

# New Understanding of World Civilization from a Cross Cultural Perspective

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**Abstract:** *In today's increasingly close international exchanges, the development of cross-cultural and world civilizations is also diverse. Both cross-cultural research and world civilization research are emerging interdisciplinary fields that have received widespread attention from the international academic community. This article believes that through a comparative analysis of Chinese and Western philosophical ideas, it can be demonstrated that there are commonalities and differences between Chinese and Western philosophy and cultural traditions. Both Chinese and Western cultural traditions have been deeply influenced by them. Cross cultural attitude refers to the attitude people hold towards the relationship between different cultures and practical activities. When engaging in cross-cultural communication, it is important to follow certain ethical guidelines in order to facilitate smooth and effective communication. This article aims to explore the impact of in-depth analysis and comparative research on the media content of multiple civilized regions on the re understanding of global civilization. This article interprets and compares the cultural images and values conveyed by media, and evaluate the role of this approach in expanding human vision and rebuilding human civilization consciousness. The cultural imagery index of civilized region A is 85, and the values index is 78. The cultural imagery index of civilized region B is 65, and the values index is 82. This article helps to promote the harmonious progress of world civilization from a cross-cultural perspective.*

**Keywords:** *Cross Cultural Perspective, World Civilization, Cultural Image, Cultural Value, Human Civilization*

## 1. Introduction

In this era of increasingly close global exchanges, diverse cultures and developments, both cross-cultural research and world civilization research are emerging interdisciplinary fields that have received high attention from many scholars. Cross cultural understanding and communication is an important aspect of cross-cultural research, which involves dialogue rather than confrontation, harmonious coexistence rather than isolation and exclusion. This is a cultural spirit of "harmony but diversity".

This article first provides the relevant background of the re understanding of world civilization from a cross-cultural perspective, and then presents the perspective of integrating forces to jointly create a civilized world. It cannot be denied that this world is a whole. The ability to think about multiculturalism is crucial for interpreting social phenomena, organizing thoughts and cultural pulse, and developing critical thinking skills. Finally, the principles of actively promoting cross-cultural communication and common progress of world civilization are presented. Cross cultural attitude refers to the attitude people hold towards the relationship between different cultures and practical activities. When engaging in cross-cultural communication, it is important to follow certain ethical guidelines in order to facilitate smooth and effective communication.

## 2. Related Work

In the study of traditional civilization history, there are some problems in defining and interpreting "world civilization" due to factors such as "culturalism" and "Western centrism". Kong Jianxun believed that in the context of global civilization exchange, mutual learning, and symbiosis, promoting the development of national studies in South Asia and Southeast Asia requires comprehensive improvement in language, history, theory, and methods [1]. Han Xing believed that in order to achieve

the great rejuvenation of the Chinese nation, it is necessary to take the subjectivity of Chinese civilization as the premise and continue to communicate and exchange with various civilizations around the world [2]. Yu Xiaozhi believed that China is one of the four great civilizations, and the continuation of Chinese civilization to this day is due to the inclusiveness of Chinese culture and China's advanced concepts. The compilation of foreign cultural textbooks can provide some original Chinese ideas for world civilization [3]. Li Jingrong believed that in the medieval period, the focus of various civilizations in Quanzhou shifted to the sea, promoting the development of trade among major civilizations in the maritime world. The expansion of Quanzhou's fan influence and changes in settlement forms have had a huge impact on urban space. In this process, the communication between different cultures has been further deepened in depth and breadth, resulting in Quanzhou's unique multicultural coexistence space [4]. Yang J's research not only provides some inspiration for the self-awareness development of modern Chinese and Western women, but also enables a better understanding of the connotations of Chinese and Western tragedies from a cross-cultural perspective, promoting dialogue and exchange between Chinese and Western theatrical arts and culture [5]. Nawata K used a standard cross-cultural sample, which includes data from 186 primarily pre industrial societies around the world. The collective level process of honor culture exacerbates conflicts between groups through the social reputation of participating soldiers [6]. Choi C believed that cross-cultural background has a significant impact on family support and parenting for children with disabilities. For parents, what they are generally concerned about is the plan to provide future care for their children, and culture plays a role in it [7]. Chang L H's research reveals the differences in occupational anchors among information technology/information systems personnel in different cultural backgrounds. The results indicate that in different cultural societies, the impact of relational culture on each occupational anchor varies, and the impact of each occupational anchor on job satisfaction also varies [8]. Duo-Hang F D believed that in today's increasingly fierce competition for national strength, the position and role of culture in the national economy are becoming increasingly prominent. In the context of cultural exchange and mutual learning in today's world, countries are constantly engaging in various cultural exchanges and learning. Improving cultural confidence and cross-cultural communication skills is particularly important [9]. Lakshman C empirically studied the impact of multiculturalism on cross-cultural adjustment and the degree to which people make isomorphic attributions, which is crucial for the effectiveness of cross-cultural leadership [10]. However, their research lacks the integration of cross-cultural concepts, and there is a lack of research on reexamining world civilization from a cross-cultural perspective.

