

Localization of Emotion in Transnational TV Format: A Comparative Analysis of „The Voice“ in Germany and China

This presentation aims to show how transnational TV formats are adapted to emotional environments in national contexts. Taking the format „The Voice“ as a case study and focusing on selected emotional scenes from both German and Chinese versions, the presentation of emotion in both versions will be comparatively analysed, including emotional presentation through participants' role and performance, their relationships and interaction, as well as setting and audio-visual styling etc. The analysis results will attempt to link the social-cultural

effects, political sphere and current incidents of German and Chinese society to the presentation of emotion in TV format.

Yuanchen Zhang (Universität Hamburg)

Yuanchen.Zhang@gmx.de

