

Original Paper

Examining China from the Perspective of the “other” -- Take the Videos of the Foreign Blogger "I am Jerry Kowal" on Bilibili as an Example

Lingqin Jiang, Mengdi Li & Zhongqing Hu

School of Foreign Languages, Hubei University of Technology, Wuhan City, Hubei Province, China

Abstract

In the current environment of actively advocating the telling of Chinese stories in China, with the rise of short video platforms of "we media", many foreign bloggers take this opportunity to share Chinese stories, show their eyes of China from the perspective of the "other", and arouse the attention and discussion of the majority of netizens through the comparison of cultural differences, becoming ambassadors of cross-cultural communication. This study selected "I am Jerry Kowal", a well-known foreign blogger on bilibili, a very representative short video platform in China, as the research object, and took 60 of the most representative videos from 2019 to 2022 as research samples. Coverter and Python tools were used to extract, convert, make statistics and analyze video text. Case study, content analysis, word frequency statistics and comparative analysis were adopted to analyze these texts, and in-depth discussion was conducted mainly from the aspects of theme and narrative strategy. Through the analysis and discussion of these texts, it is found that the blogger's short video themes are rich and diverse, which is closely related to Yunnan Coffee, and his emotional tendency is objective. He is good at highlighting cultural differences through the comparison between China and the United States, likes to experience various professions, is good at using data and facts, is good at making effective video summary, and has created his own unique memory points and innovation points. These can provide some inspiration for us to tell Chinese stories to a certain extent.

Keywords

bilibili, "I am Jerry Kowal", Chinese story, short videos

1. Introduction

In the face of the current international environment and the trend of globalization, Chinese leaders have repeatedly stressed that "today's world is an open world, and today's China is an open China. The relationship between China and the world is undergoing a historic transformation, China needs to understand the world better, and the world needs to understand China better," he said (Xi, 2016). In

telling Chinese stories, short videos, with their unique narrative perspective and expression techniques, are becoming a very influential media channel. Short videos have played an important role in shaping China's image. Take "I am Jerry Kowal" as an example, which promotes original content to the world with the help of short video platforms. The enthusiastic feedback from its global audience in the comment section highlights the powerful power of short video as a carrier of cultural transmission. Short video can cross geographical boundaries, promote dialogue and understanding between different cultures, and is reshaping the way global audiences know China. No matter showing daily life or profound cultural heritage, short videos have a unique way to let the world listen to the voice of China, understand the story of China, and feel the charm of Chinese culture. With the advancement of technology and the refinement of content creation, short videos will further deepen the international influence of Chinese stories and play a more important role in future cross-cultural exchanges. There are many popular short video platforms in China, such as Bilibili, Kuaishou, Douyin, etc. Among them, we selected Bilibili, a representative short video platform in terms of international communication and influence. Taking the well-known American short video blogger "I am Jerry Kowal" as the research object, we selected part of the video content released by him on Bilibili. To analyze how they tell Chinese stories from the perspective of the "other".

"There is no shortage of vivid stories in China, the key is the ability to tell them well; There is no shortage of epic practices in China, and the key is to have the ambition to creat epic" (People's Daily, 2016). The number of stories in China is countless, and the key lies in the quantity and quality of storytellers. One of the difficulties in the process of telling Chinese stories is that the content of the story is distorted by other narration and secondary processing, which leads to problems such as missing, misunderstanding and distortion (Chen, 2023). The concept of "The Other" has its origin in Western philosophy, first mentioned by Plato and then formally themeized by Hegel, becoming an important concept separate from "Self". Later, the concept gained widespread application in literary criticism and theory, and evolved into a key tool for theoretical construction and concrete criticism (Zhang, 2011). In cross-cultural communication, the "other perspective" is a perspective of observing and understanding the world from the perspective of non-subjects, that is, exploring cross-cultural communication strategies and obtaining relevant enlightenment from the perspective of foreigners, which helps us to break out of the "comfort zone" of Chinese cultural communication and present diversified voices and perspectives in this novel and unique way. To provide us with a more valuable reference.

Through case study, content analysis, word frequency statistics and comparative analysis, this study uses tools such as Coverter and Python to deeply analyze the video of " I am Jerry Kowal " from the perspective of the "other". Based on the study of his videos, this paper probes into the characteristics and influence of his theme types and narrative strategies, aiming at how to tell Chinese stories more effectively from the perspective of the "other" and how to accurately grasp the degree of the "other" to avoid distortion and distortion of content. This research is expected to provide a new perspective for the theme types and narrative strategies of telling Chinese stories, and at the same time provide a new entry

point for exploring the global audience's cognition and understanding of Chinese culture. In addition, this study will provide useful enlightenment and suggestions on how to tell Chinese stories through the perspective of the "other" and how to promote the global spread of Chinese culture.

2. Method

2.1 Sample Sources

The video materials for this study are from Bilibili. As a leading video sharing platform in China, Bilibili has become an important window for cultural dissemination. According to statistics, in 2023, the average daily video playback volume of Bilibili reached 4.3 billion, with 78% of Bilibili users aged 18-35. Bilibili has attracted a large number of foreign short video bloggers to settle in with its high-quality works and young and dynamic user base. These foreign bloggers have a long history of living in China, and some of them have settled down in China. Through their unique cultural backgrounds and fresh the "other" perspectives, they share their life experiences in China on short video platforms, giving the global audience the opportunity to see China through the eyes of foreign bloggers and understand Chinese stories. At the same time, by exploring the reasons for the popularity of their videos, it can also provide a good reference for us to tell Chinese stories.

