Exploring The Impact Of The Nezha Phenomenon On China Generation Z's Cultural Identity

Xiaoxia Wang[1] & Norfarizah Binti Mohd Bakhir[2*]

[1,2*]School of The Arts, Universiti Sains Malaysia, Penang 11800, Malaysia

[1]Email: xiaoxia.wang@student.usm.my, [2]Email: farizah@usm.my

ARTICLE INFO	ABSTRACT
	This study examines the influence of the Nezha phenomenon on the cultural identity of Generation Z in China, utilizing the China National Knowledge Infrastructure for analyzing academic literature. Employing a systematic keyword search, both quantitative and qualitative analyses were conducted to evaluate scholarly engagement with Nezha's cultural significance. The quantitative analysis centered on citation counts and download statistics from academic sources, while qualitative thematic synthesis identified key themes such as 'international communication,' 'social media,' and 'cultural transmission.' The results indicate that Nezha's incorporation into contemporary media strongly resonates with Generation Z in China, aligning closely with their values of social justice, environmentalism, and innovation. This study emphasizes how Chinese cultural icons like Nezha depicted in scholarly articles promote cross-cultural dialogues and challenge traditional notions about cultural authenticity. It illustrates how Generation Z constructs a hybrid cultural identity by embracing Chinese traditions while adapting to global influences within academic discourse. Moreover, this research underscores the role of digital media in shaping cultural identities within academia and suggests that traditional symbols like Nezha can bolster China's soft power through new cultural frameworks. Future research efforts should focus on exploring diverse generational interpretations within academia, assessing authenticity and representation in scholarly publications emphasizing Chinese popular culture's impact on global intellectual conversations.

Keywords: Nezha, Generation Z, cultural identity, globalization, Chinese audience, Digital Media |

Introduction

In 2019, the film "Nezha: Birth of the Demon Child"（referred to as "Nezha" henceforth） was noted for its distinctive portrayal of Nezha, which not only refreshed the audience's perception of the character but also garnered widespread affection (Zhao, 2019).Nezha, a mythological figure deeply rooted in Chinese folklore(Lazar et al., 2023), has been reimagined for the modern age(Huang & Wu, 2023), resonating not only within China but also internationally, particularly striking a chord with global audiences including China's Generation Z. The international success of the animated film "Ne Zha" demonstrates its global appeal, turning it into a symbol of cross-cultural exchange and contemporary cultural expression (Chen & Lau, 2021). This global reception has sparked diverse interpretations that influence and are influenced by cultural dialogues across borders, highlighting the film's role in shaping and reflecting modern cultural identities in a globalized context (Xue & Shu, 2023). Such changes demonstrate a cultural legacy that persists in developing, engaging with contemporary values and concerns(Song, 2022). This makes Nezha an interesting topic for examining the cultural identity of young people in modern-day China.

Generation Z, who grew up in the digital age, effortlessly blend traditional Chinese beliefs with global media influences, shaping their cultural and worldwide outlook (Xu, 2022). Their media consumption habits and the ways they interact with content significantly impact the formation of cultural narratives and trends. This media-savvy generation's engagement with stories like Nezha's reflects their journey of identity construction

within a globalized context and shows how they navigate between local traditions and international cultural streams (Xue & Shu, 2023).

The impact of Nezha on the cultural outlook of Generation Z in China and globally reveals the interplay between media preferences, globalization, and digital connectivity in mediating cultural interpretation and heritage (Liu et al., 2021)(Yang et al., 2020)(Chen & Lau, 2021). This necessitates a broader examination of global cultural symbols and their reception in different cultures, along with deeper engagement with literature on cultural globalization, media studies, and cross-cultural communication.

The Nezha phenomenon provides a window into the evolving identities of generation Z and represents a microcosm of youth engagement with traditional narratives in a digital age. Therefore, this research is essential for understanding the interaction between Chinese popular culture and the development of a global perspective among Generation Z, offering insights valuable to broader disciplines such as media studies, cultural theory, and international communication.
This compact understanding of Nezha's resonance with Generation Z underscores the necessity of examining how Chinese cultural phenomena adapt and thrive within a global landscape, marking the importance of this study in contemporary cultural and media research.

This research utilizes Appadurai(1996)'s concept of global cultural movements and Hall(1997)'s idea of dynamic cultural identification to investigate the digital reinterpretation of the Nezha story and its impact on the cultural identity of Generation Z. The study analyzes how this legendary character, portrayed in modern media, influences and is influenced by the worldwide spread of culture, illustrating the changing identity of young people in China. By incorporating these theoretical frameworks, the research presents a detailed examination of traditional culture within an international framework and its effect on present-day Chinese viewers.
This dynamic perspective allows for a more nuanced exploration of the Nezha phenomenon's role in shaping the cultural identities of young audiences, who are both the consumers and producers of digital media content (Fathinasari et al., 2023). The selection of these theoretical frameworks is deliberate, aiming to bridge the gap between macro-level globalization processes and micro-level identity formations among Generation Z. By situating our analysis within these theoretical perspectives, we can better comprehend the cultural negotiations and transformations that occur as traditional narratives like Nezha are recontextualized for a global audience.

