

Capacity-Building for International Cultural Communication in the Era of Deep Media Integration

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Abstract: Today's China is a stable "cultural community", and today's world is a highly computerized "attic". Promoting cultural exchanges is an inevitable requirement in the era of globalization, demonstrating the Marxist concept of interaction and the demeanor of a great power, which contains the common value pursuit of all mankind and leads the international communication order. The article explains the problems of deepening cultural exchanges and strengthening international communication capacity building nowadays, as well as countermeasures to cope with the wave of globalization and the future direction of communication development^[1].

Keywords: Media convergence; international communication; cultural communities

1. Introduction

The dissemination of Chinese culture to the outside world has never stopped from ancient times, creating the Xuanzang's journey to the west, Xufu's journey to the east, Zheng He's journey to the west, and the opening of the Silk Road and other famous signs to strengthen foreign exchanges. With the gradual evolution of globalization in recent years, China's cultural soft power has greatly enhanced and leaped. It is currently undergoing a process of cultural construction, wherein various forms of media are carrying out in-depth integration of Chinese culture with the world's cultures, competing for a cohesive narrative. Building an international communication system for Chinese culture and enhancing the depth of fusion with international media are important factors in promoting the cultural prosperity of China.

2. Advantages of multimedia-oriented in-depth integrated communication

2.1. Chinese Culture's Own Strengths

The advantages of Chinese culture lie in three points. First, Chinese culture has a long and extremely long history of 5,000 years, which has shaken the ancient and modern world, and there has been no interruption of the generation phenomenon, and it has been going on up to the present day, and will continue to develop even more after that. Secondly, Chinese culture is diversified, with different nationalities and other foreign cultures colliding and integrating with each other throughout the ages, realizing the flourishing of "a hundred flowers blossoming and a hundred schools of thought contending for supremacy", and presenting a wealth of cultural dynamics and contents. The third point is that Chinese culture is rich in connotations and has the unique attributes of the Chinese nation, and the unique culture has greatly improved our cultural confidence, and the concept of foreign dissemination is more profound. At the same time, the concept of "community of human destiny" is also rooted in the excellent traditional Chinese culture - the five principles of "dialogue and consultation, mutual construction and sharing, win-win cooperation, exchanges and mutual understanding, and green and low-carbon", which highlights the great nation's demeanor and the noble principle of "beauty and commonwealth", and presents a unique splendor belonging to the Chinese nation itself.

2.2. "Globalization" is making the world a more integrated place.

The unexpected arrival of the "integrated media" era will inevitably lead to a profound change in the concepts and methods of traditional news reporting.^[2]The historical book "Three Kingdoms" mentions that "the beauty of the soup lies in the combination of different ingredients", which means that what makes the soup so delicious is the fusion of different seasonings together. The world is essentially

characterized by the wide diversity of human civilization, which at the same time serves as an inexhaustible source of energy for the progress of human civilization. From ancient times to the present, diverse civilizations have evolved within different historical and social contexts, giving rise to distinct customs and habits. This has led to the emergence of various civilizations, resulting in a growing interplay and fusion of cultures worldwide, making our world increasingly diverse and vibrant. Civilizations differ in terms of characteristics and regions, but not in terms of superiority or inferiority. The different ways of growth and realities among cultures should be treated as "the beauty of beauty", and should be the driving force behind the progress of human civilization. The development of the information age has enabled the "global village" to be linked by a single Internet, where not only people of the same country and the same ethnicity interact, but also across the ocean, we can still convey the friendship of "far-flung realms as far away as the sky is far away" through the Internet.

2.3. Chinese culture is rooted in the same aspirations for a better life as the people of the world.

"Each beauty is its own beauty, beauty of beauty, beauty and harmony, one world for all" is a 16-word motto for dealing with different cultures put forward by Mr. Fei Xiaotong, a renowned sociologist. This is his historical response to the new changes in the relationship between man and man and man and nature brought about by the industrial revolution and urbanization at the world level over more than a hundred years, based on the historical accumulation and the combination of reflections on the status quo and thinking about long-term social processes. If mankind is to move towards a harmonious world of pluralism and coexistence, it will inevitably go through an initial stage of judging itself based on its values. However, as exchanges and interactions between different civilizations occur, there arises the necessity and importance of understanding and respecting the values and concepts of other groups. This leads to a dialectical unity where both aspects, respecting others and cherishing one's goals, are achieved. Ultimately, the ultimate ideal of coexistence among diverse cultures can be reached through an eclectic and mutually reinforcing approach that embraces the richness of various far-flung cultures.

