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# Research on Effect of Yu-Faction Documentary Film for Promoting the Image of Chongqing City Based-on the Initiative of “Belt and Road”

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**Abstract:** Yu-Faction documentary film has played an important role by its unique visual form and content performance in the current documentary market. Although Yu-Faction documentary film has not enough ambitious, but its object is mainly reflected in the daily life, highlighting the character of Chongqing people's perseverance. With the development of society and economy, Yu-Faction documentary film didn't pay enough attention to the initiative of “Belt and Road”. In this paper, in the perspective of the political, economic and social development stages, a pathway for promoting Yu-Faction documentary film is suggested. As a kind of public policy, documentary film is not only a way of understanding the development of social evolution, but also a map recognize the social development process. It can be said that the evolution of documentary film to a considerable extent is a typical microcosm of the evolution of the country's overall social development.

**Keywords:** Yu-Faction Documentary Film, Belt and Road, Numb and Spicy Hotpot

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## 1. Introduction

Whenever there is a mention of Chongqing, the key words that appear in the minds of people will have two words "hot pot". Indeed, as one of the business cards of Chongqing, hot pot has been deeply engraved in the hearts of the people all over the country. There are many theories about the origin of numb and spicy hotpot, but one of the more objective statements is that the unique geographical, climatic and cultural environment of Sichuan and Chongqing has given birth to the present style of numb and spicy hotpot.

Chongqing's special natural and geographical environment is the natural basis for the formation of the numb and spicy hotpot. Chongqing is wet and hot in summer, cold in winter, humid and rainy. In the long cooking practice, people in Sichuan and Chongqing gradually realized that the "hemp" of pepper and the "hot" of the pepper in food not only enhance the flavor and color of food, but also has important effect on cold dehumidification. So a lot of peppers and peppercorns are used as seasoning during the cooking process [1]. Therefore, the English translation of numb and spicy hotpot should be

"numb and spicy hotpot", not "hotpot".

There is a saying, numb and spicy hotpot is originally a diet from working in the Yangtze River and the Jialing river boatman who created. Chongqing since ancient times is a wharf, a large number of huge boatman trackers, they work every day of physical exertion, but still difficult living conditions. At that time people are not like this edible animal offal, and it will be most likely to get the boatman's animal offal and chili, pepper, butter, cooked together, become the cheapest source of food for them to add physical.

There is also a kind of hot pot, the mutton in hot pot in Beijing. Compared with Chongqing hot pot, the two flavors not only taste different, but also represent different cultural attributes. Shi (2006) and Zhou (1992) have researched the difference between Chongqing hot pot and Beijing hot pot [2] [3].

Chongqing and Beijing Hot pot bottom material in Hot pot add mutton slices cooked in hot pot are distinct, the unique hot pot bottom cast the taste experience of Chongqing hot pot. In order to make a more detailed analysis and description of the characteristics of Chongqing hot pot, this study will make a

semi quantitative analysis of different spices in the base of Chongqing hot pot.

The international organization for Standards Organization (ISO) defines spices as From plant products or its mixture and without foreign substances, it is used for seasoning, flavoring, or endowing the aroma of food. The United States Food and Drug Administration (FDA) will be defined as: "any aromatic spices in plant material to complete, broken, ground form, but those in the traditional sense is regarded as material (except food such as onions, garlic, celery etc.), without any volatile oils or other spices the ingredients have been removed, their main function in foods are seasonings instead of providing nutrition.

The above definition is a bit out of date at present and has some limitations. Spices also include all parts of the plant that can provide taste, color, and even texture for food [4].

For Chongqing hot pot, the addition of spices not only changed the taste feeling of the hot pot, but also the visual and olfactory experience. At the same time, because there is no obvious boundary between spices and Chinese herbal medicines, the addition of different Chinese herbs and spices in many Chongqing chafing dish not only enriches the bottom of the pot, but also highlights the different cultural characteristics of hotpot in other parts of China [5] [6].

