

# Research on the Market Development of Mongolian-Themed Films

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**Abstract:** This study aims to explore the market development of Mongolian-themed films and put forward corresponding strategies and suggestions. By analyzing the current situation and problems of the Mongolian-themed film market, combined with the development trends of domestic and foreign film markets, we study key issues such as the commercial operation mechanism, market support, and marketing of Mongolian-themed films. In the process of market development, Mongolian-themed films face challenges such as insufficient financial support, poor marketing promotion, and limited distribution channels. In order to promote the market-oriented development of Mongolian-themed films, diversified publicity and promotion strategies, strengthening market support, and optimizing commercial operation mechanisms are needed.

**Keywords:** Mongolian-themed Movies; Market-oriented Development; Research.

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## 1. Introduction

As an important part of Chinese films, Mongolian-themed films have rich cultural connotations and unique artistic styles. However, in terms of market development, Mongolian-themed films face a series of challenges and problems. Through in-depth research on the Mongolian-themed film market, we explore its market-oriented development paths and strategies, and provide useful reference and guidance for the development of Mongolian films.

## 2. The Impact of Market-Oriented Development on Mongolian-Themed Films

The market-oriented development of Mongolian-themed films is of great significance to cultural inheritance, cultural identity, market expansion, cultural exchanges, as well as economic benefits and employment opportunities. Through market-oriented means, Mongolian-themed films can better meet the needs of audiences, promote the inheritance and promotion of Mongolian culture, promote exchanges and understanding between different cultures, and also bring development opportunities to related industries and practitioners.

### 2.1. Impact on the Realization of the Value and Significance of Mongolian-Themed Films

The first is to convey cultural value. Mongolian-themed movies can convey Mongolian cultural values through the presentation of storylines, character creation and cultural elements. This includes respect for the natural environment, the importance of family and community, qualities of courage and resilience, and more. Market-oriented development can enable these cultural values to be more widely disseminated and recognized, and promote society's respect and understanding of Mongolian culture. The second is to carry forward the national spirit. Mongolian-themed movies can show the national spirit and characteristics of the Mongolian people. This includes the love for grassland life, the cherishment of herder culture, the emotion for homeland, etc. Through market-oriented development, these national spirits

can be recognized and resonated by more people, stimulate the audience's sense of pride and identity, and enhance national cohesion and identity awareness. Again, it's about improving image and recognition. The market-oriented development of Mongolian-themed films can enhance the image and recognition of Mongolians. By showing the wisdom, bravery and creativity of the Mongolian people, the film can change the public's stereotypes and prejudices against the Mongolian people and promote multicultural tolerance and understanding. Market-oriented development can enable Mongolian-themed films to be more widely disseminated and promoted, increasing audience exposure opportunities, thereby improving the recognition and social status of the Mongolian image. Then there is the promotion of economic development. Market-oriented development is also of great significance to the economic value of Mongolian-themed films. With the development of the film industry and the increase in market demand, Mongolian-themed films can become an important part of the cultural and creative industry. Through the development of film production, distribution and related industrial chains, it can increase employment opportunities and promote the development and diversification of the local economy. The last is to promote cross-cultural exchanges. The market-oriented development of Mongolian-themed films can promote exchanges and dialogue between Mongolian culture and other cultures. Through the dissemination of films and international cooperation, we can deepen the understanding and recognition between different cultures and promote the diverse integration and exchange of cultures. Market-oriented development can provide more opportunities for the international promotion of Mongolian-themed films, allowing them to showcase the unique charm and value of Mongolian culture on the international stage.

Through market-oriented development, the value and significance of Mongolian-themed films can be better realized. This will promote the inheritance and promotion of Mongolian culture, enhance the image and recognition of the Mongolian people, and promote economic development and cross-cultural exchanges. At the same time, market-oriented development also needs to pay attention to the quality and innovation of films to ensure that Mongolian-themed films

can stand out in market competition and achieve long-term development.

