and guiding their behavior. Domestic games contain China's values and cultural connotations. Bringing domestic games abroad can convey China's unique Eastern wisdom and social concepts, strengthen Westerners' understanding of China's culture, and enhance China's cultural competitiveness. For example, the domestically produced game *The Scroll Of Taiwu for Mac* is a game based on Chinese mythology, where players play the mysterious "Taiwu family heirs" and engage in activities.

Through the efforts of generations of heirs, they ultimately solve their powerful enemies and restore peace, harmony, and stability to the land of China. During the game, players can understand traditional Chinese values from the perspective of the "Taiwu family heirs". In addition, the game also involves knowledge of ancient medicine, feng shui, agricultural production, etc., which is beneficial for players to experience the vast and profound Chinese culture.

## 2.3 Promoting the Development and Growth of Domestic Games

Although China's gaming industry has developed rapidly, there is still a certain gap compared to developed Western countries. On the one hand, countries such as Europe, America, Japan, and South Korea have higher economic levels, more complete game industries, and sufficient resources for game development, making it easier to attract excellent game production talents. On this basis, a closed loop of game development has gradually been formed, and a complete industry chain and mature development process have been constructed, which is conducive to designing a complete game process and enriching players' gaming experience. On the other hand, Europe, America, Japan, and South Korea have mature game markets and stable player groups, with strong consumption ability, rich gaming experience, and willingness to pay time and money for games. At the same time, they pursue high-quality game quality and deep experience, forcing game companies to constantly update and upgrade game equipment, levels, etc., which has driven the development of the game industry. In addition, game companies in these regions conduct extensive social research at the beginning of game design and invest a lot of energy in the design and development process, continuously improving game design according to the needs of game players, in order to meet their needs. In addition, game companies in Europe, America, Japan, and South Korea have rich experience in game development, complete development equipment, advanced development technology, and sufficient game developers. They can continuously improve game content through market operations, player research, game upgrades, and other methods to attract players' attention. Therefore, allowing domestic games to go abroad and engage in

communication and cooperation with other developed game industries is beneficial for China's game industry to learn from each other's advanced game production experience and continuously improve game operations, thereby driving the optimization and upgrading of domestic games.

## 2.4 Driving the Development of Other Industries in China

The game industry has a huge industrial chain, including multiple links such as game development, operation, promotion, and derivative production. Therefore, going global for domestic games can not only promote the development of the entire gaming industry chain, but also promote the development of industries such as cultural promotion, cultural and creative industries, tourism, and catering, bringing significant economic benefits to the country. Firstly, industries related to game production such as art design, animation design, programming, sound production, and film and television production will achieve corresponding development; Secondly, due to the fact that games contain Chinese values, cultural concepts, social customs, etc. For this reason, game companies use games as a medium to help foreigners understand China's history, culture, religious beliefs, lifestyle habits, and deepen their understanding of China; Finally, going global in the gaming industry can also help Western people understand China's cuisine, architecture, culture, etc., thereby attracting more Western people to visit China and promoting the development of China's tourism, transportation, production and manufacturing industries.

## 3. The Possible Problems of Domestic Games Going Abroad from the Perspective of Cultural Research

### 3.1 There are Linguistic Differences Between China and the West

Language differences are the first serious challenge faced by domestic games going abroad. When serving game players from different countries, game companies may encounter differences and contradictions due to language barriers, which may affect the output effect of domestic games. Specifically, there are significant differences in language structure between Chinese and English. Chinese is an isolated language and has no kinship with other languages. It can directly express things and the meanings behind them through independent function words and fixed word order, while English is a inflectional language that mainly expresses meaning through changes in word form. English has a fixed root and forms new vocabulary through changes in part of speech; In terms of grammar, Chinese grammar is relatively simple and stable, while English grammar is more complex with changes in tense and voice. In addition, there are significant differences in the expression methods between Chinese and English. Chinese people are more reserved and pay more attention to the internal logic of language in terms of expression, while Westerners have a direct personality and pay more attention to the external form and grammatical structure of language. In short, the differences in language between China and the West have affected the pace of domestic games going global.

### 3.2 Differences in Cultural Concepts Between China and the West

Due to differences in social background, religious customs, lifestyle habits, and other aspects, there are also significant differences in cultural concepts between China and the West. Specifically, on the one hand, overseas players are unable to understand the values, historical background, character images, and other content contained in domestic games, resulting in the inability of domestic games to smoothly spread to the outside world and limited audience. For example, the differences in values between China and the West directly affect the core concepts of the game. In Chinese culture, collectivism is more emphasized, emphasizing the overall harmony between family and society. Therefore, game design in China often involves teamwork, and game characters are often designed to take risks for the benefit of the team; Westerners place more emphasis on individual freedom and independence, emphasizing individualism and heroism, and placing greater emphasis on individual heroes in games. Therefore, when facing games in our country, overseas players find it difficult to understand the game settings that are willing to risk themselves for the sake of national righteousness; On the other hand, cultural cognitive differences affect game character design, storyline, overall style, and game rules. In domestic games, fairy swordsmen, martial arts, traditional historical

characters, etc. are often designed, and the plot tends to focus on small teams upgrading to fight monsters for growth, emphasizing strategy and teamwork. Traditional elements such as ink painting are used in the graphics style; In Western games, characters such as elves, wizards, superman, and queens are arranged, emphasizing independent combat and adventure. In terms of game effects, realistic visual effects and three-dimensional prop design are emphasized. From this, it can be seen that domestic games are difficult to meet the aspirations of Westerners for heroism, leading to limitations in the overseas market for domestic games.

