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**CHINESE MEDIA IN SHAPING FOOD CULTURE OF THE POPULATION:
COMPARATIVE ANALYSIS OF TENCENT'S DOCUMENTARIES**

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INTRODUCTION

In the past ten years, Chinese food documentaries have developed rapidly, producing many well-known master works, which have profoundly affected the development of the Chinese documentary industry. With the continuous development of network technology and new media, online video platforms such as Tencent, iQIYI, Youku, Bilibili and other independent teams have started to produce food-themed documentaries, such as "The Story of Chuaner", "Breakfast in China", and "Once Upon a Bite". Some of the Chinese food documentaries have even been exported overseas, thus deeply affecting people's dietary life and shaping food culture not only of the Chinese population, but even influencing food culture of the overseas audience. In this regard, the research topic seems of great **relevance**.

Chinese people depend on foods, and different regions have different food cultures. In China, the wide dissemination of food documentaries proves the pivotal status and role of this type of documentary. Audience watching food documentaries can understand the customs of different regions and their food preferences. At the same time, studying food documentaries can also summarize the theoretical and practical experience in the production and dissemination of food documentaries in the country and abroad. As one of the most influential online video platforms in China, Tencent has assumed an extremely important function of cultural dissemination by producing really good food documentaries. Therefore, researching the food documentaries released by Tencent, revealing their specific features, as well as similarities and differences in broadcasting food themes can be of special **significance** for cross-cultural communication and mass media.

The research topic of the dissertation focuses on the examining the dissemination and production mechanism of Chinese food culture by Chinese media taking as an example Tencent's food documentaries. By comparing the two documentaries "Once Upon a Bite" and "Granny Knows Best", the dissertation reveals some of their peculiar features, as well as similarities and differences between them in content and realization. Being different in user audience, choice of topics, presentation styles, and technical applications these documentaries are united by a single mission to influence people's attitudes to Chinese cuisine and shape food culture of the population.

The main problem under study in this paper is the following. Chinese media such as Tencent use a variety of means and techniques while producing food documentaries to attract as larger user audience as possible to food culture content. In this regard, the dissemination of Chinese food culture can be considered the primary responsibility and mission. If we carefully examine the features of creating food documentaries for their positive and negative aspects, then we can elaborate some

constructive proposals for the effective promotion of food culture in the Chinese media.

The research methods used in the thesis include literature analysis, content analysis, comparative analysis, case study method.

The areas of possible implementation include practical activity of editors and media developers when making food documentaries. The results can also be used in educational process on related topics, in mass media studies or culture studies.

OVERVIEW

Keywords: FOOD DOCUMENTARY, CHINESE MEDIA, FOOD CULTURE, TENCENT, CULTURAL IMPACT.

The **research purpose** is to reveal the features, similarities and differences of Tencent's food documentaries, and their role in shaping food culture of the population.

This purpose is implemented within the framework of the following **research tasks**:

- 1) to define the concept of food documentary;
- 2) to examine current trends in food culture coverage in the Chinese media;
- 3) to reveal the features of food culture coverage in the Tencent's documentaries;
- 4) to find out similarities and differences in the Tencent's food documentaries;
- 5) to identify the role of Tencent in shaping food culture in China;
- 6) to give suggestions for the effective promotion of food culture in the Chinese media.

The **research object** is Tencent's food documentaries.

The **research subject** is the features, similarities and differences of Tencent's food documentaries, and their role in shaping food culture of the population in China.

The **research results** are the following. Taking Tencent's Food documentaries "Once Upon a Bite" and "Granny Knows Best" as examples, this study reveals their features, similarities and differences in their content; identifies their positive role in dissemination of food culture in the country, as well as existing problems, and thus puts forward some constructive suggestions for the effective promotion of food culture of the population in the Chinese media.

The master's thesis **structure** involves three main chapters, namely: (1) "Theoretical bases for studying food culture topics in the Chinese media" that is a literature review on the topic under the research, (2) "Food culture themes in Tencent's coverage: comparative analysis" contains comparative analysis of the documentaries "Once Upon a Bite" and "Granny Knows Best", and (3) "The role of Tencent in shaping food culture of the Chinese population" presents analysis of the positive effects and problems of the two food documentaries produced by Tencent and provides suggestions for practical implementation for the Chinese media.

The length of the theses is 74 pages. It contains 13 tables, 3 figures, and 67 sources.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Ключевые слова: ДОКУМЕНТАЛЬНЫЕ ФИЛЬМЫ О ПИТАНИИ, КИТАЙСКИЕ СМИ, КУЛЬТУРА ПИТАНИЯ, TENCENT, КУЛЬТУРНОЕ ВЛИЯНИЕ.

Цель исследования - выявить особенности, сходства и различия документальных фильмов о питании Tencent и их роль в формировании культуры питания населения.

Данная цель реализуется в рамках следующих **исследовательских задач**:

- 1) дать определение понятию документального фильма о питании;
- 2) изучить современные тенденции освещения культуры питания в китайских СМИ;
- 3) выявить особенности освещения культуры питания в документальных фильмах производства Tencent;
- 4) выявить сходства и различия в документальных фильмах Tencent;
- 5) определить роль Tencent в формировании культуры питания в Китае;
- 6) дать рекомендации по эффективному продвижению темы культуры питания в китайских СМИ.

Объектом исследования являются документальные фильмы о питании производства Tencent.

Предметом исследования выступают особенности, сходства и различия документальных фильмов о питании Tencent и их роль в формировании культуры питания населения.

Результаты исследования заключаются в следующем: На примере документальных фильмов о питании производства Tencent "Once Upon a Bite" и "Granny Knows Best" в этом исследовании раскрываются их особенности, сходства и различия в содержании; выявляется их положительная роль в распространении культуры питания в стране, а также существующие проблемы, и, таким образом, выдвигаются некоторые конструктивные предложения по продвижению культуры питания населения.

Структура магистерской диссертации включает в себя три основные главы, а именно: (1) "Теоретические основы изучения тем культуры питания в китайских СМИ", которая представляет собой обзор литературы по теме исследования, (2) "Темы культуры питания в освещении Tencent: сравнительный анализ" содержит сравнительный анализ документальных фильмов "Once Upon a Bite" и "Granny Knows Best", а также (3) "Роль Tencent в формировании культуры питания китайского населения", в которой анализируются положительные аспекты и проблем двух документальных фильмов о питании, созданных Tencent, и формулируются предложения по практической реализации для китайских СМИ.

Объем магистерской диссертации составляет 74 страницы. Работа

содержит 13 таблиц, 3 рисунка и 67 источников.