The rich connotation of the idea of building a community of human destiny actively advocates cultural exchanges and mutual understanding among civilizations and the building of an open, inclusive and beautiful world. It is also necessary to respect the differences among civilizations. The point of "seeking common ground while reserving differences" between cultures is an important prerequisite for the development and progress of human society.

3. Dilemmas facing the international dissemination of culture today

3.1. Lack of appropriate discourse for the people of countries in different regions

The languages, cultures, modes of communication and discourse systems of countries around the world are all very different, so it is difficult for us to use our own unique language thinking and logical reasoning mode to make international audiences accept and understand, and it is possible to stimulate reverse psychology and increase the difficulty of accepting communication content that is unfamiliar to the environment where the audience is located. Edward Hall proposed the concepts of "low context" and "high context," categorizing cultures into low-context or high-context cultures. In a low-context culture, people are expected to express their thoughts openly, directly, and without ambiguity or using euphemisms. In high-context cultures, people's knowledge of language is limited by the fact that they have been taught from childhood not to speak too directly and too sharply, but to be more euphemistic. Chinese culture is a high-context culture with complex semantics and large contexts. When Chinese culture exports content to low-context cultures, it is very easy for the asymmetry between information dissemination and semantic understanding to lead to deviations in value orientation and cognitive level, and it is not easy for low-context countries and cultures to accept and identify with it. The same applies to communication to other countries, where unfamiliarity with the mode of communication and the linguistic environment can make it difficult for the audience to accept the content of the communication.

3.2. Differences between Chinese language systems and foreign language systems

The differences between the Chinese language system and the foreign language system cannot be erased when international communication is carried out, and it is necessary to pay attention to other kinds of differences caused by the differences in the language system, otherwise it is easy to cause a lot of semantic confusion in the interpretation of the content of the communicator by the audience, so it is necessary to combine the understanding of the language of the output with the language system of the

audience in the process of communication. The most important linguistic difference between Chinese and English lies in the difference between "form-fit" and "meaning-fit". The so-called meaning, as the name suggests, is that there is no need for the so-called logical markers, sentences can be "pinched" together by the meaning, and the logic of the language, "conclusion, assertion, results and facts" should be the core of the sentence, but the English language compared to the Chinese language will usually be reversed in the order of the logical order, that is, we often referred to as the "English before the Chinese after the". The Chinese language uses a lot of verbs, while the English language uses relatively few verbs, and in the actual pragmatic language process, the Chinese language tends to use a lot of partitive or linking verbs. It can be seen that Chinese emphasizes ideograms, backward focus, and dynamic language, while English emphasizes morphology, forward focus, and static language.

3.3. Dissemination channels are still in great need of accelerated expansion

There are still problems of unbalanced publicity and insufficient innovative capacity in the path of communication building for sustained integration and continuous promotion of international communication. From the aspect of communication media, compared with the Japanese drama and animation from Japan, South Korea's Korean drama movies, Europe and the United States of Hollywood movies, China's cultural brand influence still has a certain gap, and has not yet been able to form a strong civilization output system, China's cultural soft power into the deeper market. The rapid development of the information age has led to an increase in the number of Internet users, and the channels through which people can obtain information have become more and more abundant, but there is still a dearth of communication channels for international dissemination and for a wide range of foreign audiences, and there is a need to further develop mediums with high dissemination efficiency, high recognition, and a strong capacity for continuous dissemination. From the perspective of the Internet's influence, the audience can dynamically choose the media content they consume. This dynamic choice often leads to the intended sources being buried among numerous videos or other content. Additionally, the push of fresh content driven by big data may overshadow or dilute the importance of significant content. And because media technology has developed a more "narrowcast audience" of self-space and massive knowledge in a variety of directions, some people may further escape from various problems in society, which forms the largest "information cocoon" on the Internet today. Breaking the information cocoon requires the media and information technology to more accurately target audience groups to do fine and from point to point extension.