## 3.3 Domestic Games Lack International Influence

From the perspective of the international gaming market, the popular online games around the world are mainly developed by Western game manufacturers, with a focus on European and American cultural images, such as *Warcraft*, *World of Warcraft*, *Call of Duty*, and so on. These games include dwarves, elves, magicians, and other Western elements, and the game environment often includes Western Christmas, Halloween, and Christmas Eve. However, Eastern Games have a relatively small international influence and low popularity. For example, in China, games such as *King of Glory*, *QQ Speed*, and *Game For Peace* have high popularity in China, but are rarely known abroad. The reasons for this phenomenon are multifaceted. On the one hand, due to the long development history of overseas games, their game production system and dissemination pattern are relatively complete. The game design content can not only highlight the adversarial nature of the game but also balance the fairness of the game. In addition, foreign games also have targeted measures for "free players", with fewer scenes where "free players" are being suppressed and beaten by "krypton gold players". However, in order to attract "krypton gold players" and improve the economic benefits of the game, domestic games may have different levels of players matching, disrupting the internal balance of the game, causing customer loss, and seriously restricting the development of domestic games; On the other hand, compared to cultural powers such as Britain and America, China's cultural soft power is insufficient and its influence worldwide is relatively small. Without

understanding China's culture, Western peoplechoose fewer games produced in China, resulting in a limited audience for domestic games.

## 3.4 Insufficient Comprehensive Strength of Chinese Gaming Enterprises

Currently, world-renowned games are mainly developed by companies in Europe, America, Japan, and South Korea, while the revenue of Chinese game companies mainly comes from game agents. One reason for the significant gap between China's game production enterprises and Europe, America, Japan, and South Korea is the widespread lack of innovation among Chinese game enterprises. Whether it is game storyline, visual style, game levels, player experience, etc., there is plagiarism and a lack of innovation. In addition, the high cost of developing games for Chinese game companies, such as game logos, art design, game storyline, related values, inheritance of circuit layout design rights, etc., seriously limits the development of domestic games in China; On the other hand, there is a lack of excellent game design teams, good game operation strategies, and a stable group of game players in our country, which leads to the low quality of domestic games and the tendency to have simple storylines, monotonous gameplay, and unattractive graphics. The most important thing is that game companies blindly pursue profits and neglect the sustainable development and construction of games.

## 4. Strategies for Domestic Games to Go Abroad from the Perspective of Cultural Research

## 4.1 To Combine the Needs of International Players to Improve Cultural Adaptability

When designing games, game companies need to conduct comprehensive research on the cultural background, social customs, religious beliefs, etc. of international players, so that the game scenes, character design, plot progression, and other content meet the needs of international players and reduce their sense of unfamiliarity. For example, game companies can add Western elements such as sprites, magic wands, and Voldemort to the game, which not only increases the diversity and fun of the game, but also makes it easier for players from multiple countries to accept. For situations where

language barriers exist, game companies can design voice packs to provide translation support for international players to meet their needs. At the same time, domestic players can also use language packs to convert their own language into other countries' languages, facilitating their better integration into the international market and enhancing friendship between Chinese and foreign players. In addition, game companies should pay attention to game character design and be able to utilize the symbolic features of characters to attract the attention of international players. Because game characters are a collection of symbols such as gender, profession, skills, and clothing that can showcase different characteristics and provide players with a more intuitive experience, they play a crucial role in the game. [2] To this end, game companies can integrate Eastern and Western elements, and use the traditional Fairy Salvation framework of Chinese games to incorporate Western fantasy themes, bringing players the ultimate gaming experience. Taking the domestic game *Eternal Cronus* as an example, the overall background of the game is set 1000 years ago in the era of light, with European and American competitive styles as the tone, Chinese immortal characters as the character foundation, combined with Western heroism plot, setting the overall framework of youth salvation, making international players feel both unfamiliar and familiar, and increasing their interest. At the same time, game companies have also added characters from the Great Evil Faction, allowing players to engage in game activities from an evil standpoint, thereby providing players with a unique gaming experience.

