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Cultural Adaptation in China-Korea Cultural Content Communication Assisted by Generative AI: K-pop Promotional Content and Chinese Cultural Short Videos

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Abstract. Generative artificial intelligence is entering the planning, production, and cross-language distribution of cultural content. Rather than treating AI as an abstract force of industrial change, this paper focuses on a more specific question: Can AI-generated copy and visual materials be accurately adapted to the cultural contexts of target audiences in Chinese-Korean cultural communication? Taking K-pop promotional content and Chinese cultural short videos as two types of content, the paper combines literature review, textual comparison, and case discussion to examine changes in multilingual copy, visual symbols, narrative emphasis, and audience interaction under AI-assisted production. The findings suggest that AI can improve the efficiency of producing multiple versions of content and carrying out initial localization, but it cannot automatically judge cultural meanings, emotional tone, or social context. For culturally dense content, the absence of human review can lead to stereotyped symbols, contextual mismatch, and homogenized content. This paper therefore proposes an adaptation process centered on "human judgment–AI generation–cross-cultural review," offering a reference for practical China-Korea cultural communication.

Keywords: generative AI, China-Korea cultural communication, cultural content production, human-AI collaboration, cross-cultural communication

1. Introduction

Generative artificial intelligence, based on technologies such as large language models, diffusion models, and speech synthesis, can produce editable text, images, audio, and video from prompts. Since entering the cultural industries, its most visible effect has been faster content production. In cross-cultural communication, however, the more important issue is not whether content can be generated, but whether the generated content is appropriate for a particular audience. Existing research has systematically examined AI applications in the creation, production, and consumption stages of the creative industries, arguing that its value should lie primarily in augmenting rather than replacing human creativity [1]. Recent reviews also show that creators are no longer only content producers, they are increasingly becoming prompt designers, content curators, and quality evaluators [2].

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China and Korea have long maintained close cultural exchanges. Korean music, dramas, webtoons, and variety shows circulate through highly platformized transnational networks, while Chinese cultural IP, cultural-tourism videos, games, and digital museum content seek more internationally accessible forms. Research shows that the global circulation of the Korean Wave increasingly depends on streaming, social media, and digital platforms [3]. China-Korea cultural content studies have also moved beyond one-way influence and simple conflict towards cultural interpretation, negotiation, and reconstruction. My experience studying in Korea suggests that the same content may be understood differently across campus, social media, and conversations among students from different countries.

Against this background, this paper takes K-pop promotional content and Chinese cultural short videos as two objects of analysis to discuss cultural adaptation in AI-assisted production. It combines literature review, textual comparison, and case discussion, focusing on four dimensions: multilingual copy, visual symbols, narrative emphasis, and audience interaction. Rather than evaluating every AI tool or the entire cultural industries of China and Korea, the paper identifies which stages of concrete content production can benefit from AI and which still require the judgment of creators, translators, and cultural researchers.

2. Research objects and an analytical framework for cultural adaptation

2.1. Research objects, methods and analytical dimensions

The focus of this paper is not the whole of the China-Korea cultural industries, but two representative types of cross-cultural digital content: K-pop promotional content aimed at international audiences and Chinese cultural short videos aimed at overseas viewers. The former commonly includes album teasers, artists' social-media posts, short-video titles, and fan-interaction messages. The latter includes short-video narratives about traditional festivals, intangible cultural heritage, museums and urban cultural tourism. Both types of content need to combine visual appeal, textual explanation, and cultural positioning within a short time, making them suitable for examining adaptation in AI-assisted production.

This paper uses textual comparison and case discussion rather than treating a single model output as a substitute for audience research. It asks whether multilingual copy preserves tone and relational distance, visual symbols match their historical and cultural contexts, narrative emphasis balances cultural specificity with audience understanding, and interaction design avoids reducing complex cultures to traffic labels. AI is useful for codifiable tasks that require rapid iteration, but cannot reliably understand taboos, symbolic meanings, or real-life contexts [1].

2.2. Human judgment in AI-assisted production

Across the four dimensions in Table 1, AI can assist with information organization, formal experimentation, version generation, and repetitive revision. Creators, however, still need to decide the communication theme, target audience, cultural symbols, and ethical boundaries. A review of 57 studies identifies a shift in creative practice from "creation" towards "curation" and "meta-creation," requiring professionals to develop new skills in prompting, evaluation, and revision [2]. This change is particularly relevant to cross-cultural communication because accuracy depends not only on grammar or visual quality but also on an understanding of particular audiences.

If platforms and organizations evaluate outcomes only by speed, quantity and cost, AI may push cultural content towards templates and reduce the time available for translators, designers, and post-

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production staff to make careful judgments. Research on media industries suggests that a more reasonable direction is to use AI to amplify, rather than replace, human creative capacity [4]. This paper therefore treats AI-generated content as a "draft awaiting review," not as a cultural product that can be published automatically.