The contradictions between various civilizations in human society are often temporary and destructive. The peaceful exchange and harmonious coexistence among various civilizations in the world are the mainstream in the history of human civilization development and the main driving force for cultural development. The development of human history is a process of continuous communication, integration, and innovation, as well as a process of continuous development. Different civilizations have made different contributions to human development in different historical periods. In today's world, it should try one's best to avoid and eliminate conflicts between various civilizations. Different ideologies, social systems, and development models should not become barriers between different cultures, let alone reasons for opposition. Peace and development are the common interests and values of all humanity. It is particularly important to promote rational cross-cultural communication, seek harmonious unity among different cultures and civilizations, and promote the common development of human society.

### 3. Method

#### 3.1 Integrate Forces to Jointly Create a Civilized World

It is undeniable that this world is a whole. The ability to think about multiculturalism is crucial for interpreting social phenomena, organizing thoughts and cultural pulse, and developing critical thinking skills. Faced with the surging new technology and various ideological shocks, it is necessary to stand out in the hustle and bustle and move forward in transformation.

The cultural integration index can be used to quantify the degree of integration between different cultures. Assuming there is  $n$ -types culture, each culture has a unique feature vector  $F_i$ , which may include multiple dimensions such as language, religion, art, technology, social structure, etc.

The cultural integration index can be obtained by calculating the similarity or distance between these feature vectors. A simple method is to use cosine similarity Cosine Similarity, which measures

the angle between two vectors. The smaller the angle, the higher the similarity.

The cosine similarity formula is as follows:

$$\text{Cosine Similarity}(F_i, F_j) = \frac{F_i \cdot F_j}{\|F_i\| \|F_j\|} \quad (1)$$

Among them,  $F_i \cdot F_j$  is the dot product of two feature vectors.

In order to obtain an overall cultural integration index, the average or weighted average of the similarity between all cultural pairs can be calculated. This index can be used to compare the degree of integration between different cultural regions or periods, as well as analyze the impact of cultural integration on the development of civilization.

When understanding world civilization from a cross-cultural perspective, in addition to the cultural integration index mentioned earlier, the following mathematical formulas or models can also be considered, which can help to quantitatively analyze and compare the development of civilizations in different cultural backgrounds [11-12].

The Cultural Diversity Index is used to quantify the degree of cultural differences in a region or society. This index can be calculated based on various cultural characteristics such as language, religion, cuisine, art, etc. A simple method is to use the Shannon Diversity Index, which is commonly used to measure species diversity in ecology, but can also be applied to cultural fields.

The Shannon Diversity Index formula is as follows:

$$H = -\sum_{i=1}^n p_i \ln(1 + p_i) \quad (2)$$

Among them,  $H$  is the Shannon Diversity Index,  $p_i$  is the proportion of the  $i$ th cultural feature in the overall population, and  $n$  is the total number of cultural features. The higher the value of this index, the higher the cultural diversity.

The cultural influence model is used to analyze how one culture influences other cultures. This model can be constructed based on factors such as cultural dissemination, communication, and adoption [13]. A simple method is to use node centrality measures in network analysis, such as degree centrality or betweenness centrality, to measure the importance and influence of a culture in cultural exchange networks.