Research Background

Deeply rooted in Chinese folklore, the mythological story of Nezha(Sheng, 2013)， has transcended the boundaries of time to become a cultural symbol(Chai, 2021) that resonates with contemporary audiences, particularly Generation Z in China. The latest cinematic interpretation of the character Nezha in the animated movie "Nezha: Birth of the Demon Child" has not only been commercially successful but also sparked a revival in Chinese culture (Huang & Wu, 2023). This revival highlights the complex relationship between conventional heritage and contemporary reinterpretation (Whyke & López-Múgica, 2021)(Chai, 2021), offering a fertile ground for examining the cultural identity of China's youth in the digital era.

Generation Z, the first generation to have been born into a world where digital connectivity is the norm, possesses a unique set of characteristics that distinguish their cultural consumption and production(Hu et al., 2022)(Liu et al., 2021)(Gentina, 2020). Their media habits are not merely passive absorption but are instead active engagements with content that is often global in nature, visual in presentation, and interactive in design(Gentina, 2020). This generation's fluency in digital media has positioned them as arbiters of cultural trends, capable of influencing familial and peer groups' preferences and behaviors(Tirocchi, 2024). Nezha holds a strong appeal for Generation Z due to its multifaceted nature. The story has been adapted to mirror contemporary societal values and issues, making it an effective tool for examining the cultural identity of today's young people. The character's journey from a traditional mythological figure to a symbol of modern cultural expression encapsulates the broader trends in Chinese media, where ancient tales are re-envisioned to resonate with present-day sensibilities(Wu, 2021).

Contemporary Chinese young people, particularly those from Generation Z, have come of age in a time characterized by digital connectivity and global integration. This has granted them access to a rich tapestry of cultural forms, both traditional and global, which they integrate into their self-concept(Xu, 2022). The digital literacy of today's generation has made it easier for them to engage with stories like Nezha, shaping their sense of self and introducing them to a complex exchange between local and global cultural influences(Дунас & Vartanov, 2020).

The dynamic relationship between China's expanding impact on the worldwide film industry and Generation Z's engagement with media material necessitates an analysis that takes into account both artistic tastes and cultural significance(Whyke & López-Múgica, 2021)(Qiu et al., 2022). Nezha's popularity provides a valuable perspective for examining the wider phenomenon of how cultural heritage remains resilient and adaptable in the context of globalization. It also highlights the critical role of digital connectivity in shaping cultural interpretation and identity. By delving into the captivation of Generation Z by the reimagined Nezha narrative and its reflection on their cultural and global outlook, this study aims to address the dual processes of global cultural integration and the preservation of national cultural distinctiveness. The study is in line with the discussion on global and local interactions, highlighting the significance of cross-cultural media proficiency in comprehending the intricacies of cultural identity within a globally connected community.

This background sets the stage for a study that examines the complex connections between traditional cultural stories, contemporary media reinterpretations, and the cultural identity of young viewers in an increasingly globalized society.The Nezha phenomenon goes beyond being just a cultural product, serving as a representation of the changing identities of Generation Z(Zhao & Ya, 2021). It reflects their challenges in reconciling traditional and modern values within the digital era.

Literature Review
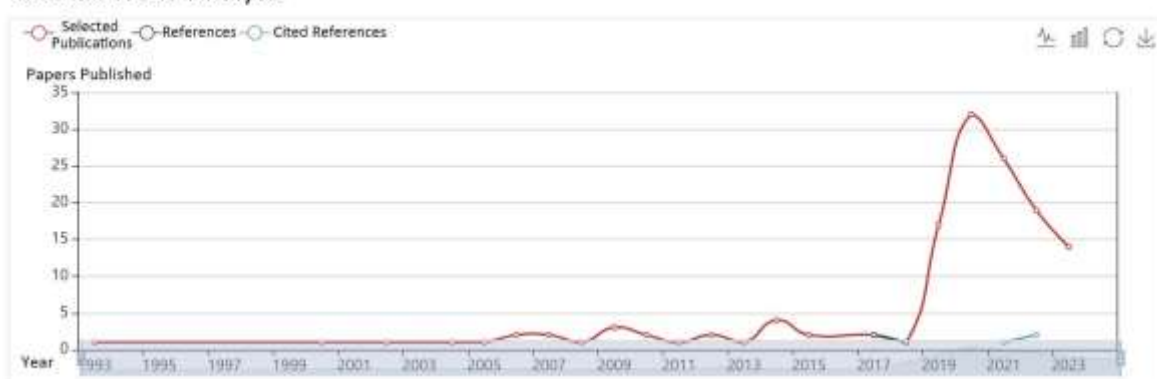
Nezha and Cultural Identity

Search the CNKI database for literature related to "Nezha and its cultural significance" or "Nezha's impact on identity." Find sources from SCI, EI, and SSCI. Review and analyze a total of 138 articles systematically.