2.2 Sample Information

After statistics and selection, the American blogger "I am Jerry Kowal", formerly known as Jerry Kowal, is finally selected as the research object of this study. "I am Jerry Kowal" is very popular, as of November 2024, Jerry Kowal has 6.41 million fans on the Bilibili website, and the video has been clicked more than 1 million times. He has been awarded the honor of "Top 100 UP Master" by Bilibili for many times. At the same time, Jerry Kowal's videos have been released on many platforms, such as Weibo, Douyin, Kuaishou, YouTube, etc. Such cross- platform communication will spread the short video information to a wider audience and increase the visibility and influence of the information. Jerry Kowal insists on maintaining a neutral stance and objective narrative creation concept, so he is very popular with netizens. His works cover a wide range of fields, and in 2020, he crossed over from food to social news, winning widespread attention from mainstream media. During the epidemic, he recorded the Overseas Anti-Epidemic Diary in the form of short videos, which was recommended by CCTV as "the front line of the global anti-epidemic". He dug into Chinese stories and helped Yunnan coffee sell to the United States. His entrepreneurial project was also featured in the documentary *I Help Yunnan Coffee Sell*. He has a long history of living in China and has learned Chinese, and his videos are mainly spoken in Chinese. He has a certain understanding and great interest in Chinese culture, and can tell Chinese stories well. As an American, Jerry Kowal's personal experience in China makes him more objective and persuasive in telling Chinese stories from the perspective of the "other", compared with the differences between China and the United States. His videos, with their humorous and authentic style, have attracted a large global audience and become a typical case of telling Chinese stories.

The samples were selected according to the following criteria: First, standards related to the dissemination of influence. The number of fans is an intuitive indicator to measure the influence of a blogger on Bilibili. Foreign bloggers with a large number of fans mean that their content can reach a wider audience. The number of interactions includes likes, comments, retweets, etc. A high number of interactions indicate the audience's attention to and participation in the content of a blogger. Second, content quality related standards. Accurate representation of China's cultural and social phenomena is crucial, and requires bloggers to tell Chinese stories in a neutral manner, without exaggerating, without being dark, and able to show the image of China from many aspects. The depth of the content of the blogger's videos can be reflected by the degree of digging into Chinese stories. Third, the relevant standards of bloggers' own characteristics. Foreign bloggers who have lived in China for a longer period of time are often able to provide richer and more authentic Chinese stories. The level of integration is also important, including understanding and acceptance of Chinese culture. Good Chinese proficiency helps foreign bloggers to have a deeper understanding of Chinese culture, society and other aspects, while cross-cultural communication ability can help them find connections between Chinese and foreign cultures, tell Chinese stories in a way that conforms to Chinese cultural connotations and can be understood by foreign audiences, and promote two-way cultural exchanges.

2.3 Research Procedure

This study adopts the method of case study, content analysis, word frequency statistics and comparative analysis, and conducts sample data collection, text extraction and sorting, word frequency statistics, representative vocabulary screening and other steps in order to conduct a comprehensive study on the specific amount of video content related to China in Jerry Kowal's short video from the perspective of the "other". In order to explore in depth how "I am Jerry Kowal", an American blogger, tells Chinese stories on Bilibili.

2.3.1 Sample Data Collection

Due to the large number of short videos released by Jerry Kowal on Bilibili, this study counted the videos of "I am Jerry Kowal" from 2019-2022, and made a preliminary browsing of the video content to identify the videos related to China. It should be noted that after 2022, the blogger stopped updating because he was interviewed by the US government. Then, from all the videos related to China, we will further select the most representative 60 videos to build the database of this article. The representative videos were selected according to the following criteria: the short videos had a China-related theme (including but not limited to China's image building and comparison between China and the United States), the short videos covered a variety of areas, and the short videos were longer than three minutes. We recorded key data such as the release time, title, introduction, number of likes, coin inserts, favorites, retweets, comments and keywords of each video, and then conducted in-depth analysis.

2.3.2 Text Extraction and Collation

Use the mini program "Xinxiang Toolbox" to extract video and audio, and then use Coverter tool "Tongyi Listening Wu" to convert the extracted audio into word text for further text analysis. The text

analysis mainly adopts content analysis method and comparative analysis method. Content analysis is a systematic, quantitative or qualitative research method for analyzing communication content, which is suitable for studying explicit and implicit information in media texts. It can help this research objectively identify, describe and quantify specific themes, patterns and trends in videos, so as to conduct a comprehensive and systematic study on the short video content of the American blogger. By using comparative analysis method, this paper focuses on the frequent cultural comparison between China and the United States in the video content of "I am Jerry Kowal" by American bloggers, aiming to deeply explore the presentation of the cultural differences between China and the United States in the video, the audience's cross-cultural cognition and the impact of the video content on promoting cross-cultural communication. Through this research method, this paper can systematically analyze the details of the cultural comparison between China and the United States in the video of "I am Jerry Kowal" and the specific impact of this comparison on the audience's cross-cultural cognition, so as to provide practical cases and theoretical support for promoting cross-cultural communication and understanding.

2.3.3 Word Frequency Statistics

Use the jieba library (Chinese word segmentation tool) in Python to perform word frequency statistics on the text in order to create a statistical analysis table, including keywords, word frequency, weights and parts of speech as column headings. Word frequency statistics is a quantitative research method that reveals text themes, trends and authors' expression preferences by calculating and analyzing the frequency of word occurrences in a text. In this study, Python was used for word extraction to calculate the frequency of each word. Then, based on word frequency and the method of extracting effective words through text query, keywords are extracted. Through this method, the research can obtain the required data more effectively.

2.3.4 Selection of Representative Words

Among the 5,787 keywords we collected, we will further select 400 representative words, which are closely related to the theme and emotional tendency of telling Chinese stories.