### **3.2 Cross Cultural Understanding, Cross-Cultural Identity, and Identity in the Diversity of World Civilizations**

Through a comparative analysis of Chinese and Western philosophical ideas, it is found that there are similarities and differences between Chinese and Western philosophy and cultural traditions. The two cultural traditions influence each other and can complement each other's strengths and weaknesses, thus achieving positive intersection in cross-cultural communication.

The degree centrality formula is as follows:

$$F(x) = CD(v) + \sum_{n=1}^{\infty} \left( a_n \cos \frac{n\pi x}{L} + b_n \sin \frac{n\pi x}{L} \right) \quad (3)$$

Among them,  $CD(v)$  is the degree centrality of node  $v$ . The higher this value, the more connections a node has in the network, and the greater its potential cultural influence.

The cross-cultural adaptation model CCAM typically involves multiple dimensions, such as psychological adaptation, social adaptation, cultural identity, etc. These dimensions can be quantitatively analyzed through mathematical formulas or models. The following is a simplified formula for cross-cultural adaptation index, which combines two main dimensions: psychological adaptation and social adaptation:

$$CCAM = \alpha \cdot \text{Psychological Adaptation Score} + \beta \cdot \text{Social Adaptation Score} \quad (4)$$

Among them,  $\alpha$  and  $\beta$  are weight coefficients used to balance the importance of the two dimensions.

### **3.3 Actively Promoting Cross-Cultural Communication and Common Progress of World Civilization**

Cross cultural attitude refers to the attitude people hold towards the relationship between different

cultures and practical activities. When engaging in cross-cultural communication, it is important to follow certain ethical guidelines in order to facilitate smooth and effective communication. In the context of globalization and multiculturalism, a reasonable cross-cultural attitude is particularly important. However, in communication, three basic moral principles must be adhered to:

One is mutual respect. People are living in a globalized communication society, in a closely interconnected communication context, but also in different cultures, development trends, and cultural traditions. Mutual respect for the cultural traditions of various ethnic groups is the first step towards achieving cross-cultural exchange. Both large and small countries should respect each other's cultural traditions and recognize their importance in maintaining their cultural identity. Only by respecting each other can it have mutual understanding between different cultures and prevent conflicts among various civilizations in the world in peaceful coexistence.

The second is mutual tolerance. On the basis of respecting heterogeneous cultures, rational cross-cultural communication also requires tolerance towards heterogeneous cultures. Inclusion is the original requirement and constituent element of cross-cultural communication, reflecting a positive cultural difference, namely mutual recognition and tolerance for differences, tolerance for the "other", and tolerance for the "self"; It also indicates elements that the "other" cannot accept. Mutual tolerance rather than exclusion is necessary for mutual understanding and communication, and for healthy and equal dialogue among various cultures and civilizations, rather than confrontation and conflict.

The third is mutual cooperation. This collaboration not only refers to the mutual coordination of communication behaviors, but also to the positive and harmonious interaction and infiltration between "local culture" and "foreign culture". Of course, the absorption of "foreign cultures" is not a mechanical transplant, otherwise it can only make the "native culture" stiff and fragmented. It should integrate reasonable and beneficial factors from other cultures into its own context, adjust and elevate them, thereby promoting the common development and innovation of its own culture, and truly achieving a positive and diverse cultural identity of world culture.

## 4. Results and Discussion

### 4.1 Cross Cultural Comparative Empirical Research

Cross cultural comparative empirical research: This article intends to conduct a comparative analysis of social, economic, cultural and other indicators in multiple civilized regions through surveys. This article uses statistical and comprehensive comparison methods to evaluate the similarities and differences between different cultures.

The empirical research data on cross-cultural comparison is shown in Table 1. The population density of Civilized Area A is 100 people per square kilometer, with a gender equality index of 70 and a cultural diversity index of 80. The population density of Civilized Area B is 50 people per square kilometer, with a gender equality index of 60. The cultural diversity index is 70. The population density of civilized region C is 200 people/square kilometer, with a gender equality index of 80 and a cultural diversity index of 90.