The total number of references is 809, indicating the academic significance of these sources in the research community. Total citations: 1221 times, demonstrating the significance and influence of the Nezha theme in cultural research and discussions on identity. The average citation rate of 8.85 demonstrates the level of recognition and influence of the academic literature collection within the scholarly community. The average number of references per article is 5.86, slightly lower than the average citation count per article, which may indicate that Nezha research has sparked a wider academic discussion. The total number of downloads, which is 132768, is significantly higher than the total number of citations and references, indicating that the literature has attracted a wide audience of non-professional readers. The average download count of 962.09 times confirms the popularity and accessibility of the literature. The download-to-citation ratio of 0.01 indicates a high number of downloads but a low citation frequency, suggesting potential differences between general readership and professional references.

In addition, further literature research was conducted on the two key terms "Nezha" and "cultural identity" in the CNKI database. A total of 13 articles were collected from SCI, EI, and SSCI for systematic analysis.

Search Results: 13 Selected Publications

Metrics Analysis

Number of Publications	Total References Count	Total Citations	Total Downloads	Average References Count	Average Citation Count	Average Downloads Count	Download-to-Citation Ratio
13	120	124	14331	9.23	9.54	1102.38	0.01

The citation frequency of 124 times indicates the level of academic interest in the topic of Nezha. The download count of 14331 indicates the popularity of the literature among both academics and the general public. The average number of references per article is 9.23, indicating a high frequency of citation for each article and its significance in academic discussions. The average number of citations per paper is 9.54, slightly higher than the average reference count, which may indicate consistent recognition and citation after publication. The average number of downloads, 1102.38 times, confirms the widespread interest in the Nezha theme. The download-to-citation ratio of 0.01 indicates a high number of downloads but relatively few citations, which could be related to the accessibility of the literature, diversity in research fields, and specific usage.

Comparison and Analysis:

The 138-item collection of literature is larger than the 13-item collection, suggesting that "Nezha, culture or Nezha, identity" may be a more extensively researched area. Citation and Download: The citation-to-download ratio for two different literature collections is 0.01, indicating a similar difference between the general readership and professional citations under two different keyword searches. The average number of references and citations per paper in the dataset of 13 papers is slightly higher than that of the 138-paper dataset, which may indicate a more focused and significant academic recognition and impact for the specific research topic "Nezha, cultural identity". Academic and public interest: The total number of downloads for two sets of literature is significantly higher than the citation count, indicating that the theme of "Nezha" not only receives attention in academic circles but also attracts high interest from the general public.

Through the analysis of this data, it becomes evident that Nezha holds a significant position as a cultural symbol in discussions about culture and identity. The varied keyword searches reflect the attention given to the image of Nezha across different dimensions of research, while also revealing an interactive relationship between academic studies and public interest.

Cultural Identity and Globalization

Globalization, as a multidimensional social process, profoundly influences the global cultural landscape. In this context, the issue of cultural identity becomes particularly prominent. To explore academic research on "cultural identity" and "globalization" in CNKI, with the aim of revealing the main trends and potential issues in current studies.

Search Results: 126 Selected Publications

Metrics Analysis

Number of Publications	Total References Count	Total Citations	Total Downloads	Average References Count	Average Citation Count	Average Downloads Count	Download-to-Citation Ratio
126	810	4788	229363	6.43	38	1820.34	0.02
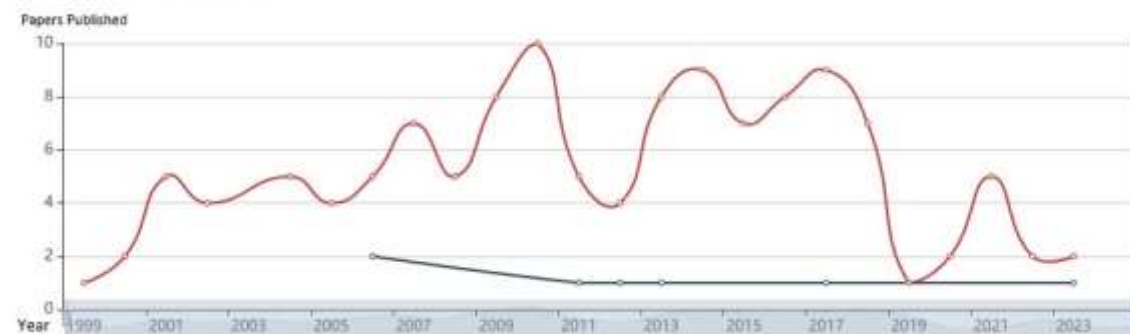
Based on the search results, there are a total of 126 articles covering major research findings in the SCI and SSCI databases. The combined references of these articles amount to 810, indicating significant academic interest in this topic. The total citations reached 4788, highlighting the important status and influence of these documents in academic discussions.

Analysis of the Impact of Literature

On average, each paper is referenced 6.43 times, indicating the average frequency of citations for each publication. On the other hand, with an average of 38 citations per paper, this higher number indicates the academic recognition and influence of the research findings in the literature.