First, we screened and analyzed the representative words in the text. We carry out thematic relevance analysis, and select representative words from the perspective of whether the discussion can be carried out and the theme of this video, review our research theme and purpose, and make sure that the selected words are closely related to the theme of "seeing China from the perspective of others". For example, words such as "China", "America", "life", "economy", "development", etc. may be highly relevant to our topic, so these words are the effective words we have selected. Most of them are nouns. The way to do this is to find the central theme of a video and then work around that theme to quickly find the relevant words. Based on context understanding, we look at the context in which the high-frequency words appear and understand their specific meanings and functions in the text. Some words may mean very different things in different contexts, and we want to try to make sure that they are valid in the context in which we study them. Mainly nouns and adjectives related to the content of the video.

Adjectives are mostly an opinion or opinion of the author on the core matter, and adverbs may also provide information about emotions and attitudes.

Second, the word frequency statistics of these 400 representative words were collected and then classified, which were mainly divided into two categories: 300 theme-related words and 100 emotionally-oriented words. According to the representative words of topic relevance, Wordcloud package in Python is used to draw the word cloud map.

3. Result

In this study, we selected 60 samples from the videos of "I am Jerry Kowal" during 2019-2022, recorded the key data of these videos in detail, and converted the video content into text form. Then, we carry out word frequency statistics for the extracted texts, carefully select representative words from them, and further divide these words into two categories: theme-related words and emotionally-oriented words, so as to build the database of this paper. Based on the above research process, we carried out an in-depth analysis of the data and obtained the following results. In terms of theme types, it presents rich and unique characteristics: First, more than half of the videos with Chinese theme occupy the first place, followed by the number of videos with American theme; Second, the theme types are rich and diverse, close to daily life and current affairs; Third, taking Jerry Kowal and Yunnan coffee as an example, it breaks the public's cognitive barriers to a specific region. On the level of narrative strategy, it also shows distinctive characteristics: on the one hand, the emotional tendency is relatively objective and the general attitude is neutral; On the other hand, it highlights the cultural differences between China and the United States, and carries out the narrative through comparison.

3.1 Theme Types of the Short Video of "I am Jerry Kowal"

This paper makes an in-depth content analysis of the original content samples of "I am Jerry Kowal", and summarizes the theme types of its dissemination content with typical cases as follows. The focus of the video content of "I am Jerry Kowal" is as follows: the short videos mainly involve China and the United States, often involving the comparison between China and the United States; Take things in life as the starting point, close to the people's lives; The main themes of the video are travel and food, often through traveling to different regions of China, experience local food, improve the audience's understanding of the local area, which is conducive to breaking the regional cognitive barriers.

3.1.1 More Than Half of the Themes Are Chinese, and the Second Is American

After statistical analysis of the distribution and proportion of countries involved in the theme of "I am Jerry Kowal", the following chart is obtained:

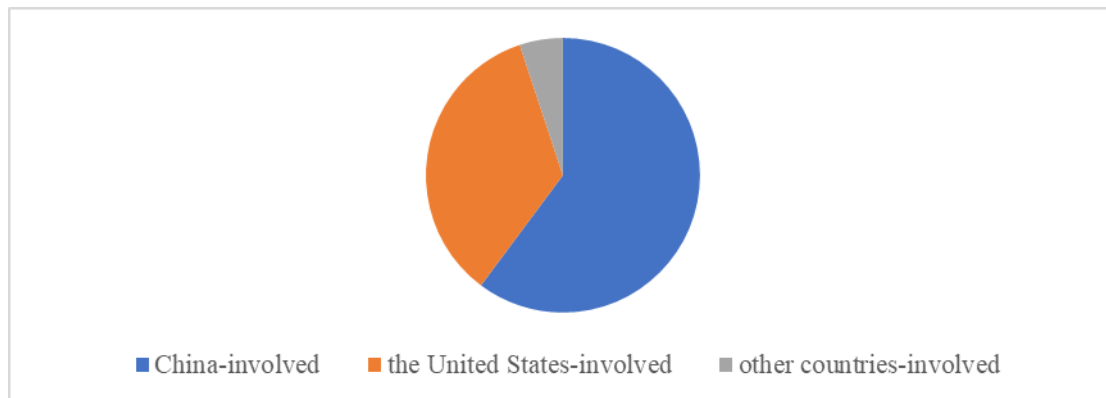


Figure 1. The Proportion of the Themes of the Short Videos of "I am Jerry Kowal" That Involve Countries in Total

As shown in Figure 1, there are 59 topics related to China, accounting for about 60%, which is the first topic. Based on Jerry Kowal's long history of living in China, his videos often record the China he has seen and personally experienced. There are 34 videos about the blogger's home country, the United States, accounting for about 35%. When Jerry Kowal travels between the United States and China, he often compares his hometown with China through some topics. There are 5 videos involving other countries, accounting for about 5%, including the United States, Ukraine, Australia, India, Brazil, France, Thailand and so on. It should be noted that some short videos with the theme of comparing countries or introducing multiple countries on one topic involve two or more countries at the same time, so there is statistical overlap.

Influenced by the personal experiences of the bloggers, the topics of the videos are mainly China and the United States. As shown in Figure 1, the topics related to China account for more than half of the selected short videos, followed by the topics related to the blogger's country, the United States. Jerry Kowal, who once studied in China, is very interested in Chinese culture and has a certain understanding of it. He reveals the cultural differences between China and the United States in the form of short videos through his personal experience of the lives of the two countries, so that Chinese people can understand the United States and Americans can understand China better.

3.1.2 Rich Theme Types, Close to Life Current Affairs

This study classifies and summarizes topics related to short videos. We can look at China from the perspective of foreign bloggers in China, and see the image of China in their eyes and experiences. This research divides the short video theme of "I am Jerry Kowal" into seven categories: travel food, daily life, development achievements, hot events, social humanities, festival customs and star entertainment.