Table 1: Empirical research data on cross-cultural comparison

Civilized areas	Population density (person/square kilometer)	Education level (average years of education)	Gender equality index (0-100)	Cultural diversity index (0-100)
A	100	12	70	80
B	50	10	60	70
C	200	15	80	90
D	80	8	50	60
E	30	14	75	85

#### 4.2 Verification Experiment of Civilization Evolution Model

On this basis, based on the existing civilization evolution model, through a series of simulation experiments, this article introduces the iconic events and influencing factors of each civilization into this model, and compares and tests them with actual data. On this basis, the models used can be validated and evaluated for their impact on the development process of human society.

The experimental data for verifying the civilization evolution model are shown in Table 2. The landmark event of civilization number A is the agricultural revolution, which is influenced by climate change and population growth. The model predicts the year 5000 BC, while the actual historical data is 6000 BC. The consistency assessment is high. The landmark event of civilization number B is the development of the writing system, influenced by social complexity and trade growth. The model predicts the year 3000 BC, while the actual historical data is 3200 BC. The consistency assessment is moderate.

*Table 2: Experimental data for verifying the civilization evolution model*

Civilization number	Landmark event	Influencing factor	Model prediction results	Actual historical data	Consistency assessment
A	Agricultural revolution	Climate change, population growth	5000 before christ	6000 before christ	High
B	Development of writing system	Social complexity and trade growth	3000 before christ	3200 before christ	Medium
C	Rise of empire	Military technology, resource control	1000 anno domini	1200anno domini	Low
D	Industrial revolution	Scientific revolution and technological innovation	1800anno domini	1760anno domini	High
E	Information revolution	Scientific and technological progress, globalization	1990 Anno Domini	1960Anno Domini	Medium

#### 4.3 Cultural Dialogue Influence Experiment

Experimental plan:

In cross-cultural dialogue scenarios, people from all over the world can be invited to come together and discuss with each other. Based on this, this article explores the role of this approach in enhancing understanding and communication between different cultures.

Step 1 is to select participants with diverse cultural backgrounds and ensure that there are certain differences in their age, education level, and gender.

Step 2 is to design communication scenarios between different cultures, such as addressing global issues such as climate change, cultural differences, economic development, etc.

Step 3 is to provide basic training to the experimental subjects before the start of the experiment to understand the purpose and rules of the experiment.

Step 4 is to divide the students into several small groups with different cultural backgrounds.

Step 5 is to submit guidelines to each group on discussion topics, scheduling, and related considerations.

Step 6 requires the group to conduct discussions and take notes of the main ideas, mutual influence, and mutual understanding.

Step 7 is to ask participants to complete a questionnaire after the discussion to evaluate their level of understanding of other cultural perspectives, satisfaction with the dialogue, and whether they have improved mutual understanding.

The experimental data on the impact of cultural dialogue is shown in Table 3. Participant ID 1 has a score of 4 for understanding other cultural perspectives and a score of 5 for dialogue satisfaction.

Participant ID 2 has a rating of 3 points for understanding other cultural perspectives, and a rating of 4 points for dialogue satisfaction. Participant ID 3 scored 5 on their understanding of other cultural perspectives and 3 on their satisfaction with the conversation.

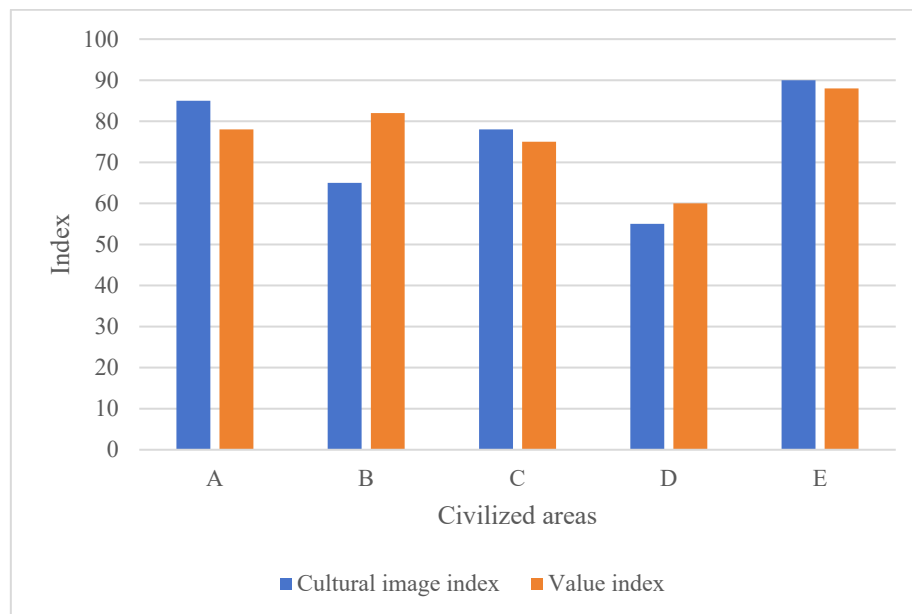
*Table 3: Experimental data on the impact of cultural dialogue*