The total number of downloads, which is 229363, is significantly higher than the citation count. This indicates that these documents have attracted not only academic attention but also a wide readership beyond the professional community. The average download per article is 1820.34, further confirming the widespread dissemination of these documents.
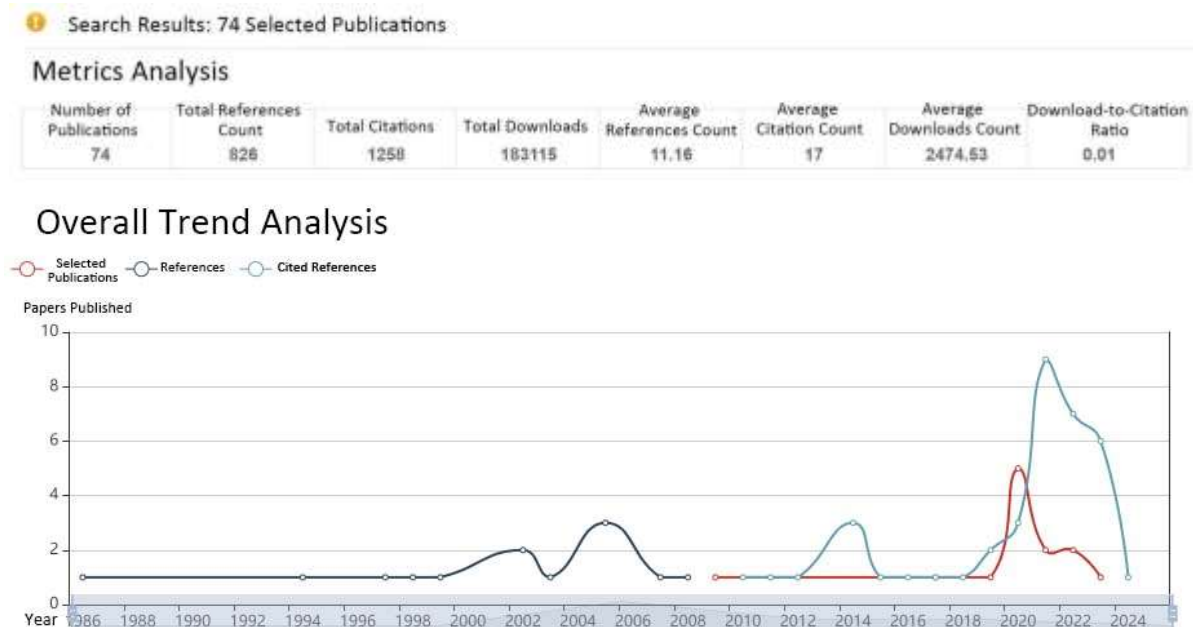
The relationship between citations and downloads: The citation/download ratio is 0.02, which may suggest that while the literature has a high download volume, its citation frequency is relatively low. This discrepancy might reflect a difference between general readership and professional references of the literature, or that some downloaders may come from non-academic backgrounds.

Subject and Trends: Through the analysis of keyword networks in the literature, frequent occurrences of themes such as "international communication," "social media," "subcultures," and "cultural transmission" have been identified. These keywords reveal multiple dimensions of cultural identity research. Specifically, current research focuses on the impact and integration of globalization on cultural identity, the role of media in constructing cultural identity, and the development of subcultural groups in a globalized context.

The literature survey indicates that cultural identity and globalization constitute an interdisciplinary, multidimensional area of research. Future studies can further explore:

1. Deepen the theoretical discussion and construct a more comprehensive and in-depth framework for analyzing cultural identity.
2. To enhance empirical research, a combination of quantitative and qualitative methods can be used to investigate the specific mechanisms and influencing factors of cultural identity formation.
3. Focusing on cultural policies and practices in the context of globalization, to provide strategic advice for the protection and promotion of cultural diversity.

Generation Z and Culture

In the database of China National Knowledge Infrastructure, a total of 74 articles were found by searching using the keywords "Generation Z" and "culture". These articles are mainly from SCI, EI, and SSCI, indicating that this research field has received widespread attention and recognition in academia.

ⓘ Search Results: 74 Selected Publications

Metrics Analysis

Number of Publications	Total References Count	Total Citations	Total Downloads	Average References Count	Average Citation Count	Average Downloads Count	Download-to-Citation Ratio
74	826	1258	183115	11.16	17	2474.53	0.01

Overall Trend Analysis

Keyword Network Analysis: The keyword network analysis reveals that "international communication," "Generation Z," "social media," and "subculture" all appeared 7 times, while "cultural communication" appeared 5 times. This indicates that in the study of Generation Z culture, the role of international communication and social media, as well as the themes of subculture and cultural communication, are research hotspots.