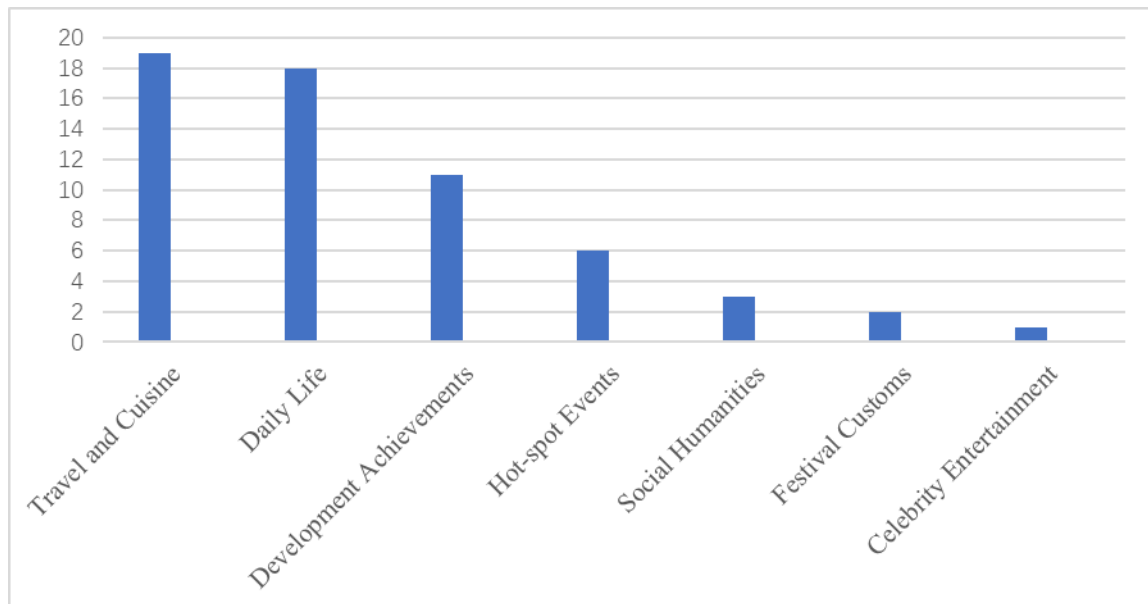


Figure 2. The Theme Types Related to China in the Short Videos of "I am Jerry Kowal"

As can be seen from Figure 2, travel and food videos rank first. Jerry Kowal was a food blogger in the early days, mainly evaluating food. Later, his videos covered more and more topics. As a blogger who started his career reviewing food, Jerry Kowal mainly travels around China to experience local cuisines. For example, he went to Yunnan to taste Yunnan fried rice (Jerry Kowal, "First time to eat Yunnan fried rice, 300 yuan is so much", Bilibili, May 20, 2019), and Guizhou to sample Niubie Hot Pot (Jerry Kowal, "Sample Guizhou Niubie Hot Pot"). "Is it really the taste of cow shit?", Bilibili, 2019.11.20), to Guangdong to try porridge bottom hot pot and soup rice (Jerry Kowal, "Guangdong Shunde shooting food, I was scolded by a well-known boss", Bilibili, 2019.1.28), etc., just 60 videos, involving 17 in China, Involving foreign areas 10, the geographical span is wide, covering more regions, and some netizens joke that Jerry Kowal has been to places than he is the Chinese more.

Daily life category is also a relatively large theme type. Jerry Kowal often carries out various activities and experiences in his life in China. This way is real and objective, which makes it easy for the audience to enter his experience from his perspective and arouse emotional resonance. For example, he personally experienced the life of fishermen and went out to sea to catch fish with them, making people understand the difficulties of fishermen (Jerry Kowal, "Challenged to go out to sea to catch fish of 2000 yuan in one day", Bilibili, March 22, 2019); He went to the Internet celebrity's station capsule hotel to stay one night, and pointed out its advantages and disadvantages after the experience (Jerry Kowal, "Is 40 yuan worth staying at the station capsule hotel?" "Someone stayed for two months", Bilibili, March 30, 2019); His experience as an extras in Hengdian sheds light on this relatively niche profession (Jerry Kowal, "What it's like to be an extras in Hengdian", Bilibili, 2021.6.11); And his challenge of selling barbecues all night in China (Jerry Kowal, "Selling barbecues all night in China! Why don't we have this in America", Bilibili, 2019.3.20)...

The theme of development achievement is also covered a lot, and it plays an important role in Jerry Kowal's video. Jerry Kowal's videos focus on China's development and change, especially through technology. The mobile phone brands involved in the video include OPPO, Samsung, VIVO, Xiaomi, realme, Huawei, OnePlus, etc., other technologies such as Chinese technology companies Huaqiangbei, Lenovo, DJI, etc., and other technologies such as Chinese chip, Chinese subway, Chinese robot dog, etc.

Jerry Kowal's videos also focus on hot issues and current events. He buys Pinduoduo brand names and evaluates their quality (Jerry Kowal, "Spending 30 Yuan to buy brand names, compared with 2,000 yuan brand names", Bilibili, 2019.9.19); He went to CES, the world's largest science and technology exhibition, to experience the world's advanced technology (Jerry Kowal, "CES, the world's largest science and technology Exhibition, what Chinese science and technology brands are doing overseas", Bilibili, 2020.1.8); He expressed his views on the wechat "ban" issued by the United States (Jerry Kowal, "[Relativity] Dialogue with Jerry Kowal, the United States issued a wechat" ban "on the day of the connection, Bilibili, 2020.8.9)... He always keeps abreast of current events and does not fall behind the world trend.