## **2.2. Concerning the Survival of Mongolian-Themed Movies**

The first is financial support . The survival of Mongolian-themed films is closely related to financial support. Film production requires a large amount of capital investment, including script creation, shooting equipment, scene construction, actor remuneration, etc. For Mongolian-themed movies, it may be more difficult to attract investors because the audience is relatively small. Therefore, obtaining stable financial support is one of the important factors to ensure the survival of Mongolian-themed films. The second is market demand and audience acceptance . The survival of Mongolian-themed films is closely related to market demand and audience acceptance. If the audience is not interested in or receptive to Mongolian-themed movies, the movie's box office and reputation may not be ideal, which will affect the movie's survival. Therefore, it is crucial to understand the needs and preferences of your target audience and create and promote content based on market needs. Again, it's the film industry environment . The overall environment of the film industry will also affect the survival of Mongolian-themed films. This includes policy support, market competition, distribution channels, etc. Government policy support can provide more opportunities and resources for Mongolian-themed films and promote their development. Fierce market competition and restrictions on distribution channels may pose challenges to the survival of Mongolian-themed films. Then there's the capabilities of the creative and production teams . The ability of the creative and production teams is crucial to the survival of Mongolian-themed films. Excellent script writing, directing, actor performance and post-production capabilities can improve the quality and competitiveness of the film and win the recognition and support of the audience. Therefore, cultivating and attracting outstanding creative and production talents and improving the team's ability level are crucial to the survival of Mongolian-themed films. Finally, there is the marketing and publicity strategy . Marketing and publicity strategies also play an important role in the survival of Mongolian-themed films. Through effective marketing and publicity methods, the film's popularity and exposure can be increased, and more viewers' attention and support can be attracted. At the same time, it is crucial for the survival of the film to formulate corresponding marketing strategies based on the characteristics and target audiences of Mongolian-themed films to improve audience acceptance and participation.

## **3. Market Development Ideas for Mongolian-Themed Films**

### **3.1. Combination of Film Content and Marketization**

#### **3.1.1. Choose Mongolian-Themed Movies that Resonate with the Audience**

First is the modernized storyline. Choosing Mongolian-themed movies with modern backgrounds and plots can make it easier for audiences to relate to them. Such films can explore the challenges, conflicts and growth faced by Mongolians in contemporary society, and show their lifestyles, family relationships and professional experiences. Through the modern storyline, the audience can better understand and

pay attention to the real life and emotional experience of the Mongolian people. The second is the diversity of characters . Portraying diverse characters in Mongolian-themed movies can make it easier for the audience to resonate with the characters in the movie. This includes images of characters of different ages, genders, professions and social statuses. By showing the stories and experiences of different characters, the audience can better understand and feel the diversity and individual differences of the Mongolian community. Again it's about exploring common human themes . Mongolian-themed films can resonate with audiences by exploring common human themes. These themes can be love, friendship, family, growth, dilemma, etc., connecting with the audience's universal experiences and emotions. By integrating these themes with Mongolian culture and background, the film can break down cultural and ethnic boundaries and arouse resonance and emotional resonance in the audience. Finally, it emphasizes the universality of human nature . Mongolian-themed movies can emphasize the universality of human nature and transcend national and cultural boundaries. By showing the emotions, values, and human conflicts and pursuits of Mongolian characters, the movie can make the audience think more deeply about the common values and the meaning of life of mankind. This universality of humanity can help viewers transcend superficial differences and relate to the characters in the film.

By choosing Mongolian-themed films that resonate with audiences, we can attract a wider audience and increase the film's market influence and commercial potential. At the same time, this will also help promote communication and understanding between different cultures and promote the development and integration of multiculturalism.