Analysis of the Impact of Literature:

The total number of citations is 826, indicating that these sources are widely referenced in academic circles and hold significant scholarly value.The total number of citations, 1258, is higher than the total number of

references, indicating that these documents are not only directly cited but may also be indirectly referenced or discussed in other literature.The average number of references per article is 11.16, indicating a high frequency of citations for each publication and reflecting the academic impact of literature in this field.The average number of citations is 17, which further confirms the academic recognition and influence of the literature collection.

Analysis of the Dissemination of Academic Literature:
The total number of downloads, 183115 times, is significantly higher than the total citation counts and total references. This indicates that these documents have attracted attention not only within academic circles but also from a wide range of non-professional readers.The average download count of 2474.53 times confirms the popularity and accessibility of these documents.

The relationship between citation and downloading:
The citation download ratio of 0.01 indicates that, despite high document downloads, the citation frequency is relatively low. This may reflect a difference between general readership and academic citations or could be due to non-academic individuals comprising part of the downloaders.

After analyzing these data, it can be concluded that the significance of Generation Z in the field of cultural studies is evident. As a new social group, Generation Z's cultural characteristics, modes of communication, and social behaviors have attracted academic attention. International communication, social media, subcultures, and cultural transmission are key research areas in this field. The quantity of literature as well as citation and download statistics collectively depict an active area of study where Generation Z is not only the focus but also a significant conduit for modern cultural transmission and social interaction.

A critical analysis of existing research
The existing body of research on Generation Z and cultural identity has made significant strides in understanding the complex dynamics at play. Scholars such as Gentina (2020) have provided insightful overviews of Generation Z in Asia, emphasizing the need to dissect the cultural nuances of this cohort. However, the literature often treats cultural identity as a static concept, failing to fully account for the fluid and negotiated nature of identity in the digital age.

To address this gap, our review delves into the transformative role of digital media in shaping Generation Z's cultural narratives. Building on Appadurai's (1996) framework of global cultural flows, we examine how the Nezha phenomenon transcends traditional boundaries, becoming a symbol of cultural exchange and adaptation. This approach allows us to critique the notion of cultural homogenization often associated with globalization, instead highlighting the diversity and creativity that emerge from cross-cultural interactions. Moreover, we extend the discussion on digital media's participatory culture, as articulated by Jenkins (2006), to include the specific case of the Nezha phenomenon. By analyzing online engagement and audience-generated content, our review reveals how Generation Z actively participates in cultural production, rather than being mere consumers. This participatory aspect is crucial for understanding the agency and creativity of Generation Z in constructing their cultural identities.

Our critical analysis of the literature also reveals a need for further research on the mechanisms by which Generation Z discerns and negotiates the authenticity of cultural representations. This points to a significant area for future inquiry, one that can shed light on the complex interplay between media consumption, identity formation, and the globalization process.

In summary, our literature review offers a nuanced examination of the existing research, highlighting both its contributions and limitations. By doing so, we set the stage for a more in-depth exploration of the Nezha phenomenon and its implications for Generation Z's cultural identity in the context of globalization.

Findings and Discussion

Key Findings on the Influence of the Nezha Phenomenon
Our research reveals that the Nezha phenomenon has significantly influenced the cultural identity of Generation Z Chinese audiences. Findings suggest that the modernized portrayal of Nezha has facilitated a reconnection to traditional Chinese cultural symbols while also reflecting contemporary values that resonate with this demographic. The alignment of Nezha's characteristics with modern-day virtues, such as rebellion against injustice, environmentalism, and social responsibility, has found particular appeal among Generation Z, who are seen as champions of these causes (Wu et al., 2022). The aesthetics and multimedia character modeling of Nezha have also been pivotal in engaging Generation Z, making the character more relatable and accessible (Wu et al., 2022). This approach to Nezha's image has paralleled Gen Z's preference for visual and interactive media, which plays a crucial role in their consumption patterns and identity formation. Furthermore, the narrative's integration into various digital platforms shows a clear understanding of the generational shift towards an interactive and omnipresent media landscape (Chua, 2001).

Alignment and Differences With Existing Research

Comparatively, the identified trends largely align with existing research that discusses the impact of digital media and globalization on cultural identity among younger generations (Chua, 2001) (Wu et al., 2022). Our findings complement the discourse on how visual design in animation can tremendously impact audience engagement—from art style to character development and cultural representation (Wu et al., 2022).Where the discussion may depart from some established views is in the nuanced comprehension of tradition amid the forces of globalization. While global influences are undeniable, our findings emphasize that Gen Z's cultural identity does not always surrender to Westernization but rather, actively participates in creating a new form of cultural hybridity that respects traditional narratives and incorporates them into new, global contexts (Chan, 2022).

The Role of Globalization in Shaping Cultural Identities

Globalization plays a multifaceted role in shaping cultural identities, particularly evident in how Generation Z consumes and contextualizes media content. The global marketing of animation films featuring Chinese elements, such as Nezha, supports the notion that cross-cultural exchange has become part of the modern identity-building process (Tian & Fan, 2016). This international outreach has led to a form of cultural identity that is transnational and reflects multicultural accumulations rather than a singular, homogeneous national culture (Lee, 2003).