3.1.3 Jerry Kowal and Yunnan Coffee Break the Regional Cognitive Barrier

According to the method mentioned above, the data obtained in this study will be drawn into the following word cloud map of representative words related to this topic:



Figure 3. Word Cloud Diagram of Representative Words with Theme Relevance in the Short Videos of "I am Jerry Kowal"

Based on Figure 3, "Chinese", "province", "America", "taste", "Yunnan", "coffee", "product", "brand" and "market" attract attention. These words highlight Jerry Kowal's origin with Yunnan coffee. "Chinese" and "America" reveal the special positioning of Yunnan Fibo coffee brand; "Yunnan" and "Coffee" emphasize the region's unique natural resources and industrial base. The words "product" and "brand" reflect Jerry Kowal's efforts to bring Yunnan's premium coffee to the international market through his own Yunnan Fibo coffee brand. The high-frequency word "market" in the word cloud map reflects Jerry Kowal's strategic thinking on the reshaping of Yunnan coffee's role in the global supply

chain. Although Yunnan has superior planting conditions, producing strong but not bitter, fragrant but not strong, slightly fruity small-seed coffee, however, due to the lack of international pricing power, has long been subject to the acquisition of large enterprises at low prices, the market share of only 1.5% of the world. This situation has limited the income of coffee farmers, reflecting the unbalanced distribution between the upper and lower levels of the industrial chain. The establishment of Fibo Coffee by Jerry Kowal not only means the expansion of his personal career, but also a substantial contribution to the branding of Yunnan coffee.

When faced with the question "why Yunnan coffee does not fully serve domestic consumers", he saw that the key lies in the lack of influential brands, which makes Yunnan coffee unable to give full play to its advantages in production capacity and quality. Although Yunnan has established local brands such as "Hougu", "Aini" and "Beigui", it is still a weak player in the global market. The success stories of Jerry Kowal and Fibo Coffee show that local brands can break the existing international trade pattern by combining online marketing with product quality. This not only enhances the international reputation of Yunnan coffee, but also brings tangible benefits to coffee farmers. It is expected that in the near future, with the emergence of more local brands, Yunnan coffee can occupy a place in the domestic and even the global market, and realize the double harvest of economic benefits and social values.

3.2 Narrative Strategy of the Short Video "I am Jerry Kowal"

Through the analysis of theme types of videos related to "I am Jerry Kowal", we have made it clear that the video themes are not only mostly Chinese themes, followed by American themes, but also cover a wide range and are closely related to life and current affairs, especially in the theme of "Jerry Kowal and Yunnan Coffee", which successfully breaks the constraint of regional cognition.

When we turn our attention to the narrative strategy, we can find that it presents different characteristics. First, the emotional expression is objective and the overall attitude is neutral; The second is to highlight cultural differences and actively compare China and the United States, so as to enhance the attractiveness and transmission of content.

3.2.1 Objective Emotional Tendency, Overall Neutral Attitude

In this study, by analyzing the perception and evaluation of Chinese culture reflected in the video content of "I am Jerry Kowal", the blogger's emotional tendency can be better studied. In this study, the positions in the "I am Jerry Kowal" videos are divided into three categories -- positive appreciation, neutral and negative criticism. The positive praise stance was represented by the use of words such as "delicious", "happy" and "awesome" in the video that had positive comments or conveyed positive emotions; Neutral means that the video avoids the use of biased terms, and the narrative is objective without personal emotion. Negative criticism is embodied in words such as "worried", "against" and "so-so" that reflect the blogger's reserved or negative attitude. Through detailed data collection and analysis, the following chart can be obtained:

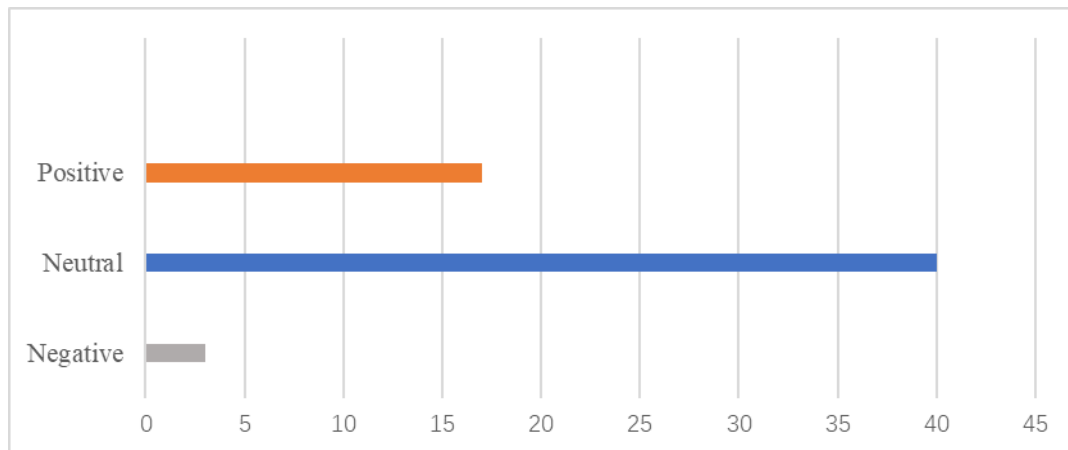


Figure 4. Diagram of the Tendency of Emotional Attitudes in the Short Videos of "I am Jerry Kowal"

According to Figure 4, the attitude of "I am Jerry Kowal" in the video is mainly neutral, and the proportion of positive attitude is higher than negative attitude. Through the analysis of its video presentation, it can be found that the attitude presented by the blogger in the video is closely related to it. In order to show the authenticity and reliability of his content, Jerry Kowal uses the following documentary methods: First, personal experience and evaluation. According to word frequency statistics, it can be found that the words "challenge", "test", "mystery" and "try", which are related to documentary mode, have higher word frequency. For example, Jerry Kowal will personally experience life in a town 4,000 meters above sea level in China, revealing life in this place with little oxygen for the audience (Jerry Kowal, "How about living in a place with half the oxygen? Exploring China's 4000m town", Bilibili, 2021.10.25). Second, random interviews. According to word frequency statistics, the words "interview", "neighborhood", "introduction" and "chat" have higher word frequency. Jerry Kowal often interviews random passers-by to get other people's opinions on a certain event. In this way, he often puts his own emotional attitude beyond the event, and the content of the video is more objective and neutral.