#### **3.1.2. Focus on Improving the Depth of Mongolian-Themed Films**

The first is script writing . Paying attention to the depth and connotation of the script is an important aspect to enhance the depth of Mongolian-themed movies. The script should have rich plot development and characterization, and be able to explore deep themes and thoughts. By deeply exploring the connotations of Mongolian culture, history, society, etc., the script can present a richer and more in-depth story, arousing the audience's thinking and resonance. The second is visual performance . Images are an important part of movies, and through careful photography and visual expression, the depth of Mongolian-themed movies can be enhanced. Use appropriate photography techniques, composition, and color combinations to create artistic and in-depth visual effects. Through the expressive power of images, the themes and emotions to be expressed in the movie can be better conveyed, and the audience's viewing experience can be enhanced. Then there's the director's direction . Directors play an important role in film creation, and their directing abilities and creative concepts have a significant impact on the depth of the film. Mongolian-themed films require visionary and innovative directors who can incorporate in-depth thinking and artistic expression into the film. The director should have an in-depth understanding of Mongolian culture and be able to show the unique charm and in-depth connotation of Mongolian culture through image language and narrative techniques. Once again it's the actors' performance . Actor's performance is one of the important ways of expressing emotions in movies. In order to enhance the depth of Mongolian-themed movies, excellent actors are needed who can accurately convey the emotions and inner world of the characters. Actors should have solid

acting skills and an in-depth understanding of the character, and be able to show the complexity and emotional layers of the character. Their performance capabilities will directly affect the audience's understanding and resonance of the movie's plot and themes. Finally, there is the exploration of the theme. Mongolian-themed movies can choose in-depth themes to explore, such as identity, cultural inheritance, social changes, etc. Through in-depth exploration of these themes, movies can trigger the audience's thinking about human nature, society and culture. At the same time, the movie can also explore social issues, show the difficulties and challenges faced by the Mongolian group in real life, and arouse the audience's resonance and thinking. Through the comprehensive application of the above measures, the depth of Mongolian-themed films can be enhanced, making them more influential and connotative in terms of artistry and ideology.

### **3.2. Strengthen the Market Cultivation of Mongolian-Themed Films**

The first is diversified publicity and promotion. Through advertising, posters, trailers and other forms of publicity and promotion, the unique charm and value of Mongolian-themed movies will be conveyed to the audience. Promotional materials should highlight the theme and highlights of the film, attract the audience's attention, and stimulate their interest and expectations. Next are film festivals and screenings. Participating in film festivals and screenings at home and abroad is an important way to bring Mongolian-themed films to the market. Through exhibitions, screenings and publicity, we can attract more audiences and professionals to pay attention to Mongolian-themed films and increase their popularity and influence. The third is to build industry partnerships. Establish close cooperative relationships with film production companies, distribution companies, theaters and other industry partners to jointly promote and launch Mongolian-themed films. Partners can provide resources, channels and marketing support to help films better enter the market and attract audiences. Then there is the use of social media and online platforms. Leverage the power of social media and online platforms to actively carry out online publicity and promotion activities. By producing exquisite promotional clips, releasing behind-the-scenes footage, and interacting with the audience, we can increase the audience's attention and participation in Mongolian-themed films. Finally, there is local government support and support. The market cultivation of Mongolian-themed films requires the support and support of local governments. The government can provide financial support, tax incentives, venue resources and other assistance to encourage film production and screening, and promote the development and promotion of Mongolian-themed films.

Through the comprehensive application of the above measures, the market cultivation of Mongolian-themed films can be strengthened, their popularity, influence and audience groups can be enhanced, thereby promoting the inheritance and development of Mongolian culture.

