

## *Original Paper*

# The Influence of Hollywood Film Culture on Global Film and Television Culture

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### **Abstract**

*This paper explores the profound and multi-dimensional influence of Hollywood film culture on the global film and television landscape by analyzing its industrial production model, marketing operations, narrative logic, and value connotations. Hollywood's influence is not a one-way cultural export, but a construction of a global cinematic power structure through industrial systems, visual technology, and ideological dissemination, which reshapes global film production, distribution, and viewing practices. It exerts its influence mainly through standardized narrative styles, industrialized production and distribution mechanisms, and homogenized aesthetic and technical norms, while embedding core American values such as individualism and heroism into global film culture and even forming cultural and aesthetic hegemony. However, Hollywood culture does not completely replace local cultures; instead, it generates cultural hybridity through interaction and negotiation with regional film cultures. This paper also argues that Hollywood's homogenization trend poses challenges to the diversity of global film culture, and the protection of cultural diversity is crucial for the sustainable development of the global film ecosystem. The research adopts a theoretical analysis approach, drawing on the research results of scholars in film studies, cultural studies, and economics, and combines typical film cases to demonstrate the interaction between Hollywood film culture and global film and television culture.*

### **Keywords**

*Hollywood Film Culture, Global Film and Television Culture, Cultural Hegemony, Industrialization, Cultural Hybridity, Cultural Diversity*

## **1. Introduction**

The birth and development of cinema is closely linked to technological progress and industrialization, and Hollywood film culture has become the most influential cultural form in the global film and

television industry since its emergence. From the early experimental stage of cinema to the formation of a mature industrial system, Hollywood has accurately positioned film in the market, standardized its production, narrative, and distribution through industrialization, and promoted this model globally. As a milestone in the development of world cinema, Hollywood has not only commercialized film as a cultural product but also constructed a global cinematic power structure through its strong dissemination capacity, which has a far-reaching impact on the development of global film and television culture.

Scholars have conducted in-depth research on Hollywood's global influence: Dennison and Lim pointed out the importance of cultural diversity in breaking Hollywood's aesthetic hegemony; Miller et al. analyzed Hollywood's global capital operation and monopolistic distribution network; Solanas and Getino proposed the concept of Second Cinema in resistance to Hollywood's aesthetic monopoly. However, the existing research mostly focuses on a single dimension of Hollywood's industrial model or cultural export, and the integrated analysis of its narrative, industrial, aesthetic, and value dimensions is relatively insufficient. In addition, the dynamic interaction between Hollywood film culture and local cultures, as well as the balance between cultural homogenization and diversity, remains a topic worthy of in-depth discussion.

Based on this, this paper systematically analyzes the multi-dimensional influence of Hollywood film culture on global film and television culture from narrative style, production and distribution mechanism, aesthetic and technical norms, and core value connotations. It also explores the cultural hybridity formed by the interaction between Hollywood and local film cultures, and discusses the challenges of Hollywood's homogenization trend to global film culture diversity and the corresponding development paths. This research is of great significance for understanding the current pattern of the global film and television industry and promoting the healthy and sustainable development of the global film ecosystem.

## **2. The Narrative Convergence: Hollywood's Standardized Narrative and Cultural Embedding**

Hollywood's influence on global film and television culture first manifests in the standardization of narrative style and the global dissemination of its embedded cultural elements. Wyatt's theory of High Concept lays the foundation for Hollywood's narrative model, which constructs films around simple, clear, and easily disseminated core ideas, and integrates marketing considerations from the initial stage of creation. On this basis, Hollywood has formed a standardized script design system, and its core narrative logic has been widely spread through cultural export, leading to the narrative convergence of global film culture.

The Marvel superhero film franchise is a typical representative of Hollywood's standardized narrative. Captain America, as a classic character, personifies American national values, and disseminates and legitimizes these values through heroic narratives. Its narrative follows a clear main thread: from the initial belief in national inherent justice, to the doubt and conflict with the system, and then the shift to

personal moral judgment, finally completing the transformation from a national symbol to an individual choice. This narrative logic is replicated in the entire Marvel superhero series, including *Shang-Chi and the Legend of the Ten Rings* and *Black Panther*. Although these films incorporate specific cultural elements—such as the Chinese concept of "Long" in *Shang-Chi* and African tribal rituals in *Black Panther*—their core narratives still adhere to the Hollywood four-act structure: background introduction, protagonist's action, setbacks and trials, and final growth and problem-solving. This formulaic narrative structure has been widely imitated by global film creation, leading to the gradual loss of uniqueness in the narrative of local films in many regions.

