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Research on the Cross-Cultural Empathetic Communication Pathways and Mechanisms of China's Micro-short Series Going Global under Multimodal AI Empowerment

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Abstract. The rise of AIGC technology is changing the production pattern of fantasy micro-drams. Current research mainly uses AIGC as a tool to describe industry phenomena, but they fail to study how AIGC promotes the production of these plays, nor do they pay enough attention to the synergy between technology, creators and production workflows. This research adopts the theory of technical tolerance and deconstructs it into three dimensions: cognitive tolerance, functional tolerance and content tolerance. The analytical framework draws on the established application of ability theory in communication research, and is consistent with the operational characteristics of content creation supported by AIGC. The study believes that the role of AIGC in the production of fantasy micro-dramas constitutes the process of mutual reshaping between human agency and workflow, and the resulting results are the transformation of content value. These findings provide a new perspective for understanding human-artificial intelligence collaborative content creation, and also provide practical suggestions for promoting the fantasy micro-skit industry and cultivating creative talents.

Keywords: AIGC, skits, cultural exchange, creative entity

1. Introduction

This study examines policies from the perspective of technology and content orientation. Since 2015, China has issued policies to support and supervise the development of artificial intelligence. A strategic plan stipulates that artificial intelligence should make significant progress by 2025 and reach the world's leading position by 2030. AIGC represents a new form of productivity, and its cross-industry integration provides a valuable opportunity for technology injection and acceleration of high-quality economic growth. For micro-skits, content is still the primary factor in dissemination. Using AIGC to open up new communication channels, show the uniqueness of content, and expand the global influence of micro-skits, all of which require the effective integration of high-quality content with advanced technology [1].

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2. Reconceptualizing the creative subject in the AIGC era

Before the appearance of AIGC, PGC (Professionally Generated Content) and UGC (User Generated Content) constituted the two main modes of content creation. These paradigms create different cognitive frameworks among creators, but they collectively form the traditional concept of content production. Although the two methods differ in terms of author identity and production methods, they have a common core premise: only human beings can create, and technology and tools are only auxiliary tools under human control.

As shown in Table 1, when AIGC technology is used in the production of fantasy miniature skits, it becomes crucial to choose the right tool and its seamless integration with the creative process. This section applies the theory of technical tolerance to study how to use different AIGC tools at various stages of fantasy micro-short drama production, focussing on the consistency between each production stage and the corresponding tools, and evaluating the interoperability of these tools.

Table 1. Common categories of AI tools

Application	Tools
Writing	ChatGPT, Kimi, DeepSeek, Plot Generator, Sudowrite, Dramalink
Text-to-Image	Midjourney, Stable Diffusion, GPT-4o, ComfyUI, FLUX, Raphae, Ideogram 2.0, Photoshop Firefly, Krea
Image-to-Video	VEO 3, Pixverse, Vidu, Pika, Runway, Luma, Sora, Haiper
Post-processing/Synthesis	SUNO AI, Topaz Video AI, Premiere, Viral Editor

This study examines the latest AIGC tools and real-world case studies to show how AIGC technology promotes micro-skit production, and provides empirical evidence for understanding the transformation of the creative process in the context of technology integration [2]. The selected case is particularly illustrative because it uses AIGC at every stage of production, thus surpassing the traditional restrictions usually encountered in the content creation of fantasy micro-skits.

3. The 5W model as an analytical framework

American scholar Harold Lasswell first proposed the 5W theory in his 1948 paper on the social function of communication. As shown in Figure 1, this paper elaborates on the five basic components of the communication process, presented in order, followed by the 5W model called Lasswell.

Figure 1. Model of propagation

The communicator performs coding and access control functions in the communication process. As the first step, it plays a key role in content establishment. The communication content acts as a bridge in the process, carrying various messages that the communicator intends to transmit after coding, and then entering the channel. Communication channels represent the means of transmitting and carrying information, and the appropriate channels are selected according to the characteristics

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of the content and the attributes of the audience [3]. The audience is not a fixed group; their roles can change according to the context, and the communicator and the receiver can exchange positions. Members of the audience choose information according to their own needs and act as active and selective information recipients. As shown in Figure 2, the communication effect is an indicator for evaluating the communication effect. After decoding the information, the feedback from the recipient is crucial for the communicator to improve its content and strategy.