3.2.2 Make Comparison between China and the United States to Highlight Cultural Differences

In this study, the representative video of "I am Jerry Kowal" is sorted out, and the video content involving the comparison between China and the United States is statistically analyzed, and the following table is obtained:

Table 1. Statistical Table of Video Sample Examples with Directly Presented Comparisons

Date of Video Release	Examples of Typical Videos	Specific Comparison Content
2019.4.2	There Are So Many Strange Vegetables in Yunnan! Why Are All American Vegetables the Same?	Comparison of Chinese and American vegetable varieties
2019.11.9	Challenge in Lanxiang Excavator: The Difference Between Chinese and American Technical Schools Is So Big!	The difference between Chinese and American technical schools
2019.11.11	Double 11 on the Day to Dive into Ali: What on Earth Is the Buying Scene Like?	China's Singles Day vs. Black Friday in the US
2019.11.15	Challenge to "Steal" from China's Unmanned Supermarket! Will You Be Charged for Eating and Drinking in the Store?	Shanghai unmanned Supermarket vs. Amazon Unmanned supermarket in the United States
2020.2.22	As Americans and Millions of Chinese Students Online PK College Entrance Examination English, What Rank Can They Get?	Americans and millions of Chinese students compete in college entrance exam English
2021.3.15	I Came Back to China from America! What Are the Differences Between China and the US?	Differences between China and the US
2021.3.31	Returned to China after the Epidemic: Interviewed the Current Situation of Merchants, Compared with the United States?	Economic differences between China and the US after the epidemic
2021.4.29	Working in the Courier Station for a Day: Explore the Differences Between Chinese and American Logistics?	Logistics difference between China and America
2021.6.16	Going Deep into the Cliff Village of Daliang Mountain: What Is the Difference Between Poverty Alleviation in China and the United States?	Differences in poverty alleviation between China and the US
2021.9.3	10-Year-Old Driver Challenges Chinese Driving Test! Can He Pass It Easily?	A comparison of Chinese and American driving tests
2021.11.8	Chinese Company Makes Cheapest Robot Dog! How Is It Different from the \$500,000 Robot Dogs in the US?	Chinese robot dog and American robot dog difference

A highlight of the short video of "I am Jerry Kowal" is to highlight cultural differences and the comparison between China and America. As shown in Table 1, in the video released by "I am Jerry Kowal" on April 2, 2019, he compares the types of vegetables in China and the United States, and

draws a conclusion: There are many kinds of vegetables in China, and the varieties are different according to regional differences; While in the United States, there are not many kinds of vegetables, and the varieties of different regions are not very different (Jerry Kowal, "Yunnan has so many weird vegetables! Why are all kinds of vegetables the same in America?", Bilibili, 2019.4.2). In this video on November 15, 2019, Jerry Kowal compares the unmanned supermarket in Shanghai, China and the unmanned supermarket in Amazon, the former is more convenient, you only need to scan wechat to enter the store, and there is a coffee machine to sell coffee, while the latter is slightly more complicated, there is no coffee machine to sell coffee; What the two have in common is the same way of outlet (Jerry Kowal, "Challenge to 'steal' China's unmanned supermarket! Will you be charged for eating and drinking in the store?", Bilibili, 2019.11.15). In the video on November 8, 2021, Jerry Kowal compared the robot dog made by Hangzhou Yushu Technology Company in China with the robot dog made by Boston Dynamics Company in the United States. He found that the robot dog made by Hangzhou Yushu Technology Company in China is cheaper, and the cheapest one is more than 10,000 RMB. While the price of the robot dog produced by Boston Dynamics company is higher, the average price is 500,000 to 600,000 RMB; In terms of manufacturing and performance, the Chinese robot dog simplified the structural design, while the overall performance of the US was better (Jerry Kowal, "Chinese company made the cheapest robot dog! What's the difference from the 500,000 robot dogs in the United States", Bilibili, 2021.11.8).

In this way, he constructs a perspective for his audience to compare across cultures. In cultural communication, cultural differences are often one of the key factors to attract audiences. There are significant differences between Chinese and American cultures in many aspects, and Jerry Kowal integrates this difference into the telling of Chinese stories, so that the audience can understand the unique aspects of Chinese culture from the American cultural reference system. This contrasting approach to storytelling helps reduce cultural misinterpretations and increase international audiences' understanding of Chinese culture. At the same time, it also finds an effective way for Chinese culture to position itself in the international communication, allowing Chinese culture to highlight its own charm and value in comparison with other cultures.

4. Discussion

In the process of studying the "I am Jerry Kowal" phenomenon, we have preliminarily analyzed the wide spread trend of its video and the social attention it has caused. However, in order to deeply explore its value and significance for telling Chinese stories, we need to further explore it from multiple dimensions. Next, we will focus on the unique features of Jerry Kowal's videos in terms of career experience, data application, content summary, language features, and commitment to influence responsibility and mission, and explore how these elements provide new ideas and new methods for telling Chinese stories.