At the same time, Hollywood embeds core American cultural elements into its standardized narrative, such as adventure and heroism, and disseminates these elements globally through cultural export. This narrative embedding is not a simple cultural display, but a subtle integration of American values into the plot and character shaping, making global audiences accept these values while consuming film works. Hollywood's narrative style thus becomes a carrier of cultural dissemination, and its standardized narrative logic has gradually become a mainstream narrative paradigm in the global film industry, which to a certain extent suppresses the innovation of local narrative methods.

### **3. Industrial Standardization: Hollywood's Production and Distribution Model Reshaping the Global Film Industry**

Hollywood's influence on the global film industry is not limited to narrative, but more fundamentally reshapes the global film production and distribution practices through its industrialized production system and global distribution capabilities. As Miller et al. pointed out in *Global Hollywood*, Hollywood is not only engaged in film creation, but also decomposes the production process globally through global capital operations—such as undertaking post-production in low-cost countries—while controlling the global film market through its monopolistic distribution network. This model has directly led to the Hollywood standardization of the global film production process.

First, Hollywood has established a clear and detailed industrial division of labor, dividing the film production team into professional roles such as actors, directors, screenwriters, and cinematographers, each with clear responsibilities and work norms. Second, it has standardized the project workflow into three stages: pre-production, production, and post-production, with strict time nodes and quality control standards for each stage. Third, it has structured the entire film industry into three interconnected sectors: production, marketing, and distribution, forming a closed industrial chain with market demand as the core. This industrialized production system has stripped film creation of its pure free artistic expression attribute to a certain extent, making film an industrial product produced in accordance with established norms. At present, most mainstream commercial films in the world are produced in strict accordance with Hollywood's production system, which has become the industry standard for global film production.

Hollywood's global distribution capability is an important guarantee for the spread of its production

model. Closely linked to the global capital market, Hollywood has built a mature and robust production, marketing, and distribution system: it has established long-term partnerships with theatrical exhibitors around the world to realize the simultaneous release of films in multiple countries and regions; it has fully utilized global streaming platforms such as Netflix to expand the dissemination channels of films; it has invested huge budgets in film production and marketing, and designed narratives that cater to the viewing tastes of global audiences. This mature global dissemination system has not only promoted the standardization of global film production and distribution, but also made Hollywood's industrial model the benchmark for the development of the global film industry, and many countries' local film industries have been deeply influenced by it in the process of development.

#### **4. Aesthetic and Technical Hegemony: Hollywood's Standardization of Global Film Aesthetics and Technical Norms**

Hollywood's influence on global film culture further extends to the aesthetic and technical levels, forming a kind of aesthetic hegemony and defining the global film technical norms. Hollywood's aesthetic style is highly catered to the viewing tastes of the global market, with fast-paced editing, stunning special effects, grand visual spectacles, and genre-specific visual expressions as the core characteristics. This visual language has permeated the global film market, leading to the convergence of global film aesthetics—Hollywood defines what is a visually appealing image, and large-scale explosions, high-contrast shots, and other Hollywood elements have appeared in a large number of global film works.

The flattening of modern film aesthetics caused by Hollywood's aesthetic monopoly has led to the gradual marginalization of unique visual expressions of local films, which are often classified as Second Cinema by Solanas and Getino. The concept of Second Cinema was proposed to rebel against Hollywood's aesthetic monopoly, but due to Hollywood's strong distribution system and aesthetic influence, most Second Cinema works are either absorbed and transformed by Hollywood's aesthetic system, or become marginal works with limited dissemination channels and audience groups. This invisible cinematic aesthetic hierarchy has diluted the aesthetic diversity of global film culture, making film works monotonous and formulaic in all aspects from *mise-en-scène* details to overall thematic expression.

Hollywood's aesthetic hegemony is based on its powerful film engineering technology system, which has also defined the global film technical norms. In terms of cinematography technology, Hollywood can shoot films with a stable resolution exceeding the industry standard, setting the benchmark for professional visual effects in the global film industry; in terms of sound engineering technology, it fully considers the resonance of cinema walls, spatial sound effects, and standardized production processes, redefining the spatial acoustics of film and creating an immersive sound experience for the audience. Driven by the market, Hollywood continuously applies cutting-edge science and technology to film production, delivering high-standard audiovisual experiences, and disseminating these technical norms

globally through its film works. In contrast, non-Hollywood film industries are often at a disadvantage in film production due to insufficient funding, limited market access, and backward technical level, and their technical development is also constrained by Hollywood's technical norms to a certain extent.