Table 1. Analytical dimensions of cultural adaptation in this study

Analytical Dimension	Focus in K-pop Promotional Content	Focus in Chinese Cultural Short Videos	Main Focus of Human Review
Multilingual Expression	Fan names, intimacy, and interactional tone	Guide explanations, subtitles, and cultural keywords	Tone, relational distance, and ambiguity
Visual Symbols	Idol image, album concept, and fan recognition	Clothing, architecture, festivals, and intangible-cultural-heritage elements	Source, historical context, and symbolic meaning
Narrative Emphasis	Emotional connection, event information, and motivation to participate	Cultural stories, meaning of settings, and pathways to understanding	Avoid reducing complex culture to labels
Platform Interaction	Titles, tags, comments, and sharing prompts	Short-video covers, topics, and interactive Q&A	Avoid over-accommodating traffic metrics

3. A comparison of cultural adaptation in K-pop promotional content and chinese cultural short videos

3.1. K-pop promotional content: multilingual tone and fan relationships

The international circulation of Korean entertainment content is strongly platformized. Streaming platforms, video communities, and fan social networks simultaneously support content display, interactive circulation, and data feedback [3]. In this environment, AI-assisted tools can be used to generate multilingual promotional copy, short-video titles, fan-interaction scripts, visual concept drafts, and localized versions for different regions. For K-pop, Korean dramas, and online variety shows, the same content often needs to be quickly adapted across regions, platforms, and audience groups. AI can improve the efficiency of version production and initial localization.

On July 6, 2025, I attended the second show of *BLACKPINK WORLD TOUR "DEADLINE" IN GOYANG* at the Goyang Sports Complex Main Stadium. The opening concerts were held there on July 5 and 6, and the July 6 performance began at 19:00 [5]. The venue included merchandise areas, fan photo zones, group posters, and many fans in black and pink. This shows that K-pop promotion combines performance, venue visuals, merchandise, and fan participation into a single brand experience. As fans came from different countries and language backgrounds, AI can help prepare multilingual drafts for notices, product descriptions, teaser videos, and interactive messages. However, the meanings of fan colors, names, and cheering practices still require review by people familiar with fan culture.

Communication efficiency, however, cannot replace cultural adaptation. China-Korea cultural content may appear geographically close and partly similar, but audiences do not necessarily understand narrative themes, emotional expression, and social issues in the same way. A study of

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Chinese reception of a Korean film found that settings, language translation, nonverbal expression, and music did not necessarily create a strong sense of distance, while plot themes and a tragic ending could still produce considerable cultural distance [6]. This suggests that even when AI generates fluent translations and promotional materials, it cannot automatically judge thematic sensitivity or audience expectations.

3.2. Chinese cultural short videos: cultural symbols and narrative readability

Chinese cultural content for international audiences includes traditional festivals, clothing, architecture, intangible cultural heritage, museums, city branding and cultural-tourism short videos. AI can help produce multilingual summaries, guide texts, posters, and interactive Q&A, lowering the threshold for cross-platform and cross-language production. In early concept development, image-generation tools can offer visual options and help creators balance cultural specificity with accessibility for overseas audiences.

Cultural internationalization, however, is not simply a matter of language conversion. A meta-synthesis of research on translating Chinese culture argues that effective communication requires a dynamic balance between the authenticity of the source culture and audience comprehensibility, as well as between institutional support and market response [7]. Therefore, for AI-assisted content to genuinely serve international communication, people with cultural knowledge and experience in the target market must select and revise the output. Treating traditional elements as merely decorative symbols can lead to exoticization, superficiality, or misunderstanding, over-accommodating external audiences can also weaken the cultural specificity of the content.

3.3. Comparison: from generation speed to quality of adaptation

Research focused directly on the China-Korea context offers an important insight. A comparison of AI-generated images found that China-related prompts more often foregrounded historical imagery, collective symbols, red-and-gold tones, and symmetrical composition, whereas Korea-related prompts more often produced natural lyricism, delicate emotion, blue-and-white tones, and a restrained aesthetic [8]. This result does not mean that real cultures can be reduced to a few visual features. It does show, however, that AI extracts recurring cultural patterns from training data and may reinforce them as stereotypes.

Accordingly, the use of AI in China-Korea cultural content communication should move beyond the question of whether something "looks right" towards questions of accuracy, respect for context, and avoidance of simplification. For culturally dense content involving festivals, clothing, architecture, people, or historical narratives, editors or researchers with relevant knowledge should verify the source of symbols, historical background, and value implications. AI can expand the range of possible approaches, but it should not become the sole authority for cultural interpretation.