It is within this context that Gen Z has developed a cosmopolitan outlook, seeing themselves as part of a global network rather than just belonging to a localized culture. However, this does not come without its own set of challenges, as the representation of Nezha also affects the perception of Chinese culture internationally. While some critics argue that the globalization of cultural symbols could dilute their authenticity(Chai, 2021)(Bhavani & Soniya, 2023), our findings indicate that Generation Z Chinese audiences are rather reclaiming and reinforcing their cultural identity through these modern adaptations, which act as a form of soft power(Xue & Shu, 2023).

Implications of Globalized Cultural Identity

The Nezha phenomenon not only underscores the dynamic nature of cultural symbols and their ability to adapt and resonate globally but also highlights the need for cultural policy makers to consider these dynamics in cultural preservation and promotion strategies(Chai, 2021). This study suggests that cultural identity in the age of globalization is an amalgam of traditional roots and global narratives, demanding a policy framework that fosters cultural diversity and encourages the integration of traditional cultural symbols into global media platforms(Nasirabadi, 2017)(Shaw, 2015)(Cheng & Berman, 2012) The selective appropriation of cultural elements from both local and global sources exemplifies the agency that young Chinese audiences exercise in the construction of their identities.

Recommendations for Further Research

Our study opens several avenues for further research. Future studies could explore a comparative analysis of how Nezha is perceived by different generations within China, which could provide insights into intergenerational differences in cultural engagement. Moreover, the mechanisms by which Generation Z audiences discern and negotiate the authenticity of cultural representations in media could also be of considerable interest. Additionally, there's room to examine the impact of cultural phenomena like Nezha on international audiences and how they contribute to the global image of Chinese culture.In conclusion, the complex interplay of traditional stories, modern values, and globalizing forces epitomized in the Nezha phenomenon provides a rich framework for understanding how Generation Z is navigating cultural identity within the rapidly shifting digital realm. As culture continues to be mediated through technology and transnational interactions, the boundaries of identity and heritage will likely be further expanded and redefined.

Discussion

Our analysis of the literature on the Nezha phenomenon and Generation Z's cultural identity has yielded several key findings that warrant further exploration. Firstly, the significant intersection between digitized folklore and identity formation, as evidenced by the high engagement with Nezha's story among Generation Z, underscores the role of digital media in cultural transmission. This finding resonates with Appadurai's (1996) assertion that global cultural flows are characterized by the movement of ideas and narratives across borders.

However, our review also reveals a complexity that extends beyond Appadurai's framework. The modern portrayal of Nezha, with its alignment to values such as social justice and environmentalism, has a particular appeal to Generation Z. This suggests that the Nezha phenomenon is not just a product of global cultural flows but also a reflection of the generation's active participation in shaping cultural narratives that resonate with their values and concerns.

The high citation and download counts of the literature analyzed indicate a substantial academic and public interest in the topic. This popularity could be attributed to the Nezha phenomenon's ability to initiate cross-cultural dialogues and challenge traditional notions of cultural authenticity. Our findings suggest that Generation Z is not merely recipients of global cultural influences but are actively engaged in a process of cultural hybridity, where they integrate Chinese traditions with global currents.

Departing from some established views, our discussion emphasizes Generation Z's agency in this process. Rather than being passive consumers of Western cultural exports, they are actively curating and repurposing cultural symbols like Nezha to construct a hybrid cultural identity that is both rooted in tradition and responsive to global influences. The implications of these findings are profound for both cultural theory and practice. They suggest a need for cultural policies that support the integration of traditional cultural symbols into global media platforms. Moreover, they highlight the importance of understanding the participatory nature of cultural identity construction in the digital age, where Generation Z is not just a consumer but also a producer of cultural content.

In conclusion, our discussion of the findings from the literature review on the Nezha phenomenon provides a nuanced understanding of the dynamic relationship between cultural heritage, globalization, and Generation Z's cultural identity. It offers a foundation for future research to further explore the mechanisms of cultural identity formation in the digital age and the role of digital media in this process.

Conclusion

This literature review has provided a comprehensive examination of the Nezha phenomenon and its impact on the cultural identity of Generation Z within the context of globalization. Through a systematic analysis of relevant academic literature and leveraging the data available on the China National Knowledge Infrastructure (CNKI) database, our study has identified key themes and trends that shed light on the dynamic interplay between traditional cultural narratives and modern global influences.

Our findings have not only confirmed the significant role of digital media in shaping Generation Z's cultural identity but also highlighted the agency of this generation in actively engaging with and reinterpreting traditional cultural symbols. The Nezha phenomenon serves as a powerful case study for understanding how cultural identity is negotiated and expressed in the digital age, where global connectivity and local traditions coalesce to form a unique cultural hybridity.