Participant number	Civilization background	Degree of understanding of other cultural perspectives (1-5 score)	Dialogue satisfaction (1-5 score)	Does it enhance mutual understanding
1	Civilization A	4	5	Yes
2	Civilization B	3	4	Yes
3	Civilization C	5	3	No
4	Civilization D	2	4	Yes
5	Civilization E	4	5	Yes

#### 4.4 Multicultural Media

On this basis, this article intends to explore the impact of in-depth analysis and comparative research on the media content of multiple civilized regions on the re understanding of global civilization. This article interprets and compares the cultural images and values conveyed by media, and evaluates the role of this approach in expanding human vision and rebuilding human civilization consciousness.

The cultural imagery index and values index of different civilized regions are shown in Figure 1. The cultural imagery index of civilized region A is 85, and the values index is 78. The cultural imagery index of civilized region B is 65, and the values index is 82. The cultural imagery index of civilized region C is 78, and the values index is 75. The cultural imagery index of civilized region D is 55, and the values index is 60. The cultural imagery index of civilized region E is 90, and the values index is 88.



*Figure 1: Cultural Image Index and Value Index of Different Civilization Regions*

The cross-cultural impact scores, broadening of horizons scores, and cognitive reconstruction scores of different civilized regions are shown in Figure 2. Cross cultural Impact Score: Assesses the degree to which media content has an impact on broadening cross-cultural perspectives, ranging from 0 to 100. The broadening of horizons score evaluates the effectiveness of media content in broadening cultural horizons, ranging from 0 to 100. The cognitive reconstruction score evaluates the impact of media content on the reconstruction of civilized cognition, ranging from 0 to 100.

The score for cross-cultural influence in Civilized Area A is 90 points, the score for broadening

horizons is 95 points, and the score for cognitive reconstruction is 88 points. The score for cross-cultural influence in Civilized Area B is 75 points, the score for broadening horizons is 80 points, and the score for cognitive reconstruction is 72 points. The score for cross-cultural influence in Civilized Region C is 85 points, the score for broadening horizons is 90 points, and the score for cognitive reconstruction is 85 points.

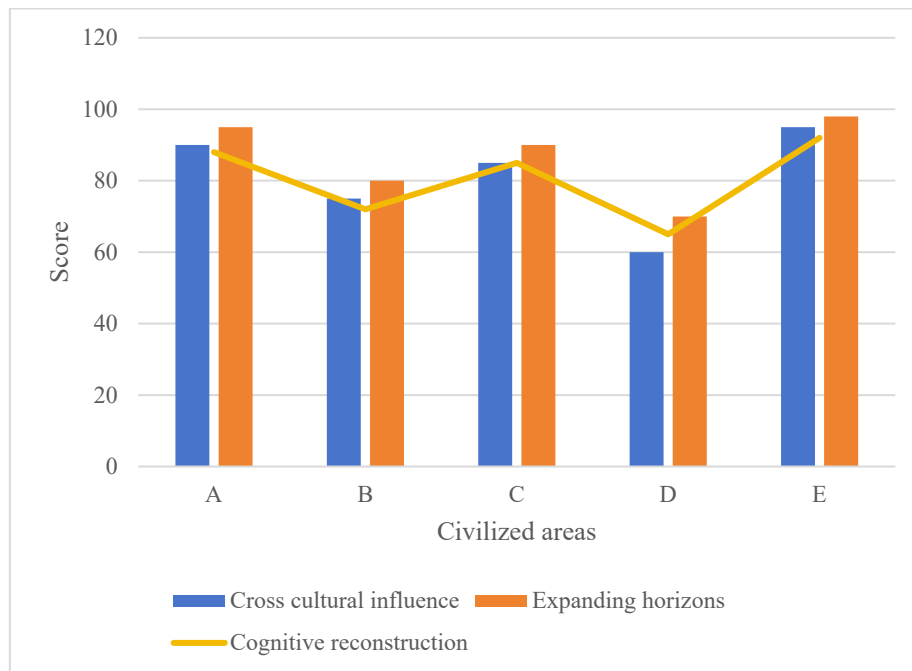


Figure 2: Cross cultural impact scores, broadened perspectives scores, and cognitive reconstruction scores in different civilized regions