Many of the medicinal spices used in Chongqing hot pot are not produced from China, but originated from the ancient South Ocean, the Mediterranean region or other areas. Thanks to the establishment of a commercial system connecting the land and sea by the ancient Silk Road, China has been linked to the Mediterranean region. The introduction of these exotic spices played an important role in the localization of spices and the way of cooking in China. Since the Han Dynasty (206 B. C. to 220 A. D.), the Chinese used these spices for food cooking. The main planting area of Chongqing hot pot Medicinal Spices has now become China.

## 2. Yu-Faction Documentary Film

"The Belt and Road Initiative" initiative is a practical action in China is put forward and practice of economic globalization. This study chose the national macro political, economic and social development stage based on the background as a research perspective, there are two reasons: first, this study is focus on "the development of documentary" rather than the "documentary case", so it must realize the development of documentary should also be a part of the overall social development. Therefore, it is most suitable to examine and comb the evolution of the documentary from the more macroscopic and native political, economic and social background. Two, in the Chinese cultural tradition and reality in the system, since the Chinese establishment and reform and opening up, the development of documentary film creation is by national political, economic and social environment of the direct and profound impact, compared to the field of documentary film creation itself art and technology change, the influence from the state, society and market external forces of the documentary more. It can be said that the evolution of

the documentary is a typical epitome of the development of the country's overall social development to a considerable extent. Therefore, this study takes the evolution of the national political, economic and social development background as the basic reference system for the evolution stage of the Chinese documentary.

The documentary is based on real life as a creative material, to the real performance of the object, and art processing and reproduction of the in order to show the real nature inspired film or television art form through the true. [7] In the early days of the founding of the people's Republic of China, the number of documentaries in China was less, and the documentary in this period only realized the function of documentary recording of the documentary only. After 1958, the increasing quantity of the documentary, because during the cultural revolution and socialist construction, the national energy mostly in the cultural revolution and the socialist economic construction, and during this period the documentary quantity is less. And some excellent documentaries during the Cultural Revolution was banned or burned, there is no proof of it. After 90s, the number of documentaries in China increased year by year, especially in the period of socialized documentary and commercialized documentary [8]. The number of documentaries in the commercialized documentary period is 4 times the number of documentaries in the last period. Meanwhile, since 1958, with the growth of GDP in China, the number of documentaries is also increasing. The turning point of the growth of documentary is also consistent with the turning point of GDP growth in China.

In 1960, the number of documentaries was not counted in 1964, so the average value was used. There was no GDP data in 1988 and 1989, only the total number of stages.

Chongqing has a clear and profound documentary, historical and cultural heritage and tradition. As a product of the spiritual world [9], documentary has similar attributes to the products in the biological world, that is, the geographical attributes will have a certain impact on cultural products. As far as documentary is concerned, it will undoubtedly be deeply branded with regional characteristics. The unique geographical location and climate conditions give birth to the unique cultural connotation and visual landscape of the Yu-faction documentary film.

China's vast territory and regional differences make the regional culture with distinct local characteristics. This laid a natural cultural foundation for the formation and development of documentary creation genre in China. As far as Chongqing is concerned, the documentary of the Yu-faction documentary film has been formed 2007 in September, Chongqing satellite TV, Lei Wei in accept "the Times newspaper" interview with reporters, first put forward the concept of "Yu faction documentary [10]. From the concept of "Chongqing faction" documentary, up to now, the Yu-faction documentary film producers have explored a unique development mode, reflecting Chongqing's regional culture, history, culture and social culture in an all-round way.

In the Chinese documentary market, Beijing, Shanghai,

Sichuan, with their own unique advantages (such as Beijing, Shanghai is reserved, Sichuan depth) emerge in the documentary market, accounting for a space for one person, made a contribution to Chinese country's documentary market prosperity. At the same time, Chongqing, with a great record of the cultural heritage of the film and the spiritual and cultural background, was born out of the Yu-faction documentary film. "Yu faction documentary has experienced more than 20 years of development, has become increasingly mature, and a different style of documentary genre.

The documentary "China on the tongue" was broadcast in CCTV1 in May 14, 2012. It immediately aroused widespread concern of the whole society, and it also aroused people's collective memory of the Chinese traditional culture of food. In April 18, 2014 broadcast on the tip of the tongue "China" second season "encounter", the first from the start of Chongqing pepper, then Hot pot, Hot pot, beef and mutton slices cooked in hot pot Hot pot from Hot pot display. Although the description of the Chongqing hot pot is only 5 minutes, it has put forward new interrogation on the development of the Yu-faction documentary film. Because before this, the Yu faction documentary has not yet carried on the relatively complete visual presentation to the Chongqing hot pot.