4. Risks and improvement paths for AI-assisted cultural adaptation

4.1. Improving cross-border communication efficiency and audience visibility

AI-assisted production can reduce repetitive costs and speed up content testing. Cultural institutions in China and Korea can retain a core narrative while creating versions of titles, descriptions, posters, and short-video scripts for different language audiences. It can also shorten the gap between initial

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drafting and platform-specific revision. For museums, independent creators, and local cultural-tourism organizations, this can improve international visibility.

AI may also support more careful cultural expression. By comparing several drafts, creators can test different narrative angles before publishing overseas. With transparent data use and meaningful expert participation, AI can lower barriers to understanding without erasing cultural difference.

4.2. Risks of cultural bias, homogenization and copyright ethics

The risks are equally important. First, generative AI may display systematic cultural tendencies. Research finds that different models exhibit identifiable cultural value patterns and that cultural framing in prompts affects outputs [9]. This means that the same cultural topic may be shaped into very different images in different languages, models or prompts. Without human verification, inaccurate historical information, mismatched symbols, and stereotypes can spread rapidly.

Second, technology may lead to content homogenization. When many organizations use similar models, prompts, and platform strategies, cultural content can easily take on similar visual styles and narrative structures. The distinctive branding of Korean entertainment content and the diversity of Chinese cultural IP may both be weakened by template-based expression. Finally, the sources of training data, authorship, authorization for voices and likenesses, and labels for synthetic content all concern creators' rights and audience trust. UNESCO's report on AI and culture emphasizes that cultural sovereignty, cultural diversity, and human creative agency should be core principles of AI governance [10].

4.3. A human-AI collaborative governance path for China-Korea cultural communication

Future governance can work at three levels. First, professionals should review content involving history, tradition, religion, ethnic representation, or social issues for factual accuracy, symbolic use, and contextual appropriateness. Second, platforms should label AI-generated or deep-synthetic content and retain records of training materials, prompts, and revisions. Third, creators, translators, researchers, and target audiences from China and Korea should take part in cross-cultural testing rather than relying only on machine translation or one market's judgment.

This approach does not seek to eliminate all technological risks. Instead, it positions AI as a manageable production tool (Table 2). Recent text-mining research on China-Korea cultural content studies indicates that academic discussion is shifting from one-way relations towards cultural interpretation, identity, and media discourse [11]. This suggests that future AI applications should prioritize mutual understanding and co-creation rather than treating cross-cultural communication as a simple one-way output from one side to the other.

Table 2. Problems and improvement paths in AI-assisted cultural adaptation

Specific Stage	Tasks AI Can Assist With	Common Adaptation Risks	Improvement Path
Copy Generation	Multilingual first drafts and title variants	Literal translation, loss of tone, and errors in relational distance	Review by people familiar with the target language
Visual Design	Poster sketches and short-video cover proposals	Mismatched symbols, historical errors, and stereotypes	Verify sources and invite cultural experts to review

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Table 2. (continued)

Narrative Design	Outlines, script drafts, and version comparison	Culture reduced to "spectacle" or labels	Retain contextual explanation and a complete storyline
Platform Distribution	Tags, interactive Q&A, and adaptation of materials	Traffic orientation outweighing cultural accuracy	Establish human publication review and labeling mechanisms

5. Conclusion

This paper examines cultural adaptation in AI-assisted production through K-pop promotional content and Chinese cultural short videos rather than discussing the entire cultural industry in broad terms. AI is useful for multilingual drafts, visual proposals, title variations and adaptation of platform materials, but these outputs are only the starting point for a communication plan. For K-pop, the issue is not simply translation but preserving tone, intimacy, and relational distance in fan interactions. For Chinese cultural short videos, it is not merely producing a "Chinese-style" image, but explaining the origin, context, and narrative meaning of cultural symbols.

The comparison shows that technological efficiency does not automatically create effective cross-cultural communication. Because AI output is shaped by training data and prompt framing, it may be fluent but lack historical context, reinforcing stereotypes, superficial narratives, homogenization, and copyright disputes. AI should not replace the responsibility of creators, translators, and cultural researchers in cultural interpretation. This is particularly important when audiences encounter unfamiliar cultural references through fast-moving digital platforms.

Future China-Korea cultural communication can use a "human judgment–AI generation–cross-cultural review" workflow. Humans should set themes, assess cultural meaning and ethics, and make final decisions; AI can organize information, generate proposals, test versions, and handle repetitive work. Platforms and institutions should provide content labels, authorization records, and publication review. This paper relies mainly on literature and case discussion and does not compare how different AI systems treat the same cultural prompt. Future research could examine specific K-pop or Chinese cultural short-video accounts through comments, interviews, or questionnaires to test effects on audience understanding, trust, and participation.

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