

THE ‘DANMU’ PHENOMENON AND MEDIA PARTICIPATION: INTERCULTURAL UNDERSTANDING AND LANGUAGE LEARNING THROUGH ‘THE MINISTRY OF TIME’

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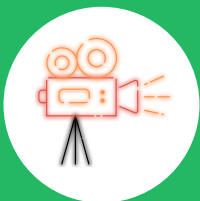
INTRODUCTION



Social networks and audiovisual media
as a means of informal learning and a facilitator for the construction of knowledge about people and cultures of the world.



Danmaku/danmu,
Asian, anonymous and youthful technology that enables insertion of writing in the frames of a series. An example of participatory culture.



“The Ministry of Time,”
Spanish series subtitled by “fansubbers” and broadcast on one of the danmu platforms in China with the largest audience used to learn Spanish.

OBJECTIVE AND METHODOLOGY

Research “danmu” in linguistic understanding and cultural understanding.



Content analysis “coding and counting” and multimodal discourse analysis. (TV series, Asian platform and commentaries).



«The Ministry of Time»
First 15 minutes
550 danmu and 15 themes.
Inspired by the work of Torrego and Gutiérrez (2016)



- Film genre
- Characters
- Plot
- Socio-cultural content
- Spanish language

The data analysed comes from Bilibili.com (Chinese platform)

RESULTS

Chinese spectators are interested in intercultural differences and sociolinguistics between Spain and China, taboo topics in China (sex...), film genres (time travel).

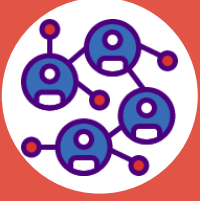


The uptake of Chinese “The Ministry of Time” fans on a “fandom” platform with millions of followers, under official censorship to learn Spanish language and culture.

CONCLUSIONS



Training possibilities of “danmu” technology (unknown in Europe), the potential for participation, communication and learning in Asian social networks.



An interesting and innovative contribution to the field of media and digital literacy, with suggestions for fostering intercultural competence through the use of popular culture.



Subtitled audiovisuals (TV series and films) are a cultural item and a social phenomenon that favours the learning of foreign languages.

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