### **3. Promoting City Image by Yu-Faction Documentary Film**

#### **3.1. Focus Chongqing People**

Yu-faction documentary focuses more on the ordinary people of ordinary life aspects, pay attention to the changes of their life, through the real people and real events, not only reflects the nature and characteristics of the authenticity of the documentary, but also show the Yu faction documentary follows the social development, reflects the value system of the pulse of the times.

It can be seen that the Yu-faction documentary pays more attention to the performance of the people. In the picture of the Yu-faction documentary film, both the countryside and the city landscape, there is a kind of stagger beauty. The unique essence, Qi and God of the Yu-faction documentary film are inseparable from the unique geographical environment of the "city of mountains and rivers" in Chongqing due to Chongqing throughout the year to give people the feeling is foggy and wet, this picture is sometimes romantic romance in the rain, and sometimes it is a dignified and deep [11]. Is the so-called: "you ask no period, autumn pool up hope of reunion among friends".

The Yu-faction documentary film pays special attention to the attention of people, which is very beneficial to its spread throughout the world and recognition. Because in the current context of international communication, human beings will face all kinds of challenges from the living environment together, so that the documentary works of Chongqing faction have similarities and commonalities in the cross cultural context. This however, for a long time, there are some

differences between Yu faction documentary and other documentary creation team in history, aesthetic orientation, creative thinking, marketing concept at home and abroad, the Yu-faction documentary film record image to show the traditional view, the structure characteristics of the prose, no shape to Yu faction documentary spread huge effect of communication obstacles, therefore greatly reduced. This phenomenon can be explained from the perspective of "cultural discounts". The term "Cultural Discount" was first put forward by the German scholar Hillman Egbert (Seelmann Eggebert). The purpose of using this term is to describe the necessity of minority language culture. Since then, Canadian scholar Colin Hosking (Colin Hoskins) in the "global TV and movies" (Global Television and Film an Introduction to be Economics of the Business) the concept of a book will be extended for the evaluation of cultural products (film and television) is not because of its intrinsic cultural factors are not national audience or understand it the value and the products decreased. As China's "one generation and one way" initiative is put forward, the producers of Chongqing documentary should notice that today's cross-cultural communication has become very common. In this context, a documentary communication strategy had been integrated in Chinese and Western literature.

From the perspective of context culture, China belongs to the "high context culture", which is relative to the "low context culture" (low context culture). The two concepts were first proposed by American anthropologist Howard Hall (E. T. Hall) in the study of cultural values. Although Yu faction documentary show with Beijing, Shanghai, Sichuan faction and other faction of different documentary style, but because of its creative members are overlapped in the historical and cultural traditions, etc. Therefore, in the information transmission and expression of emotions tend to choose those implicit and indirect obscure way. This way of narration requires repeated introduction of background information in the process of intercultural communication. Compared with western countries, the low context communication society, Yu faction documentary need to recognize itself is a high context communication society, the Yu faction documentary creators of revelation is that in the future creation to enhance low context communication ability, to strive to express direct and simple manner.

#### **3.2. Reconsider the Chongqing City**

To sum up, because of the influence of "stereotyped thinking", the overall urban image of Chongqing has been misunderstood in a certain degree in the sense of communication. The audience will often take the preconceived value judgment of things out of the irrational experience because of the inertia and inertia of thinking. Especially in the current spread pattern of the diversification of the main body of communication, the good or bad of the means of communication will directly affect the effect of communication. With the development of Internet, the forms of media are different nowadays. But in many media, traditional audiovisual media like film and TV play a good

role in the construction and dissemination of regional images. However, in the current Chongqing documentary films, most of them focus on recording and reflecting the real life of people and people in real life. However, less attention has been paid to topics such as public policy and other aspects, which are based on the political, economic and social development stages of the country.