The implications of this study are manifold. For cultural theory, our research underscores the need to recognize the active role of younger generations in the process of cultural globalization. It challenges the notion of a unidirectional cultural flow and instead presents a model where global and local cultural elements are constantly interacting and evolving. For practice, our findings suggest that cultural policymakers and media producers should consider the preferences and values of Generation Z when developing cultural products and narratives. By doing so, they can foster a more inclusive and engaging cultural landscape that resonates with the experiences and aspirations of younger audiences.

Moreover, our study points to several avenues for future research. A comparative analysis of how different generations perceive and engage with cultural symbols like Nezha could offer insights into the intergenerational transmission of cultural identity. Additionally, exploring the mechanisms by which Generation Z evaluates the authenticity of cultural representations in media could reveal the criteria and processes that underpin their cultural consumption. Finally, examining the impact of cultural phenomena like Nezha on international audiences could provide a deeper understanding of the global reach and influence of Chinese popular culture.

In conclusion, the Nezha phenomenon exemplifies the complex and multifaceted nature of cultural identity in the digital age. Our review has shown that Generation Z is not just a passive recipient of global cultural influences but an active participant in the creation and dissemination of cultural narratives. As such, they are reshaping the cultural landscape, contributing to a more diverse and dynamic global culture that is both rooted in tradition and open to innovation.

Reference

1. Qiu, J., Liao, Q., & Su, X. (2022). A Corpus-Based Study of Chinese Animation Image in Nezha: From Foreign Moviegoers' Perspective. Forest Chemicals Review, May-June 2022, Page No. 1692–1705)
2. Zhao X. J.(2019). Nezha wei guang xian zhu ru qiang xin zhen [Nezha gives Enlight a shot in the arm]. Li Cai (09),38-39.
3. Appadurai, A. (1996). Modernity at Large: Cultural Dimensions of Globalization. University of Minnesota Press.
4. Hall, S. (1997). The work of representation. In S. Hall (Ed.), Representation: Cultural Representations and Signifying Practices (2nd ed., pp. 13-74). Sage Publications.
5. Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York University Press.
6. Gentina, É. (2020). Generation Z in Asia: A Research Agenda. Emerald Publishing Limited.

7. South China Morning Post. (2022). Young people drive revival of China's ancient Hanfu culture. Retrieved from https://www.scmp.com/news/china/article/3198984/china-chic-trend-builds-young-peoples-patriotism-cultural-confidence

8. Chua, B. (2001, July 1). Pop Culture China. Wiley-Blackwell. https://doi.org/10.1111/1467-9493.00097

9. Lee, K. (2003, January 1). Far away, so close: cultural translation in Ang Lee's Crouching Tiger, Hidden Dragon. Routledge. https://doi.org/10.1080/1464937032000113006

10. Cheng, M., & Berman, S L. (2012, December 5). Globalization and identity development: a Chinese perspective.. https://onlinelibrary.wiley.com/doi/10.1002/cad.20024

11. Sheng, K. (2013, January 1). The Different Faces of Nezha in Modern Taiwanese Culture. https://www.academia.edu/8217655

12. Shaw, M C. (2015, January 1). The Challenges and Implications of Globalization For Undergraduate Pedagogy. https://doi.org/10.1007/978-94-6209-980-7_3

13. Tian, F., & Fan, K. (2016, November 1). A brief analysis of Chinese and Western cultural differences in animated films featuring Chinese elements. https://doi.org/10.1109/icamse.2016.7840250

14. Nasirabadi, M S. (2017, September 1). The Role of Intangible Cultural heritage in Cultural globalization. http://journal.richt.ir/icsj/files/site1/user_files_2cf6e2/sohrabi-A-10-28-1-e54b0b9.pdf

15. Дунас, Д., & Vartanov, S. (2020, April 2). Emerging digital media culture in Russia: modeling the media consumption of Generation Z. Journal of multicultural discourses. https://www.tandfonline.com/doi/full/10.1080/17447143.2020.1751648

16. Gentina, É. (2020, October 23). Generation Z in Asia: A Research Agenda. Emerald Publishing Limited eBooks. https://www.emerald.com/insight/content/doi/10.1108/978-1-80043-220-820201002/ full/ html

17. Gentina, É. (2020, October 23). Generation Z in Asia: A Research Agenda. https://doi.org/10.1108/978-1-80043-220-820201002

18. Yang, Z., Wang, Y., & Hwang, J. (2020, October 23). Generation Z in China: Implications for Global Brands. https://www.emerald.com/insight/content/doi/10.1108/978-1-80043-220-820201005/full/ html

19. Liu, X., Hu, S., & Zhang, A. (2021, January 1). The Digital Labor of "Generation Z": The Behavior of Contemporary College Students Using Online Media Platforms from the Perspective based on Communication Political Economy. Advances in Social Science, Education and Humanities Research/Advances in social science, education and humanities research. https://www.atlantis-press.com/proceedings/ichssr-21/125956741

20. Liu, X., Hu, S., & Zhang, A. (2021, January 1). The Digital Labor of "Generation Z": The Behavior of Contemporary College Students Using Online Media Platforms from the Perspective based on Communication Political Economy. https://www.atlantis-press.com/proceedings/ichssr-21/125956741

