

CHAPTER 3

METHODOLOGY

3.1 Literature Research

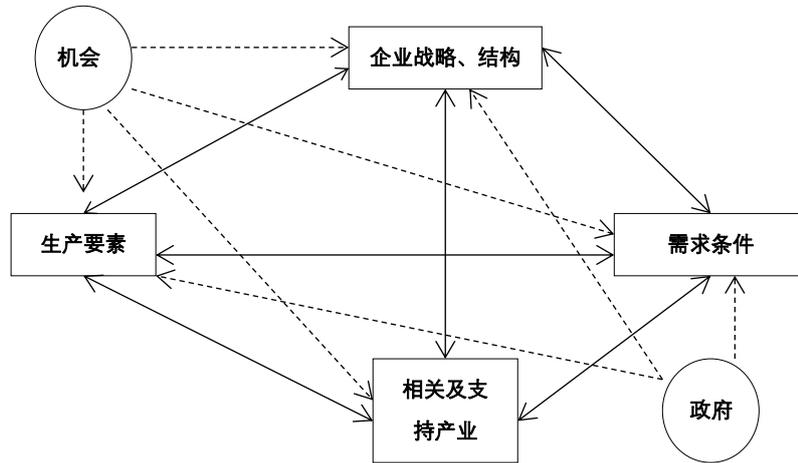
This article belongs to the qualitative research, qualitative research method is based on social phenomenon or things is the attribute and the contradictions in the movement of change, from the inherent regularity of things to study things one way or Angle. Through 1, documentary research: Qian Zhizhong fully absorbed in the porter's "diamond model" theory on the basis of combining the characteristics of the film industry to create a basic model of film industry international competitiveness factors, including resource impact factors of the basis of the film industry competitiveness; Industrial endogenous forces affect the core competitiveness of film industry development; The environmental competitiveness of the film industry is influenced by the demand environment and government action. (qian zhizhong, 2007) 2. Case analysis: take the American Disney company as an example. 3. Data analysis: analyze the overseas distribution data of Chinese and American films. This method is used as the research method in this paper.

3.2 Data Analysis

Nowadays, Chinese scholars mainly use porter's diamond model as the basic analysis tool when studying the international competitiveness of films. Combined with the diamond model, the key factors of a national film international competitiveness mainly include: (1) production factors: including the human resources of the film industry, natural resources, knowledge resources, capital resources, infrastructure and creative and technical level; Demand conditions: mainly refers to the demand of domestic film audiences and the cultural identity of foreign audiences for domestic film products; The performance of related industries and supporting industries: mainly refers to whether the film industry and relevant upstream industries have international competitiveness; Corporate strategy and its structure and competition: the strategy, structure and performance of the film and television group; As one of the auxiliary factors, the influence of government policy on film international competitiveness cannot be ignored, and the film protection policies and quota policies of various countries have become an important factor affecting the film trade. The opportunity as a dynamic factor also affects the international competitiveness of a national film. Taken together, these six factors interact and reinforce each other, together form a dynamic incentive last Xiao clients and the innovation of the competitive environment, thus constitute the source of a country in the international competition of media.

3.3 Case Analysis

Figure 1



Diamond model is also called diamond theory, diamond theory and national competitive advantage theory. The logical starting point of diamond theory is still the absolute advantage theory, but with the theory of absolute advantage and comparative advantage theory of the difference is that the diamond theory emphasizes the national overall competitive advantage in international competition, and not just a country's single industry and products to participate in the national competition. Diamond model by production elements, demand conditions, related and supporting industries, enterprise strategy and its structure and competition of four basic elements, as well as government and opportunity two auxiliary elements. (Hao,2007)