4.1 Career Experience and Life Record

In a series of short video works related to China released by Bilibili, Jerry Kowal presents a colorful social picture through personal experience and recording of various local occupations, deeply excavating the reality of life and spiritual outlook of Chinese people, and capturing the human fireworks of Chinese society. Next, this paper will focus on discussing the occupational diversity involved in his video content and the social and human values reflected behind it.

In the selected thematic relevance representative word cloud map, keywords such as "technology", "work" and "experience" appear frequently, which highlights Jerry Kowal's curiosity in different career fields and enthusiasm for field investigation. From coffee farmers, extras, fishermen to express sorters, night market stall owners and even e-commerce practitioners, behind each identity is a vivid life story and a true portrayal of social roles. Through his lens, the audience can feel the pulse of Chinese society and diversified employment ecology up close. Following his lens, we can understand the career of coffee farmers, which is very hard: basically get up at six in the morning, Yunnan morning dew is very heavy, they pick the morning under the heavy dew, the clothes they work on may be all wet, and insist on working until dark in the afternoon (Jerry Kowal, "Entrepreneurship record 2: CCTV followed our coffee farm, the first batch has been sent to the United States", Bilibili, 2019.12.17); Following his camera, we can see that the fishing harvest of fishermen is greatly affected by the weather, the fish caught in good times can be sold for thousands of yuan, but in bad times, they may even incur losses (Jerry Kowal, "Challenging to go out to sea to catch fish for 2,000 yuan in one day", Bilibili, 2019.3.22); Following his lens, we can understand the minority profession of extras. Most of them rent cheap houses, earn a salary of two or three thousand, and wear unwashed costumes worn by unknown number of people. However, most of them are very happy and have dreams (Jerry Kowal, "Go to Hengdian to be extras, What kind of experience is it", Bilibili, 2021.6.11).

Jerry Kowal tells these professional stories in an approachable style, full of emotion and awe. Whether he's sorting deliveries with a delivery sorter or turning into a night market vendor selling kebabs, Jerry Kowal is a humble learner who tries to truly immerse himself in each role, taking in the twists and turns. This kind of in-depth experiential reporting makes the audience feel his respect and admiration for every worker, and conveys a high praise for hard work and struggle. In word frequency statistics, the high frequency of emotive words such as "respect", "gratitude" and "hard work" precisely reflects his positive and optimistic attitude and empathy ability.

Jerry Kowal's short video is not only an intuitive demonstration of the diversity of Chinese professions in the eyes of foreigners, but also a profound ode to the value of ordinary people's lives and the power of social progress. Through these rich group images, we can see a three-dimensional and real China, a place full of hopes and dreams, which is one of the indispensable angles for us to tell the story of China. It is worth exploring deeply and spreading widely. The "I am Jerry Kowal" video further emphasizes the importance of local and personal cultural experience in telling Chinese stories. This kind of deep engagement and experiential learning approach provides vivid cases for foreigners to tell Chinese

stories. It tells us that when telling Chinese stories, foreign friends should be encouraged to experience Chinese local characteristics and cultural traditions, so that they can have a deeper understanding and appreciation of the unique charm of Chinese culture through direct participation and interaction, so as to promote deeper cultural exchanges and mutual understanding.

4.2 Use of Data and Facts

In the short video of "I am Jerry Kowal", he is good at using data and facts to enhance the persuasion of the short video, and this narrative strategy has important reference value for us to tell Chinese stories. For example, when exploring the situation of Chinese mobile phones in the Indian market, he found the data of the Indian mobile phone market in the fourth quarter of 2018 and pointed out that Chinese mobile phone brands accounted for about 50% of the Indian market, among which Xiaomi accounted for 27%, Vivo accounted for 10%, OPPO accounted for 7%, and others accounted for 31%. The others also included Chinese mobile phone brands. He also delve into the reasons behind this phenomenon, including India's low economy and income level, and Chinese brand mobile phones are easy to use, multi-function, cost-effective, cheaper than apple in the United States (Jerry Kowal, "Chinese mobile phones occupy half of the Indian market? Listen to what Indians are saying", Bilibili, April 15, 2019.15). In a video about Ukraine, the title is "Ukraine, the poorest country in Europe, Why are beautiful women modeling in China?" The title of "poorest country in Europe" is not just a fabrication made up by Jerry Kowal to attract viewers' attention. In the video, he makes it clear that Ukraine surpassed Moldova as the poorest country in Europe in 2018, according to the International Monetary Fund (Jerry Kowal, "Ukraine, Europe's poorest country, Why Women are modeling in China," Bilibili, 2019.8.17).

Data is an objective presentation that visually shows phenomena and results, while facts provide supporting context and logic to the data. When telling stories about China, the proper use of data and facts can help international audiences more clearly understand China's development achievements and product advantages. This will not only increase the credibility of the story, but also enable the audience to better understand the logic and value behind the Chinese story based on rational cognition.

Jerry Kowal's video creation practice provides valuable inspiration for telling Chinese stories -- authenticity is the cornerstone of building a credible narrative. As an American blogger, Jerry Kowal offers a fresh and unique perspective to a global audience through his personal experience of Chinese life, culture, food and other multi-dimensional content, which transcends the reporting framework of traditional media and the limitations of local narratives. Jerry Kowal's first-hand experience and outpouring of real emotions not only enhance the authenticity of the content, but also promote the establishment of emotional resonance, enabling the audience to understand the diversity and complexity of Chinese society with a more open and receptive mind. It is especially noteworthy that Jerry Kowal's practice of objectively recording China's social phenomena shows the whole picture of China's development through real rather than exaggerated presentation, which not only increases the credibility of the narrative, but also reflects the objective and fair stance that should be upheld when

telling Chinese stories.

