

Effective Mechanism for Media Distribution of Chinese Ethnographic Films

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Abstract

This paper sets out to explore the mechanisms and paths of ethnographic film dissemination in China. Although more and more studies have focused on the dissemination of fictional films and the mechanisms of information dissemination, in contrast, the dissemination studies of ethnographic films have received little attention, and the issue has only just begun to sprout in China's self-publishing operations and ethnographic academic screening activities. This paper narrows the scope to directors and self-publishers working on ethnographic film production and organizational dissemination in China. It explores how the media characteristics of ethnographic documentaries can be disseminated to the masses through new communication mechanisms. To understand the current distribution mechanisms of ethnographic films in China, this paper uses in-depth interview data to explore the distribution platforms and distribution influences of ethnographic films on different themes, as well as the impact and degree of influence of distribution mechanisms on content development. The findings reveal that museum-specific film festivals and university symposium screenings account for the largest share of Chinese ethnographic film dissemination mechanisms, in addition to niche internal film viewing exchanges and online platform collaboration models as a rising approach. The conclusion of this paper is that the closer the film's theme is to public awareness and the more mature the audiovisual language of the images, the more receptive the audience is and the more inclined they are to pay more attention to ethnographic films launched by media platforms.

Keywords: *Ethnographic Film, Communication Mechanism, Audience, Media*