With the "The Belt and Road Initiative", Chongqing location advantages highlighted richly endowed by nature. Chongqing is located at the intersection of "Yangtze River Economic Belt" and "Silk Road Economic Belt". It is an important strategic fulcrum for the Silk Road Economic Belt, and also a strategic hinterland for the maritime Silk Road. Chongqing to the west is a vast Eurasian hinterland and the Atlantic; to the East is the vast Pacific, and the south is ASEAN and the India ocean. Chongqing has rich historical and cultural city core resources, only in the main district for example: Bayu Culture Center (Yuzhong District); Chongqing central and main portal culture (Jiangbei District, Yubei District); auxiliary leisure culture (Guo Nanan); esch culture (Shapingba District); Chongqing (Jiulongpo, West Portal culture Dadukou District); Chongqing suburb leisure health paper (Banan District); to develop creative culture (Beibei District). [12]

As a result of the authenticity of the material and the documentary character of the process, the documentary made it a natural text to construct the authenticity. This unique feature makes it easier to get the understanding and identity of the audience in different cultural backgrounds. Especially in the cross context communication, promotion of image and other aspects of the important transmission effect. The Yu-faction documentary film should not only show the persevering spirit of Chongqing people, but also stand on the frontiers of the times to show the city features of Chongqing and the times. On the tip of the tongue "Chinese" (season second) of Chongqing Hot pot show, not only to allow more people to understand Chongqing's unique geographical location, at the same time in the line at the end of the commentary: "pepper and pepper - meet, not the collision between the taste buds and nerve between the split, but also between Asia America and overseas together". The exchange of trade and culture between China and the West has been deeply rooted in the lives of people in Chongqing. Therefore, Yu faction documentary must serve as the Chongqing based on "generation way" initiative, "the construction of the Chongqing economic and cultural background of the regional image", show Chongqing in the new situation in the reform and innovation of the road through the documentary, remodeling Chongqing "regional image" of this historical mission.

### 3.3. The Development Map for Yu-Faction Documentary Film

Based on the philosophical thinking of the Yu-faction documentary film creation trend since the reform and opening up, this study puts forward the basic path of the development of Chongqing documentary documentary under the initiative

of Belt and Road. A country in the process of social and economic transformation and development, often accompanied by ideology, social needs and great changes of production mode of distribution, in different political, economic and social background, the creation of documentary subject, value connotation and way to realize the value is not the same. In this study, it is called the documentary creation value system. The documentary value system represents the social characteristics of the documentary, which is directly influenced by the ideology, social needs and the mode of production and distribution. Value is touched by social needs, and its way of realization is determined by ideology and the mode of production distribution. The value system of documentary creation will further affect the value system of the documentary itself, which makes the documentary of different periods take place corresponding changes in the role orientation, value orientation, manifestation and action mode. For a long time, it is precisely because it did not clarify the value system of documentary creation that the Yu-faction documentary film has been in an embarrassing situation of "theoretical value is higher than market value".

A country in the process of social and economic transformation and development, often accompanied by ideology, social needs and great changes of production mode of distribution, in different political, economic and social background, the creation of documentary subject, value connotation and way to realize the value is not the same. In this study, it is called the documentary creation value system. The documentary value system represents the social characteristics of the documentary, which is directly influenced by the ideology, social needs and the mode of production and distribution. Value is touched by social needs, and its way of realization is determined by ideology and the mode of production distribution. The value system of documentary creation will further affect the value system of the documentary itself, which makes the documentary of different periods take place corresponding changes in the role orientation, value orientation, manifestation and action mode.

It should be pointed out that the formation of documentary creation value system and documentary value system has certain cognitive characteristics and social utility characteristics. Therefore, the change of value connotation in different periods may not happen at a unified level. The economic and social development, especially the ideological change, has influenced China's learning and learning attitude towards foreign experience to a considerable extent. The introduction of these extraterritorial "advanced knowledge" has a great influence on the creation of the value system of the Yu-faction documentary film. The value system of documentary directly affects the practice of documentary creation. The interaction effect of creation practice and foreign experience also has an impact on the value system of Yu-faction documentary film.