### **5. Value Infiltration: The Core Values of Hollywood Film Culture and Their Global Dissemination**

Beneath the external forms of narrative, industry, and aesthetics, the core values embedded in Hollywood film culture are the fundamental driving force for its global influence, and the cultural meanings it conveys have profoundly shaped the global cinematic discourse and audience perceptions. To achieve mass appeal in the global market, Hollywood adopts widely accepted and less controversial values as the foundation of its narrative, forming a coherent ideological framework that is widely disseminated globally with the help of its film works.

Individualism is the core value of Hollywood film culture, which is highly adaptable across different cultural contexts. Hollywood film protagonists are often endowed with exceptional abilities, challenging or resisting rigid organizations or collective forces, with clear personal boundaries and a strong sense of individuality. This emphasis on individualism takes the individual as the center of meaning, highlighting human subjectivity and freedom, and has become a common narrative theme in Hollywood films. Derived from individualism is the value of heroism, which is fully embodied in the globally popular superhero film series. Hollywood's heroic narratives have clear moral boundaries, with protagonists taking on their own responsibilities and confronting evil forces, which resonates with global audiences and minimizes cultural friction in the process of cross-cultural dissemination.

In addition, Hollywood films also reflect capitalist ideology, which is not only embodied in the film's narrative structure but also applied to the operation of the film industry itself. In Hollywood films, protagonists often achieve success through their own efforts and perseverance, such as the *Rocky* series, in which an unknown boxer realizes his self-worth through unremitting struggle, shaping a widely recognized success model. At the same time, Hollywood also incorporates elements of cultural diversity in its film creation to expand international markets, adding actors and characters from different cultural backgrounds to its works. These values are not independent of each other, but are closely integrated to form a complete ideological framework. As Thussu pointed out in *The Americanization of the World*, the values presented in Hollywood films are naturalized as universal truths, thus obscuring the essence of American ideology and making global audiences silently accept Western values while consuming film works.

### **6. Cultural Hybridity: The Interaction Between Hollywood Film Culture and Local Cultures**

Hollywood's dominant position in the global film industry has not led to the complete disappearance of local cultures; on the contrary, in the process of global dissemination, Hollywood film culture has continuously interacted and negotiated with the film cultures of various countries and regions,

generating the phenomenon of cultural hybridity. Shin and Stringer proposed the concept of "Cultural Hybridity" in their research on transnational Korean cinema, pointing out that local film industries can achieve the integration of Hollywood's narrative and industrial framework with local cultural characteristics through selective absorption and re-creation, and thus gain global recognition.

Korean cinema is a typical example of successful cultural hybridity, and *Parasite* which won the 2020 Academy Award for Best Picture is its representative work. *Parasite* selectively adopts Hollywood's narrative elements, following the classic Hollywood four-act narrative structure: the infiltration of the poor Kim family into the wealthy Park family, the gradual expansion of their control over the Park family, the revelation of hidden conflicts between the two families, and the final eruption of violent conflicts. This structured narrative progression is highly consistent with Hollywood's narrative conventions, making the film easy to be accepted by global audiences. However, *Parasite* deviates from Hollywood's dominant ideological pattern in its content expression, taking the critique of South Korea's severe class division and social inequality as the core theme, rather than emphasizing the individual self-realization that Hollywood films focus on. This fusion of Hollywood's narrative framework and Korean local social themes not only makes the film achieve global commercial and artistic success but also makes the international community pay more attention to South Korea's social contradictions, realizing the double output of local culture and artistic value.

In contrast, some transnational Hollywood films carry out a selective reconstruction of local cultures, extracting partial cultural elements and integrating them into Hollywood's narrative and aesthetic framework to achieve global dissemination, such as *Kung Fu Panda* and *Shang-Chi and the Legend of the Ten Rings*. These films do not present the original local cultures in their entirety, but select cultural elements that cater to the viewing tastes of global audiences for re-creation, making these cultural elements gain global popularity while being integrated into Hollywood's cultural system. Hollywood's cultural hybridity is essentially a product of the global market economy, as Adam Smith pointed out in *The Wealth of Nations*, the market economy promotes cross-border collaboration and social division of labor, and Hollywood film production fully follows this model. For example, *Avatar* completed its core visual effects production in New Zealand, its performance capture technology and stunt coordination were undertaken by American production companies, and its creative inspiration drew on indigenous cultural elements from around the world, finally achieving global release and commercial success through international collaboration.

