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An In-depth Study on the Influence of Bilingual Broadcasting in Cross-cultural International Communication

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Abstract: *This paper provides an in-depth analysis of the core position of bilingual broadcasting in globalized cross-cultural communication, its implementation path and the many challenges it encounters. As a bridge of cultural exchange, bilingual broadcasting not only promotes intercultural understanding and identity, but also promotes the innovation of cultural products and services and the deepening of international cooperation, greatly broadening the boundaries of information dissemination. However, it also faces the double test of language and cultural differences, which requires broadcasters to have excellent language ability, professionalism and deep cultural understanding. This paper aims to analyze the positive effects and challenges of bilingual broadcasting in order to provide strong theoretical support and practical guidance for enhancing the effectiveness of cross-cultural communication.*

Keywords: *Bilingual Podcasting; Intercultural Communication; Challenges; Cultural Communication Approaches; Innovative Paths*

1. Introduction

In the context of the era of globalization, international cultural exchanges are becoming more and more frequent, and have become an important way to enhance mutual understanding and friendship among peoples. The importance of bilingual broadcasting, as a bridge for intercultural communication, is irreplaceable on the international stage.It skillfully crosses the language divide and ensures that the message reaches every listener accurately across borders. This is not only a linguistic transformation, but also a transmission of cultural depth and emotion, allowing the colorful picture of global culture to slowly unfold in sound, and promoting the symbiosis of cultural diversity and inclusive development. However, the road to the practice of bilingual broadcasting is not a straight one.Faced with the huge gap between the two language systems, English and Chinese, broadcasters need to overcome multiple challenges such as phonetic differences, complex grammatical structures, and very different discourse logic. At the same time, cultural differences are also a problem that cannot be ignored in bilingual broadcasting. Audiences with different cultural backgrounds have different ways of thinking, values and behavioral habits, which requires that bilingual broadcasting must take into full consideration the target audience's cultural background and reception habits in content selection and expression, in order to avoid the distortion and misunderstanding of information transmission. Based on this, this paper will explore in depth both the positive effects and challenges of bilingual broadcasting for intercultural communication. First, it analyzes the specific role of bilingual broadcasting in deepening cultural understanding and identity, promoting the innovation of cultural products and services, and strengthening the publicity and promotion of international cooperation projects; Secondly, it explores the challenges of linguistic and cultural differences faced by bilingual broadcasting in practice and proposes corresponding coping strategies. Through the research in this paper, we aim to provide theoretical support and practical guidance to enhance the cross-cultural communication effect of bilingual broadcasting, and further promote the communication and integration of global culture.

2. Bilingual broadcasting for intercultural communication

2.1. Deepening cultural understanding and identity

As the wave of globalization advances and international cultural exchanges become more and more

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frequent, bilingual broadcasting is becoming more and more important as a bridge of communication. It not only enhances the breadth and depth of information dissemination, but also promotes mutual understanding and respect among different cultures and strengthens the global public's recognition of multiculturalism. The bilingual broadcasting platform has become a window for people from all over the world to share cultural feasts. For example, by introducing the Chinese New Year and carefully depicting the customs of setting off firecrackers and putting up Spring Festival couplets, overseas listeners can experience the festivities and cultural charm of the festival first-hand. In addition, using modern media means such as audio and video, bilingual broadcasting makes cultural communication more vivid and colorful, and multiplies the effect. Communication University of China (CUC) launched a summer camp for young bilingual anchors, which is a vivid practice of this concept. Through bilingual teaching in Chinese-English and Chinese-Korean, the program provides young people with valuable broadcasting and hosting practice opportunities, aiming to cultivate future media talents with an international outlook, cross-cultural communication skills and a sense of social responsibility. Bilingual podcasting also plays an important role in enhancing cultural identity. When broadcasting French cultural news, the bilingual switching broadcasting method not only preserves the original cultural characteristics, but also facilitates the understanding of the global audience, promotes the deep exchange and integration of culture, and contributes to the building of a community of human destiny.