#### 4.5 Cross Cultural Consistency Assessment Experiment

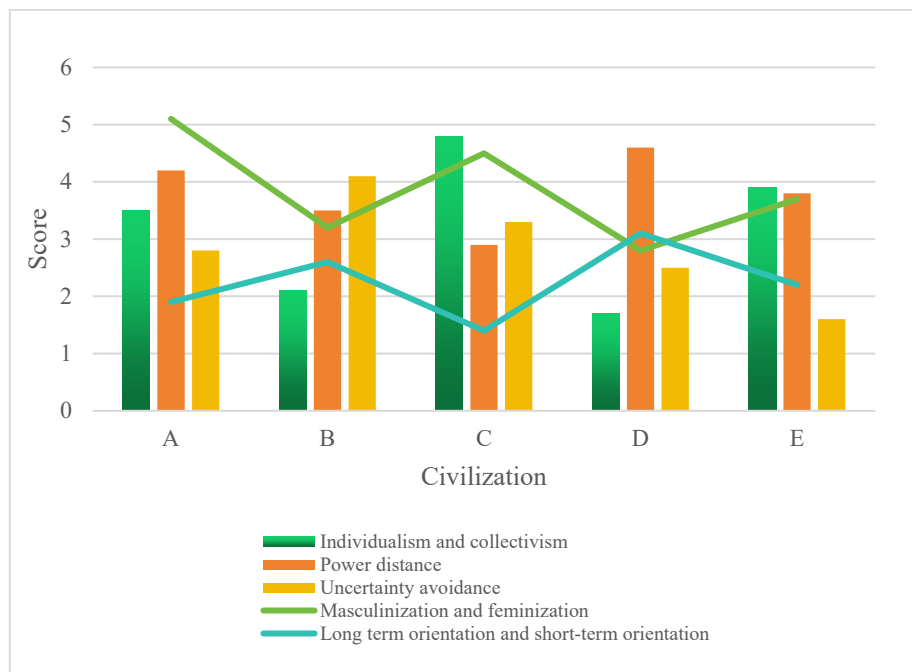


Figure 3: Scores of different civilizations on five core cultural dimensions

On this basis, this article compares the core values and cultural characteristics of civilizations around the world, and analyzes their level of consistency. This article intends to use a combination of qualitative and quantitative research methods to collect relevant data, calculate the conformity index,

and evaluate the impact of this method on the commonality of human civilization. This article assumes five core cultural dimensions and provides scores for five different civilizations, ranging from 1 to 5 points.

The scores of different civilizations on the five core cultural dimensions are shown in Figure 3. In Civilization A, individualism and collectivism score 3.5 points, power distance score 4.2 points, and long-term and short-term orientation score 1.9 points. In Civilization B, individualism and collectivism score 2.1 points, power distance score 3.5 points, and long-term and short-term orientation score 2.6 points.

## 5. Conclusions

Actively conducting theoretical research on world civilization and related cross-cultural exchanges is an important way to achieve the inheritance and development of world civilization. Cross cultural communication is not limited to narrow pure cultural traditional exchanges, but runs through every aspect of economy, politics, and life, closely integrated with culture. Its content is very rich, and it is essentially a microcosm of the exchange of civilizations among countries around the world. Therefore, cross-cultural communication has become a major issue in the study of world civilization theory. The re-understanding of world civilization from a cross-cultural perspective in this article is conducive to strengthening theoretical research on cross-cultural communication and establishing a rational view of "civilization exchange". In the future, the paper looks forward to promoting rational communication and dialogue among human civilizations, and promoting the common development of human society.

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