## **7. The Challenge of Homogenization and the Protection of Global Film Culture Diversity**

Hollywood film culture has promoted the industrialization and globalization of the global film industry, but its capital-driven market mechanism has also led to the homogenization trend of global film culture, which poses a serious challenge to the diversity of global film culture. Hollywood's commercial success model is constantly imitated and copied by the global film industry, leading to the convergence of global film works in narrative structure, aesthetic style, and value expression. This homogenization

not only causes audience fatigue from a commercial perspective but also depletes the creative sources of film creation from a cultural perspective, hindering the construction of a multicultural film ecosystem.

Adorno and Horkheimer's "Culture Industry" theory accurately points out the harm of industrialized production to artistic creativity: when all film works follow the same commercial formula, the genuine artistic creativity of film creators will be suppressed, audiences will experience aesthetic fatigue, and even lead to the "death of cinema" in a cultural sense. Hollywood's cultural hegemony controls the visibility of global film culture—works that conform to Hollywood's narrative and aesthetic norms can gain more dissemination channels and market attention and become mainstream culture, while local film works with unique cultural characteristics are often marginalized due to non-conformity with Hollywood's standards, leading to the gradual loss of cultural diversity in the global film industry.

Against the background of Hollywood's homogenization trend, the protection of global film culture diversity is not only necessary but also urgent. A healthy and sustainable film ecosystem cannot rely solely on mainstream commercial films (First Cinema) that follow Hollywood's industrial model; government-funded documentary films, art films, and experimental films are also important components of the film ecosystem. These non-commercial film works explore the diverse expressions of film as an artistic medium, preserve the unique narrative methods and aesthetic styles of local cultures, and provide abundant creative sources for the development of the global film industry. For the local film industries of various countries, on the one hand, they can absorb the advanced experience of Hollywood's industrial production and distribution model to improve their own industrialization level; on the other hand, they need to adhere to their own cultural identity, dig deep into local cultural connotations, and create film works with unique cultural characteristics, so as to realize the balance between industrialization and cultural uniqueness.

## **8. Conclusion**

Hollywood film culture has profoundly transformed the production, dissemination, and consumption of global film and television culture, and its influence runs through the narrative structure, production and distribution mechanism, aesthetic and technical norms, and core value connotations of the global film industry. It is not a simple film genre, but a highly market-driven and mature industrial and cultural system that leads and regulates the development of the global film and television industry. Hollywood constructs a global cinematic power structure through industrialization, capital operation, and technological advantages, forming cultural and aesthetic hegemony to a certain extent, and its embedded core values are widely disseminated globally with the help of film works, shaping the global cinematic discourse and audience perceptions.

However, Hollywood's dominant position in the global film industry has not led to the complete replacement of local cultures. The interaction and negotiation between Hollywood film culture and the local film cultures of various countries have generated the phenomenon of cultural hybridity, which

makes local cultures gain new forms of expression and global dissemination channels on the basis of integrating Hollywood's advanced industrial and narrative experience. Korean cinema represented by *Parasite* is a successful example of cultural hybridity, which proves that local film industries can achieve the double success of global recognition and cultural output through the organic combination of Hollywood's framework and local cultural characteristics.

At the same time, the homogenization trend brought about by Hollywood film culture has become a major challenge to the diversity of global film culture. The copy of Hollywood's commercial success model has led to the convergence of global film works, the suppression of artistic creativity, and the marginalization of local cultural expressions. Therefore, in the context of deepening globalization, the protection and promotion of global film culture diversity is crucial for the healthy and sustainable development of the global film ecosystem. The global film industry needs to realize the interdependence and coexistence of Hollywood film culture and local film cultures: absorb the advanced industrial experience of Hollywood to promote the industrialization development of the global film industry, and at the same time adhere to the cultural identity of various regions, dig deep into local cultural connotations, and protect the diverse expressions of film culture. Only in this way can the global film industry break through the shackles of homogenization, maintain its artistic creativity and cultural connotation, and move towards a more diverse and sustainable development direction.

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