The above view illustrates the documentary from the national political and class struggle tool to gradually evolved into mass media, cultural products, become a factor in economic value, as business needs resources, assets and

reflect the important economic value, and then to the documentary is projected to social development and social relations, not only the national political and national spirit., from the national level, reflecting the people's level. This is a systematic promotion of the current Chinese documentary theory.

#### 4. Discussion

Since the reform and opening up, China has experienced the process of rapid ideological emancipation and economic and social development. The rapid development of social economy has created a highly compressed "changing" environment for the construction of documentary value system. Documentaries must also reflect the diversity of modern social changes.

From a macro perspective, Chinese traditional documentary creation has strong public power color, which is closely related to the political tradition, economic system, land system and social governance system at that time. With the deepening of reform and opening up, the role orientation of documentaries has changed significantly, and gradually shifted from "national tools" and "cultural products" to an important "public policy". The past documentary is too ideological in the creative concept, and the color of the propaganda is too strong. From the point of view of the effect of communication, communication and propaganda instead of propaganda and propaganda may have a better effect. The transformation of this position is a great progress in the understanding of the documentary creators.

From a micro perspective, documentaries are a kind of communication involving public policies. Compared with other forms of communication, such as words, pictures, voices, etc., documentaries have unique advantages. In the past, whenever the audience saw the documentary, they would feel that the documentary at that time either gave people a sense of too political propaganda or gave a high preaching tone. But in recent years, the types of documentaries in China emerge in endlessly, the types are constantly enriched, and the themes are more diversified and stereoscopic. First of all, documentary has unique audio-visual language form, can create unique narrative mode to spread, thereby promoting public understanding of related policies and events. Secondly, documentary is an exploratory art form based on fact, with a distinct sense of presence. It has a wide selection of subject matter, not limited by time and space, and has a wide reflection on social life. At the same time, the documentary film is relatively objective, so that it can be based on the vision of many cultures to examine the theme. Especially a large number of humanities documentary emerged, re-examine the ordinary people from the spiritual culture and humanistic spirit more in-depth perspective, this type of documentary documentary not only makes the objects more realistic, but also on the national image will be more humane [13].

It is well known that the documentary works of the western countries are in the leading position in both quantity and quality. From the perspective of communication effect,

Western documentary is good at grasping diversified value orientation and seeking the most essential interest demands in complex and fast changing environment. But it must also notice that different from western countries, documentaries emphasize the "public policy" which focuses on market interest regulation and is relatively passive and limited. Chinese documentary creation must highlight the nature of "active public policy".

A country's social and economic transformation and development process, often accompanied by ideology, social needs and great changes of production mode of distribution, in different political, economic and social background, the creation of documentary subject, value connotation and value is also different. The Yu-faction documentary film is gradually forming its creative value system in such a background. The documentary value system represents the social characteristics of the documentary, which is directly influenced by the ideology, social needs and the mode of production and distribution. Value is touched by social needs, and its way of realization is determined by ideology and the mode of production distribution. The value system of documentary creation will further affect the value system of the documentary itself, which makes the documentary of different periods take place corresponding changes in the role orientation, value orientation, manifestation and action mode.

#### 5. Conclusion

Since 1980s, Chinese Documentaries began to flourish. A large number of Chinese scholars began to focus on Chinese documentaries, including the study of Chongqing faction documentary.

In fact, since the reform and opening up, the research on the Yu-faction documentary film can be divided into two different perspectives: A Perspective of documentary own development in the field of major events such as an important meeting, based on the regulations and documents, as well as an important type of documentary, documentary series and so on; another point of view is the national macro development stage of political, economic and social background based on significant changes in the discussion of documentary genres which.

In this paper, two perspective were introduced as research path. The former is elegant simplicity, and the typical event is clear, it is more easily perceived by the industry; but confined to the documentary film development field of pure rational thinking, will be subject to the limited field of view, some of the difficult issues with depth and breadth of knowledge. The latter has a broad background and broad vision. It will recognize the development of documentary in the context of the overall development and transformation of the country, and is more likely to deepen the interpretation of the development trend of documentary creation; but there is a discussion about the writing style and the style of creation, and the discussion is not simple and direct; and the development of the documentary and the development of the state will also exist a certain time delay or even the deviation phenomenon.

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