2.2. Innovation in cultural goods and services

In the wave of globalization, the market for cultural products and services has become increasingly open and diversified. By virtue of its unique role as a linguistic bridge, bilingual podcasting closely connects people with different cultural backgrounds. It significantly improves the efficiency and accuracy of information transmission, and promotes the intermingling of cultural elements and creative collision, opening up a broad material base and source of inspiration for the innovation of cultural products and services. Combined with the power of multimedia technology, bilingual broadcasting has led to a revolution in the form of cultural services, creating a more vivid and intuitive cultural experience through the skillful fusion of multiple media such as audio, video and graphics. For example, in the field of tourism, bilingual tour guides immerse tourists in a rich cultural atmosphere with the help of live video streaming and virtual reality technology; In education, bilingual teachers use online classes with interactive quizzes to provide students with a customized learning experience. In addition, bilingual broadcasting is also good at in-depth analysis and personalized interpretation of cultural products, revealing their historical heritage, cultural connotations and artistic essence, so that the audience can deeply feel the unique charm of culture while enjoying the products. At the same time, according to audience preferences and needs, bilingual broadcasting flexibly adjusts the content to achieve personalized customization, which further enhances the attractiveness and market competitiveness of cultural products.

2.3. Publicity and promotion of international cooperation projects

With the accelerated pace of globalization, international cooperation projects have blossomed, showing vigorous vitality in many fields, including science and technology and the economy. These projects not only promote technological innovation and economic win-win situation, but also promote the deep understanding of cultures and the building of bridges of friendship between countries. However, to ensure the success of these programs on the ground, an effective communication and outreach strategy is essential. As a bridge of cross-cultural communication, bilingual broadcasting, with its unique charm, occupies a central position in the promotion of international cooperation programs. It transcends the language barrier, allowing project information to cross borders and reach potential partners and investors with different language backgrounds around the globe, injecting a strong impetus to the project's internationalization journey. At the same time, bilingual broadcasting builds a stage for cross-cultural communication. When promoting international cooperation projects, it not only conveys project details and cooperation vision, but also promotes cultural sharing and understanding, and this kind of deep-level cultural communication strengthens the foundation of trust and cooperation among all parties, which lays a solid foundation for the long-term success of the project.

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3. Challenges faced by bilingual broadcasting in cross-cultural communication

3.1. The challenge of language differences

English and Chinese belong to two different systems of language, and there are many differences in the way of word formation, grammatical norms and language environment. [1]First of all, Chinese and English are very different in their phonological systems. Chinese being a tonal language, pitch changes are crucial to meaning and give the language a sense of exaltation; English, on the other hand, is an international language with a relatively smooth tone that appears more subdued. Both vowels and consonants are pronounced in different ways, with Chinese vowels bright and consonants clear, while English is rich in turbulent consonants and has a low, full sound. Secondly, in terms of rhythm and tone, Chinese syllables are compact and form a strong sense of rhythm; English, on the other hand, creates a smooth and natural tone by alternating heavy and light sounds. In bilingual broadcasting, the announcer needs to quickly adapt to these differences and be flexible. Furthermore, in terms of discourse structure, Chinese news tends to be "inverted pyramid" style, with the main subject followed by the secondary subject; English, on the other hand, emphasizes logical coherence and complex sentences.At the same time, the rich vocabulary and wide range of fields of English news require broadcasters to have profound language skills and professionalism. To summarize, bilingual broadcasting needs to overcome the multiple challenges posed by language differences and achieve smooth and natural switching.

3.2. Challenges of cultural differences

3.2.1. Differences in language expression

Language expression is like a kaleidoscope, with each language possessing its own unique colors and textures. This difference is especially significant in bilingual broadcasting, which requires broadcasters not only to be proficient in the basic vocabulary and grammar of the two languages, but also to have a deeper understanding of the cultural flavors and expression habits behind them. Taking time as an example, the 24-hour system in English and the 12-hour system in Chinese are not only differences in numbers, but also different interpretations of the concept of time in the two cultures. Therefore, in the arena of bilingual broadcasting, accurately capturing and conveying this subtle linguistic difference is key to ensuring the unhindered flow of information.

3.2.2. Differences in values

Values are the soul of culture, which profoundly influence people's way of thinking and code of conduct. On the stage of bilingual broadcasting, the collision and fusion of the values of Eastern and Western cultures become a unique landscape. The contrast between individualism and collectivism, the trade-off between freedom and responsibility, all silently test the wisdom and acumen of the announcer. They need to embrace these differences with an open mind, and at the same time skillfully use the power of language to promote mutual understanding and respect for values and avoid conflicts arising from misunderstandings.