### **3.3. Optimize the Commercial Operation Mechanism of Mongolian-Themed Films**

The first is investment and financial support. Providing sufficient investment and financial support for Mongolian-themed films is the basis for commercial operations. The government can set up special funds to support the production

and distribution of Mongolian-themed films. At the same time, attract the participation of private investors and film and television companies, establish a reasonable investment mechanism, and provide a stable source of funds for film projects. Second is the marketing strategy. Developing an effective marketing strategy is key to business operations. Through market research and analysis, understand the needs and preferences of the target audience and formulate targeted publicity and promotion plans. Establish a professional marketing team and use various channels and platforms to carry out advertising, social media promotion, etc. to increase the popularity and exposure of Mongolian-themed films. Again, distribution and screening channels. Establishing sound distribution and screening channels is a key link in business operations. Establish cooperative relationships with film distribution companies and theater chains to ensure that Mongolian-themed films can get sufficient screening opportunities in major theaters. At the same time, new media platforms and online theaters and other channels will be used to expand the audience group of movies and achieve diversified distribution and screening models. Then there's copyright protection and revenue distribution. Strengthen the copyright protection of Mongolian-themed films to ensure the legitimate rights and interests of film creators and investors. Establish a fair income distribution mechanism, reasonably distribute movie box office, derivative sales and other income, and encourage the creative enthusiasm of film practitioners and the active participation of investors. Finally, there is international cooperation and market expansion. Actively carry out international cooperation to promote Mongolian-themed films to the international market. Cooperate with foreign production companies, distributors and theaters to expand the international distribution and screening of films. At the same time, we focus on integrating Mongolian culture and story elements into themes and styles that are popular with international audiences, so as to improve the competitiveness and popularity of the film in the international market.

Through the above measures, the commercial operation mechanism of Mongolian-themed films can be optimized and the market influence and commercial value of the films can be enhanced. At the same time, it can also provide more opportunities and platforms for Mongolian filmmakers and promote the inheritance and development of Mongolian culture.

### **3.4. Improve Market Support for Mongolian-Themed Films**

The first is policy support. The government can introduce relevant policies to encourage and support the production and distribution of Mongolian-themed films. Policies can include financial support, tax incentives, venue rental subsidies, etc. to provide substantial support for film production and distribution. The second is talent cultivation. Strengthen the training and introduction of Mongolian film talents and provide professional training and education opportunities. Special film schools or training institutions can be established to provide a platform for Mongolian film talents to learn and grow, and to improve their professional level and creative capabilities. Again a theatrical release. Increase the number of screening opportunities for Mongolian-themed films in theaters. The government can cooperate with theaters to set up special screening plans and regularly launch Mongolian-themed films to increase their exposure and popularity among

mass audiences. Then there is international exchange and cooperation. Actively carry out international exchanges and cooperation to promote Mongolian-themed films to the international market. Mongolian film festivals and screening events can be organized to attract the attention of international audiences and professionals, and promote exchanges and cooperation among Mongolian-themed films on the international stage. Finally, there is marketing and publicity. Strengthen the marketing and publicity of Mongolian-themed films. Extensive publicity can be carried out through various channels, such as television, radio, Internet, etc., to increase the audience's awareness and interest in Mongolian-themed films.

Through the above market support measures, the development and promotion of Mongolian-themed films can be promoted and their competitiveness and influence in the market can be enhanced. At the same time, it can also enrich the diversity of the film market and showcase the charm and uniqueness of Mongolian culture.

#### **4. Conclusion**

Through the analysis of the current market situation and problems, we realized that Mongolian-themed films face some challenges and obstacles in the process of market development. However, by taking appropriate measures and strategies, the market-oriented development of Mongolian-themed films can be promoted and their competitiveness and influence in the market can be enhanced. Such as

strengthening the marketing and publicity of Mongolian-themed movies, providing sufficient market support for Mongolian-themed movies, optimizing the commercial operation mechanism of Mongolian-themed movies, etc. Through the comprehensive application of these measures and strategies, I believe that the market-oriented development of Mongolian-themed films will achieve better results. This not only helps promote the inheritance and development of Mongolian culture, but also enriches the diversity and cultural connotation of the Chinese film market and promotes the prosperity and development of Mongolian-themed films.

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