4. Responses to the wave of globalization by strengthening international communication capacities

"Discourse is power," an assertion that argues that if whoever holds the power of discourse, then whoever holds the substantive power - an argument made by the famous French social thinker Foucault. The international discourse system has been upgraded, and the international communication system has been improved. In recent years, with China's rapid development, China's international discourse has realized a substantial increase, but in the overall international discourse system is still in an unpromising downward trend, to realize the upgrading of the international discourse system, and to gradually hold the discourse right of international communication in the hands is the necessary way to enhance the strength of international communication.

4.1. Precise and targeted communication

"We should adopt precise communication methods that are close to audiences in different regions, countries and groups, and promote the globalized, regionalized and diversified expression of China's stories and voices, so as to enhance the affinity and effectiveness of international communication." The "foundation" for realizing accurate communication is to understand and investigate the audience. If you want to tell a good Chinese story and disseminate Chinese culture, you should strengthen the "foundation" through audience surveys, so as to make a subdivision of the audience circle, conduct surveys and sampling of different regional societies and cultures and different ethnic and historical backgrounds, achieve accurate tracking and organic integration, and make dynamic adjustments in due course, so as to adhere to the popularization of its own communication content and the regionalization of its creation and production mode. For example, relying on big data technology in media technology, we analyze and integrate the information needs and different preferences of various types of audiences, and carry out "segmented, personalized and differentiated" content delivery, so that the information content can be accurately placed, and in this way we can do a good job of tailoring to the needs of local

conditions and make China's voice more accurately, quickly, farther, and louder in the international dissemination.

4.2. Empathic communication, symbolic communication

Mr. Lin Yutang, the famous Chinese writer, was the first Chinese writer who made a name for himself overseas by writing in English, and he was the guide of Chinese culture to the world. After a deep understanding of Chinese and Western cultures, Lin Yutang found the "intersection line" hidden in the two cultures, and the three words that best describe this point of convergence are: "Humor, Spirituality, and Leisure". Humor, spirituality, and idleness are the three words that best describe this point of convergence," said Mr. Lin Yutang. Mr. Lin Yutang said.

Empathic communication refers to the process of forming and transmitting common or similar emotions and sentiments. Empathic communication helps audiences from different races and cultural backgrounds to bridge the cultural gap caused by political, social and historical traditions on the basis of sharing the basic emotions of human beings, so as to enhance the effectiveness of international communication. Our country's international communication path is dominated by official appeals, output contacts and other modes of communication, which are relatively homogenous. With the opening of "Li Ziqi's" farm life, a large number of folk groups and Internet celebrities represented by her have emerged in large numbers, and the videos created with the themes of excellent traditional Chinese culture and Chinese stories have quickly swept the large mainstream video sites on the Internet, making the majority of Internet netizens call out that "Chinese culture is actually like this". The audiences of communication content are real people with flesh and blood ties and emotions, so to tell China's story well, we need to start from the emotions shared by human beings, add the creators' and communicators' own true feelings into it, and shape excellent communication content that can reflect the people's beautiful feelings and pursuits. Empathic communication can bring audiences to actively participate in secondary communication such as retweeting and sharing, and has also been proven to deepen the brain's memory and lead to changes in attitudes and actions through long-term immersion in the memory. Symbolic communication is more materialized as a cultural brand effect, for example, the 2022 Beijing Winter Olympics mascot - Ice Dun Dun, cute pandas created a "cute communication" of the success of the case, and for the Chinese and foreign friends most concerned about a "dun" hard to find has become a model to show China's cultural output. The report of the 20th Party Congress emphasized, "Tell China's story, spread China's voice, and present a credible, lovely and respectable image of China." Ice dun dun's design idea reflects the lovely feeling of the giant panda image and the Q version of the shape after dubbing the friendly anthropomorphism, and the Shanghai World Expo mascot "Haibao" has a similarity, and the blue is better than blue, so as to trigger the human universally possessed emotional empathy." The mascot's deep understanding of China's Olympic philosophy, traditional Chinese sports culture, and the visualization of Chinese sports culture has led to a broad recognition of the communication.