3.2.3. Differences in social systems

The social system builds the framework of the system of information dissemination; it establishes the tone of the channels of news flow. Broadcasters need to have an accurate understanding and knowledge of diverse national social institutions when broadcasting bilingually. Whether it is China's unique multi-party cooperation and political consultation system or the federal and two-party system practiced in the United States, each social system has a rich historical precipitation and cultural essence behind it. Therefore, when delivering information, broadcasters must be keenly aware of and adapt to these distinctive social contexts, and flexibly adjust their communication strategies and presentation methods to ensure accurate communication and efficient reception of information, so as to satisfy the information needs of the target audience.

3.2.4. Differences in customs and habits

Customs are an important part of culture and are reflected in all aspects of people's daily lives. In bilingual broadcasting, delicately presenting the customs and habits of different countries and regions is one of the effective means to enhance the attractiveness and infectiousness of the program. From Chinese people eating with chopsticks to Westerners cutting their food with knives and forks, these seemingly insignificant details are rich in cultural connotations and national characteristics. Broadcasters need to have a keen insight to capture the sparkling highlights and unique flavor of

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customs and habits, and then skillfully weave them into the warp and woof of information dissemination. Their goal is not only to present audiences with an audio-visual feast, but also to let them enjoy the pleasure and experience the unique charms of different cultures, as if they were on an amazing cultural journey.

3.2.5. Differences in aesthetic concepts

In bilingual broadcasting, the concept of aesthetics is the internal embodiment and cognitive sum of people's pursuit of aesthetics, which plays a crucial role in mapping out the unique aesthetic preferences and judgmental scales of diverse cultures. This plurality, if not properly dealt with in the dissemination of information, can be a potential setting for misunderstanding and conflict. Based on this, broadcasters need to shoulder the important responsibility of cross-cultural aesthetic literacy and appreciation, and they need to accurately capture and understand the aesthetic concepts and standards nurtured by rich and colorful cultural roots. Broadcasters should maintain an open and tolerant mindset, actively embrace and appreciate the aesthetic achievements and innovations from different cultures, and strive to build bridges for the harmonious coexistence and intermingling of aesthetic concepts in the process of transmitting information, so as to promote in-depth cultural exchanges and understanding.

3.3. The challenge of cross-cultural misunderstanding

Cross-cultural misunderstanding is a phenomenon that originates from the lack of full knowledge of each other's deep-seated cultural characteristics and corresponding sensitivity in the communication and interaction in a pluralistic cultural environment, resulting in the distortion of content or the misunderstanding of information by the receiver in the chain of information transmission. This phenomenon highlights the challenges and complexities of intercultural communication.

3.3.1. Distortion of information transmission

In the practice of bilingual broadcasting, significant differences in language, values and customs constitute a major obstacle to the accuracy of message delivery. Despite the announcer's best efforts to ensure that the message is conveyed accurately, cultural differences act as an invisible wall, often leading to distortion or misinterpretation of the message as it is being delivered, detracting from the original message.

3.3.2. Barriers to cross-cultural communication

The main difficulty of intercultural communication is its difference: people from different cultures substitute their different values, perceptions, norms, beliefs and mind-sets in their communication.[2] The core mission of bilingual broadcasting is to promote intercultural communication and understanding; however, cultural differences are like mountains to be crossed, making the realization of this mission challenging. The linguistic gap, the difference in cultural cognition and the obstacles at the psychological level, together weaving a complex web, impede the smooth flow of cross-cultural communication, and become an important source of frequent misunderstanding and conflict in bilingual broadcasting.

4. Innovative Paths for Bilingual Broadcasting to Promote Cultural Communication Methods

4.1. Bilingual Tourism Culture Dissemination

4.1.1. Verbal communication in tourism services

High-speed rail and air ticket booking: At the beginning of planning a trip, whether it is a high-speed rail ticket or an international flight, travelers often need to select the right seat class. At this point, bilingual services become the key to communication. High-speed rail seats are classified as "Second Class", "First Class" to "Business Class", The terms "First Class", "business Class" and "Economy Class" of the aircraft are precisely corresponding in both Chinese and English, helping travelers around the world make easy choices. Travel counseling: During the trip, tourists inevitably have doubts that need to be solved by the tour guide or service center. Equipped with bilingual tour guides and staff who can seamlessly switch between English and Chinese to elaborate on the highlights of the itinerary, the stories of the attractions and the essence of the culture, to ensure that every traveler will be able to deeply appreciate the beauty of the journey.