4.3 Effective Summary of the Video Content

The small summary in each of Jerry Kowal's videos has a certain enlightening effect on telling the story of China. In the video word frequency statistics of "I am Jerry Kowal", he has a phrase with a high frequency, that is, "in general". In the 60 video samples, the word frequency of this phrase is 38, which is enough to show that he is good at summarizing in the video. For example, in the summary of cross-border e-commerce related videos, such as teaching the audience how to do e-commerce, or like by learning others to do e-commerce to develop Jerry Kowal's own Fibo coffee brand and other summary content (Jerry Kowal, "visit the Amazon black Five hot Chinese sellers! What is the secret of the success of the brand in the sea", Bilibili, 2021.12.2). Faced with a wide range of products in the market, Jerry Kowal offers a series of enlightening insights after comparing the miscellaneous products priced at 30 yuan with the brand products priced at 2,000 yuan on the Pinduoduo platform. In his assessment, he found that while everyday items such as socks and dried mangoes were of similar quality on a basic level, technology products such as electric toothbrushes and VR glasses were clearly differentiated from brand logos. In conclusion, Jerry Kowal suggested that for products integrating high-end technology, it is important to invest in well-known brands, because the research and development strength and quality assurance behind them are irreplaceable; On the contrary, simply manufactured goods, the pursuit of high cost performance is a wise choice. When it comes to food and personal care, in particular, he recommends choosing a reputable brand for health and safety reasons (Jerry Kowal, "What's it like to spend \$30 on a different brand name compared to \$2,000 on a brand name", Bilibili, September 19, 2019.19).

These summary sections help viewers quickly grasp the key points of the video and clarify the key message of the video. We can also learn from this approach when telling Chinese stories. The summary part can refine and sublimate the key content of the story, so that the audience can quickly integrate their thoughts after receiving a lot of information, and better understand the important content such as values, experience or development mode conveyed by the Chinese story, so as to improve the communication effect of the Chinese story.

4.4 Use of Characteristic Language

In the short video of "I am Jerry Kowal", its unique way of creating memory points and innovation points is worth in-depth discussion. His videos often start with "Hello everyone, I am Guo Jierui". Due to his fast speaking speed and lack of clear Chinese pronunciation, he is easy to be misheard as "Hello everyone, I am Guo Zhui", which increases the humor of the video and makes netizens impressed and feel very interesting. One very interesting phenomenon is that when the video of Jerry Kowal is opened, after Jerry Kowal finishes this sentence, there will be a lot of joking bullets, most of which are "Hello everyone, I am Guo Zhui" and "Ha ha ha", making the interactive atmosphere of the bullets very relaxed and happy. As an American who can eat spicy food, Jerry Kowal's catchphrase after eating a dish is "It's not spicy", so he is also called "Guo Tiejue" by netizens.

This kind of memory and innovation has positive implications in telling China's story. In the cross-cultural context, unique elements can make the content quickly "stand out" from the massive information, and become the key mark of audience recognition and memory. This helps break down the audience's possible stereotypes about the way Chinese stories are told, and incorporate Chinese elements in a more vivid and interesting way, thus improving audience acceptance and dissemination.

4.5 Influence Responsibility and Mission Commitment

The exercise of "I am Jerry Kowal" also reveals the responsibility of influence that public figures bear in telling China's story. By promoting Yunnan coffee through his platform and attempting to introduce it to the US market, he not only demonstrates the unique value of a product with local characteristics in China, but also shows the social responsibility and mission carried when telling Chinese stories. This practice not only promotes the international awareness of Chinese products, but also has a positive impact on the local economy, demonstrating the positive social effects that should be pursued when telling Chinese stories. This shows us that telling Chinese stories is not only a process of cultural transmission and information exchange, but also an important way to shoulder social responsibilities and promote social progress and economic development. Public figures and content creators should make full use of their influence to tell true, positive and socially valuable Chinese stories, so as to contribute to promoting mutual understanding and common development between China and the world.

5. Conclusion

Through the in-depth discussion of the career experience, data application, content summary, language features and influence of the short video of "I am Jerry Kowal", we can clearly see the multi-dimensional enlightenment it provides for telling Chinese stories. The video creation practice of "I am Jerry Kowal" provides five key inspirations for telling Chinese stories: the promotion of in-depth experience and cultural transmission, the construction of authenticity and emotional resonance, the summary of story telling, the use of characteristic language, and the responsibility and mission of influence. These inspirations not only enrich the methods and strategies for telling Chinese stories, but also emphasize the importance of objectivity, deep participation and positive social impact in the telling process. In the context of globalization, telling Chinese stories is not only a process of showing and communicating with the outside world, but also a bridge to promote cross-cultural understanding, enhance international friendship and promote global common development. Through truthful, in-depth and responsible storytelling, we can better present a comprehensive, three-dimensional and authentic image of China to the world and promote mutual understanding and common development between China and the world.

From the perspective of the "other", Jerry Kowal, as an American blogger, presents China's stories to the global audience with his identity and unique perspective of the "other". This cross-cultural communication has special significance. However, the incident of Jerry Kowal's suspension and interview is worth exploring in depth. The video of Jerry Kowal has lifted the FIG leaf of the United

States to a certain extent, allowing the world to see the real China and breaking the one-sided or distorted reports on China by some Western media. On the one hand, the suppression of his content shows that his creation has been widely recognized by the foreign people and touched the people's demand for real information in different cultural backgrounds; On the other hand, it also reflects that his content has triggered the interests of some power classes. The deep-seated problems reflected behind this phenomenon not only involve ideological conflicts in cross-cultural communication, but also concern the fairness and diversity of information communication. This issue has important research value, and may be further studied as the next topic to further analyze the obstacles and challenges faced in the process of cross-cultural communication, and to provide theoretical support and practical guidance for more effective telling of Chinese stories.

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