21. Zhao, Y., & Ya, Z. (2021, January 1). From Myth to Film and Television: The Change of Nezha's Image. Advances in Social Science, Education and Humanities Research/Advances in social science, education and humanities research. https://www.atlantis-press.com/article/125967184.pdf

22. Chai, B. (2021, February 4). The View of Chinese Culture and the Imbalance of Cultural Industry's development from "Nezha: Birth of the Demon Child". https://doi.org/10.26689/jcer.v5i1.1805

23. Chai, B. (2021, February 4). The View of Chinese Culture and the Imbalance of Cultural Industry's development from "Nezha: Birth of the Demon Child". Journal of contemporary educational research. http://ojs.bbwpublisher.com/index.php/JCER/article/download/1805/1569

24. Chen, S., & Lau, S W. (2021, February 21). The New Chinese Individual: Confronting the Divided Self in Ne Zha: Birth of the Demon Child. https://www.tandfonline.com/doi/full/10.1080/10357823.2021.1884647

25. Chen, S., & Lau, S. (2021, February 21). The New Chinese Individual: Confronting the Divided Self in Ne Zha: Birth of the Demon Child. https://www.tandfonline.com/doi/full/10.1080/10357823.2021.1884647

26. Wu, Z. (2021, October 8). China in Classics: Narrative Construction of Multiple Texts and the Value of the Times. https://redfame.com/journal/index.php/ijsss/article/viewFile/5372/5584

27. Whyke, T., & López-Múgica, J. (2021, October 18). Calling for a Hero: The Displacement of the Nezha Archetypal Image from Chinese Animated Film Nezha Naohai (1979) to New Gods: Nezha Reborn (2021). https://doi.org/10.1007/s40647-021-00335-5

28. Xu, J H. (2022, January 1). Constructing the Consumer in the Digital Culture: American Brands and China's Generation Z. Springer eBooks. https://link.springer.com/chapter/10.1007/978-3-030-92212-2_12

29. Wu, H., Wen, S., & Yang, J. (2022, January 10). Multimedia Character Modeling Design and Modeling of Cartoon Animation Based on Bayesian Sequence Recommendation Algorithm. Hindawi Publishing Corporation. https://doi.org/10.1155/2022/9205227

30. Xu, J. (2022, February 18). Constructing the Consumer in the Digital Culture: American Brands and China's Generation Z. https://link.springer.com/chapter/10.1007/978-3-030-92212-2_12

31. Chan, C. (2022, July 1). RESEARCH ON YANGQIN PERFORMANCE OF HUNAN OPERA BASED ON THE COMBINATION OF HUTONG CULTURAL DEVELOPMENT AND STREET ART — FROM THE PERSPECTIVE OF EMOTION REGULATION. University of Oxford. https://doi.org/10.1093/ijnp/pyac032.046

32. Hu, Q., Hou, X., & Pan, P. (2022, July 13). One Social Media, Distinct Habitus: Generation Z's Social Media Uses and Gratifications and the Moderation Effect of Economic Capital. https://www.frontiersin.org/articles/10.3389/fpsyg.2022.939128/full

33. Song, B. (2022, August 30). On the Receivers' Incentives and Senders' Myths of Nezha. BCP social sciences & humanities. https://bcpublication.org/index.php/SSH/article/download/1563/1567

34. Xue, Y., & Shu, S. (2023, January 1). Research on International Cultural Communication Carriers in China: Taking Hong Kong Film, Hangzhou Animation, and Online Novels as Examples. https://doi.org/10.1051/shsconf/202317402027

35. Xue, Y., & Shu, S. (2023, January 1). Research on International Cultural Communication Carriers in China: Taking Hong Kong Film, Hangzhou Animation, and Online Novels as Examples. https://www.shs-conferences.org/articles/shsconf/pdf/2023/23/shsconf_seaa2023_02027.pdf

36. Huang, X., & Wu, J. (2023, June 17). On Film Subtitle Translation from the Perspective of Communicative Translation —A Case Study of Nezha: Birth of the Demon Child. EAS journal of humanities and cultural studies.
https://www.easpublisher.com/media/features_articles/EASJHCS_53_126-132_FT.pdf

37. Bhavani, G., & Soniya, G. (2023, June 19). Effectiveness of Consumer Ethnocentrism. https://www.ijfmr.com/papers/2023/3/3867.pdf

38. Fathinasari, A A., Purnomo, H., & Leksono, P Y. (2023, June 27). Analsis of the Study of Digital Marketing Potential on Product Purchase Decisions in Generation Z. https://doi.org/10.37275/oaijss.v6i5.174

39. Lazar, M., Zbuchea, A., & Pînzaru, F. (2023, July 1). The Emerging Generation Z Workforce in the Digital World: A Literature Review on Cooperation and Transformation. https://doi.org/10.2478/picbe-2023-0175

40. Tirocchi, S. (2024, January 10). Generation Z, values, and media: from influencers to BeReal, between visibility and authenticity. Frontiers in sociology.