**4.2 To Pay Attention to Game Rule Design and Strengthen the Cultivation of Game Talents**

The narrative of the game consists of game characters, storylines, character segments, and other content. Through the above design, game makers can create a virtual space and time that is connected to the real society for players, allowing them to have a sense of exploring mysteries during the game process, where game rules play an important role. Specifically, players need to follow the rules of the game. This means that all actions and events encountered by players are formulated and formed by game rules, and players only carry out game activities according to the developer's

rules. [3] Therefore, game creators should attach importance to game design, ensuring smooth plot, complete visuals, and exquisite production. In order to ensure the quality of games, game companies need to increase their talent cultivation efforts, cultivate game talents with solid game design foundations, practical abilities, and international perspectives, and provide talent support for the development and promotion of games, and provide talent guarantee for domestic games to go abroad. On the one hand, game companies can collaborate with universities, research institutions, and other institutions to cultivate high-quality game talents through education. Specifically, by establishing a specialized domestic game school-enterprise cooperation center, students can be guided to understand the practical problems encountered by game companies in their external development, so that students can clarify their responsibilities and obligations, and carry out targeted learning with the goal of "developing and strengthening domestic games"; On the other hand, gaming companies need to strengthen the introduction of overseas talents, in order to improve the comprehensive level of gaming talents in China. For example, professional game talents with an international perspective can be introduced, mainly responsible for game development, operation, promotion, upgrading, etc., in order to enable Chinese game development enterprises to better adapt to the development and changes of the international market. At the same time, game companies also need to establish incentive mechanisms, establish sound reward systems, provide promotion opportunities and development space for outstanding employees, motivate employees to continuously learn, and improve their game development and production skills.

**4.3 To Reproduce Traditional Cultural Prototypes and Optimize Game Content**

At present, the original creative ability of Chinese game companies has greatly improved. For example, Tencent's *Honor of Kings* is developed by packaging well-known figures in Chinese culture as game characters, so that players can understand China's historical figures and cultural background through the game, which is conducive to the subtle dissemination of China's traditional culture and values to the outside world. While, *Honor of Kings* leverages

the popularity of other IPs by collaborating with them to expand the consumer market and attract consumers' attention. This provides a reference for other game companies to learn and learn from, which is beneficial for various game companies to use game characters to reproduce traditional cultural prototypes and awaken cultural memories deep in the hearts of the people. [4] At the same time, this also enlightens us that from the perspective of cultural research, domestic games can utilize the penetration and influence of excellent traditional Chinese culture to promote the development of the gaming industry and further promote the dissemination of China's excellent traditional culture when developing externally. In addition, focusing on user feedback is a key means to improve game quality. To this end, Chinese game companies can establish game player forums and build player communication platforms, allowing players to freely express their gaming experiences on the forums. Then, the companies can organize and categorize these contents, timely improve game character positioning, screen design, sound production, plot progression, and other content, optimize the existing problems in the game, thereby improving players' gaming experience, and ultimately improving player satisfaction. At the same time, game companies also need to focus on game innovation, enhance the competitiveness and attractiveness of games, or they can combine traditional Chinese culture to develop unique and attractive game products.

## 4.4 To Deepen Into the International Market, Strengthen Cooperation and Exchange

Game companies need to conduct in-depth research on the international market and player groups, learn relevant international regulations and policies for game development, analyze the development trends and technological trends of the international game industry, understand the regulatory differences between China and the West, ensure that the game plot, game characters, and other factors do not cause local political and social problems. At the same time, they also need to analyze the game needs of the international game consumer group, and optimize the game based on the player's gaming experience, continuously improving game quality and increasing game appeal. For example, game companies can divide the international market into different regions such as Europe,

America, Japan, South Korea, the Middle East, and North Africa, and focus on considering the lifestyle, religious beliefs, and game needs of players in these regions during the game design and optimization process, in order to optimize game settings based on players' needs, launch games suitable for different regions, and improve game appeal. At the same time, Chinese game companies also need to strengthen cooperation with other countries' game companies. Through cooperation, we can create conditions for learning from advanced game design experience in other countries, thereby improving our own game design and innovation capabilities, and designing internationally competitive game products to explore overseas game markets. In addition, Chinese game companies also need to pay attention to the construction and promotion of game brands. By utilizing various online and offline channels for game brand promotion, and continuously improving game brand design, they can build game brands with more international influence. For example, game companies can carry out targeted game promotion work targeting markets in different regions, utilizing local television stations, official media, etc. for promotion, and placing corresponding advertisements offline to strengthen the connection between the game and local players, thereby enhancing the international influence of the game. At the same time, game companies can also launch derivative products of games and integrate them with local culture, social customs, etc., such as designing cultural and creative products related to local historical characters, and expanding the game industry chain.

## 5. Conclusion

As a new medium of communication, games are conducive to connecting players from around the world, establishing a common gaming culture, and breaking through cultural barriers in reality, achieving information transmission and cross-cultural communication in the virtual world. [5] Therefore, game companies need to start from various aspects, optimize game settings, innovate game characters, pay attention to user needs, and improve game quality. Through continuous efforts and innovation, domestically produced games in China will definitely shine brightly in the international market, attract more foreign game players, and achieve the external dissemination of Chinese culture.

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