4.3. Telling the Chinese Story

For the dissemination of the culture of a nation or a country, a certain amount of publicity is of course necessary, but whether it can finally achieve the desired effective dissemination depends on two aspects. But whether it can be effectively disseminated as desired depends on two aspects: Firstly, it is important to consider whether there is a demand for the culture or whether overseas countries require it. Secondly, the culture itself should be attractive and infectious to overseas countries, and the image of the nationals should be appealing and influential. Additionally, it is crucial to assess the impact and influence of the culture on overseas countries, as well as the attractiveness and influence of the image of the country's people. The latter is a key factor in achieving effective cultural dissemination^[3].

The Chinese are great storytellers, and have used their strengths to create countless outstanding Chinese stories that have touched people, but it is not enough to just have the stories told by the people themselves. When stories of China are told through foreigners' perspectives, they often carry more persuasive power when disseminated to other countries. As a result, "How do foreigners perceive China and how do they discuss China?" have emerged as significant research topics. The "China Narrative - Constructing a New Paradigm for International Communication" parallel forum held in Nanjing on April 21, 2023 gave a "superior solution" to this problem - this forum launched the "China Story Co-creation Club" for the first time for the whole world, in which all the international friends who are connected with China shared their own "good stories of China". Mendou, the head of the African Youth Delegation to China from Cameroon, has returned to his country and founded the "China Corner" to share what he has experienced and learned in the grass-roots villages of China with African youth leaders in China, youth

groups on the African continent, as well as the official media, think-tanks, research institutes and other platforms in African countries. Mendou said, "Studying in China not only enables us to grow and become successful, but also connects Chinese and foreign youth, China and the world. Therefore, it has become our conscious responsibility to read and understand China, to enhance mutual understanding, and to promote Sino-foreign friendship. During her childhood, Iranian girl Moon and her business-oriented parents moved to China, setting the course for her earlier encounter with China's destiny. Moon is studying at Shanghai Jiao Tong University School of Medicine, specializing in Plastic and Reconstructive Surgery at Shanghai Ninth People's Hospital. As a postgraduate student, she dreams of opening a Chinese medicine clinic in her hometown. Moon's status in China is that of an international student, but a number of people in her hometown regard her as a teacher, and more and more Iranians have begun to ask Moon about the Chinese culture that they are curious about and about Moon's life in China, as well as asking her to teach Chinese. On her personal social network media, Moon introduces her Iranian friends to her study and living experiences in China, introduces Iranian netizens to China's traditional culture and culinary culture, and also introduces Chinese netizens to the social scene in Iran. "Every time I go back to China I find more friends who are eager to learn about China through me." This year marks the 10th anniversary of China's "One Belt, One Road" initiative, and Moon said in Ningbo that she is willing to contribute to it.

5. Conclusions

"It is not spring when one flower blooms alone, but when a hundred flowers bloom together, spring fills the garden." Civilization is the collective memory of a country and nation, full of its own history and sense of belonging to the nation, mankind in the long history of the creation and development of colorful civilization, all kinds of civilization created by mankind is the crystallization of the wisdom of the working people. Now that the world has entered the flood of globalization, it is clear that Fukuyama's "End of History" and the "Clash of Civilizations Wheel" put forward by the American political scientist Huntington are no longer in line with the current trend of cultural intermingling. On a number of occasions, our country has emphasized a variety of highly forward-looking and constructive points of view, in which different countries are regarded as equal subjects of interaction, and a global community of human destiny has been built on the basis of common beliefs and shared interests between countries, which are inseparable from each other. We have actively searched for ways to build a community of human destiny, strengthened our international communication capacity and influence, emphasized the sharing of the fruits of global culture and the mutual understanding of civilizations and people's hearts, and highlighted the subjectivity of culture and intercultural interactions, which has created a good environment for displaying the beauty of our outstanding Chinese culture.

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