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4.1.2. Scenic Area Signs and Banners

In order to create a barrier-free environment, the major scenic spots have widely adopted bilingual signage, clearly indicating rules such as "No Climbing" and "No Smoking", and advocating civilized behaviors such as "Please Keep the Environment Clean" for international tourists to understand at a glance and jointly maintain order in the scenic spots. At the same time, they advocate civilized behaviors such as "Please Keep the Environment Clean", so that international tourists can understand them at a glance and work together to maintain order in the scenic spots.

4.1.3. Tourism promotional materials

Travel brochures and maps: Travel brochures and maps, as essential guides for travelers, are now presented in a bilingual format, providing detailed information on the characteristics of scenic spots, transportation routes, and recommended accommodations, ensuring that both Chinese and foreign tourists can easily access the information they need to plan the perfect trip. Travel Websites and Social Media: With the advent of the digital age, destinations are leveraging bilingual travel websites and social media platforms to broaden their international horizons. These platforms not only provide detailed travel information and services, but also bring global travelers closer through bilingual content, stimulating their interest and desire for destinations and achieving more accurate and effective international marketing.

4.2. Multimedia convergence and digital communication

The development of new network and digital technologies, such as the Internet, big data, the Internet of Things, artificial intelligence, and the meta-universe, has brought about great changes in society as a whole, profoundly affecting people's way of life and production, and even their way of thinking.[3] For example, social media and self-publishing platforms provide a wider dissemination space for bilingual podcasting. The bilingual broadcasters skillfully utilize popular social media platforms such as Jitterbug, Xiaohongshu, and Weibo to post their work and actively interact with their fans. These platforms not only serve as gas pedals for the wide dissemination of bilingual broadcast content, but also greatly enhance its social impact and audience engagement. In addition, with virtual reality (VR) and augmented reality (AR) technologies changing rapidly, the field of bilingual broadcasting is actively exploring the path of integration with these cutting-edge technologies. With the help of VR and AR technology, bilingual broadcasting can lead the audience into an unprecedented immersive experience world, making them feel as if they traveled through time and space to experience the unique flavor and charm of different cultures, so as to deepen their understanding and appreciation of multiculturalism.

4.3. International Short Video Content Generation and Dissemination

4.3.1. Content Innovation

Bilingual broadcasters, by virtue of their multilingual ability, have an in-depth understanding of the cultural essence and art of expression behind each language, which opens up a vast library of materials and novel perspectives for the creation of short videos. They skillfully blend the unique flavor of local culture with the international style of foreign language expression to create short video content that not only shows regional color but also global commonality, accurately matching the diversified and personalized viewing needs of global audiences.

4.3.2. Intercultural communication

Through its linguistic strengths, bilingual broadcasting is able to cross language barriers and deliver native cultures to a global audience in a way that is easy to understand and accept. In the context of cross-language short videos, bilingual hosts are able to switch language modes freely, and through interpreting cultural features, narrating historical chapters, and depicting regional characteristics, audiences can deeply experience the extraordinary charm of multiculturalism in an enjoyable and relaxing atmosphere.

5. Conclusions

In today's accelerating globalization, bilingual broadcasting has become a key link in cross-cultural communication, and its power cannot be underestimated. It is not only a breaker of language barriers,

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but also a purveyor of cultural diversity, allowing a global audience to share the splendor of cultures around the world. From the sound of firecrackers at Chinese New Year to the delicate portrayal of French culture, bilingual broadcasts bring cultural feasts within reach and promote understanding and respect. In travel and education, bilingual broadcasts combined with multimedia provide an immersive experience that broadens cultural horizons. However, language and cultural differences are a challenge, requiring practitioners to be deeply educated and accurate in delivering their messages. In the face of the future, Bilingual Broadcasting will continue to innovate, embrace new technologies, promote global cultural intermingling in a more professional manner, contribute to the building of a community of human destiny, and lead the cultural prosperity towards a new chapter.

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