Figure 2. The evolution of the model

In terms of technology, AIGC is based on emerging technologies, including GAN, diffusion models and large-scale models based on Transformer, which currently represent the main architecture. Scholar Du Junfei observed that AIGC training is now drawn from a large collection of data from "everyone", and its generation mechanism operates through human-computer collaboration using probability methods. For artificial intelligence-driven text-to-video conversion, "humans" must first enter instructions; then, through training large data sets, the system builds moving images from text prompts provided by users [4]. After the release of Sora, many industries have begun to recognise the transformation potential of this new productivity under the empowerment of technology.

4. Cross-cultural dissemination of traditional Chinese culture via AI-generated content

Take the English version of "China Myth" as an example: Whether it is domestic cultural protection or international dissemination, with the rapid growth of the global short video market, effectively telling stories extracted from traditional Chinese culture and promoting cultural export is an opportunity to enhance cultural self-confidence and show the attractiveness of Chinese culture to the world.

The miniature skit produced by domestic artificial intelligence began with Chinese mythology, and the subsequent "Monkey King" series achieved greater success. Micro-skits that support artificial intelligence provide a variety of ways to spread the rich and complex heritage of traditional Chinese culture. Multimodal artificial intelligence has promoted the expression of traditional Chinese culture [5, 6]. On the basis of talent acquisition and technology integration, the content is developed into series and narratives to meet the different needs and preferences of different audiences. Cultural dissemination is not only conducive to domestic protection, but also to international recognition, thus opening up new ways for cultural exchanges.

5. Production workflow and technical integration in AIGC-driven micro-short dramas

In the film production stage, the image-to-video tool is used to convert static images into dynamic narratives. The advantages of these tools include fluent motion rendering and multi-character processing capabilities. They use the video diffusion model to generate short clips, transition from image to action, and enhance the audience's immersion; however, manual intervention is still necessary to solve the inconsistency of continuity. Film production includes three main stages: motion generation, effect addition and preliminary editing. The runway is used to combine elements

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such as particle effects and lighting changes. Subsequently, Topaz Video AI improved image quality by increasing resolution and interpolation frames, making movement more fluent.

When choosing tools, it is very important to evaluate their interoperability. Establishing standardised output protocols - such as unified video formats and resolutions - helps to seamlessly integrate materials from different tools, thus improving workflow efficiency and minimising rework requirements, see Table 2 for details.

Table 2. Key advantages of several commonly used AI tools

Tool	Advantage Focus
XingLiu	Text-to-Image: Generates three-view portraits for comprehensive makeup design; creative features
Midjourney	Text-to-Image: Cinematic image quality with superior visual aesthetics
Vidu	Creates character databases to address consistency issues; enables multi-character rendering in single frames; generates high-intensity actions such as combat sequences
Runway	Image-to-Video: Enhanced aesthetic quality in establishing shots; improved dynamism of visual elements; superior camera movement
Kailing	Image-to-Video: Enhanced image detail layers and dynamic elements

At this stage, tool interoperability is crucial. The team first used Vidu for basic motion generation, then used CapCut for multi-layer synthesis, and finally applied Jimeng AI for lip synchronous matching. This workflow ensures productivity while maintaining visual consistency.

However, as summarised in Table 3, over-reliance on model generation has also brought challenges such as conceptual homogenisation, cultural shallowness and copyright risk. Adequate balance between technical support and cultural constraints now poses a major challenge to fantasy AIGC micro-skits.

Table 3. Research findings

Dimension	Major Changes	Limits and Constraints
Cognition	Role evolution from "artist" to "prompt engineer," with corresponding skill adaptation	Algorithmic training triggers writing anxiety
Function	Process evolution from linear to agile and iterative, resulting in improved efficiency	Path dependence and black-box risks
Content	Value leap: quality refinement, form integration, and paradigm personalization	Homogenization and copyright uncertainty

In general, AIGC's carrying capacity in the fantasy micro-short film production system has formed a gradual multi-stage process: first, cognitive transformation occurs among creators; second, the workflow is reorganised; and third, the content is reconfigured. This progress constitutes a substantial leap from enhancing intelligence to realising value creation.

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6. Conclusion

Based on the theory of technical capacity, this research builds a three-dimensional analysis framework covering cognition, function and content. It systematically studies how AIGC changes the creative theme and production process of fantasy micro-drams. Summarise the mechanism of AIGC to realise the production of fantasy micro-skits: cognitive tolerance promotes the transformation of creators and lays the foundation for the reorganisation of workflows at the functional level; functional tolerance supports practice through rapid and flexible iteration, which in turn strengthens cognitive adaptation; content tolerance represents the promotion The tangible and visible results of value improvement. These three dimensions work together to form a systematic progress from cognitive reorganisation to content output.

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