

Research and Analysis of Cross-Cultural Communication of Social Media in Southeast Asian Countries: Collective Identity of Social Culture

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ABSTRACT. Nowadays, as Internet technology and computer technology has developed, the forms of cultural exchange and communication are changing rapidly under the influence of globalization. The application of social media breaks through the boundary of transnational cultural exchange, and promotes cultural exchange and communication to a new height. In the social media of cross-cultural communication and communication in Southeast Asian countries, Facebook and Line occupy the mainstream. They connect individuals through the virtual network platform as a whole, just like WeChat, QQ and Weibo in China, which brings a new media sharing culture platform that is inclusive, free, equal and open, forming a unique social culture. By analyzing the cross-cultural communication of social media in Southeast Asian countries, this paper studies the influence of collective identity of social culture in cross-cultural communication.

KEYWORDS: Social culture, Cross-cultural communication, Southeast asian countries, Collective identity

1. Introduction

The so-called social culture refers to the cultural phenomenon that comes from social activities that have reached a certain purpose in the transmission of information and the integration of ideas through interpersonal communication in the society. In the environment of new media, social media greatly facilitates people's social interaction. People can communicate with each other without going out and meeting each other, forming a social culture in different new media environment. Such social interaction is one-sided entertainment. It is also the interaction and collision of different cultures. In social communication, people change from individual identity to collective identity, and the core of collective identity is the identity of group members. As an emotional expression and appeal, it has the attribute of emotional characteristics. Social media is important in cross-cultural communication^[1], which coincides with the concept of "the Belt and Road" proposed by China. The study of cross-cultural communication of social media in Southeast Asian countries provides a reference for cross-cultural development of "the Belt and Road" in China. The collective identity transformed by social culture has become the driving force of cross-cultural communication. It has become the most important thing to study the influence of collective identity of social culture on cross-cultural communication.

2. Current Situation of Cross-Cultural Communication in Southeast Asian Countries

2.1 Cross-Cultural Exchanges in Southeast Asian Countries

The situation of Southeast Asian countries is complex, and the first thing to bear the brunt in cultural communication is the language. Southeast Asian languages include Vietnamese, Lao, Khmer, Burmese, Thai and many other languages. As an important medium of cultural communication, language plays an important role in cultural communication, which causes the dilemma of cross-cultural communication in Southeast Asian countries. These countries has developed tourism industry which is the main source of national economic income for them. The influx of large numbers of tourists brings huge incomes and also causes many problems. The language barrier of people from all countries is the primary problem, and the fundamental problem is the ethnic disputes and social structure of Southeast Asian countries. Most of Southeast Asian countries are multi-cultural and multi-ethnic with deep historical traces of ethnic estrangement and ethnic conflicts^[2]. The economic system of Southeast Asian countries are single structure dominated by tourism. In addition, they left behind in the era of colonial rule, and the weak governance foundation of political party and the incomplete system make it difficult for Southeast Asian countries to present a new situation and built a barrier in the cross-cultural exchanges

between countries.

2.2 Breakthrough of Cross-Cultural Exchange in Southeast Asian Countries

The breakthrough of cross-cultural communication in Southeast Asian countries is the collective identity that people have in social culture. The rapid development of Internet technology has opened up a new situation for cultural exchanges between countries. The development of information technology in Southeast Asian countries has opened up a virtual communication path for cross-cultural communication in Southeast Asia, especially the application of social media forms a unique social culture in a new media environment. Social media has quickly occupied network users with its advantages of convenience and quickness, and made users active on the new media social network. And the cultural exchange are inclusive, open, free, and beyond the limits of geographic space. The communication process is interactive, equal, and emotional freedom of expression and symbolized. It is of great significance and value in cross-cultural exchanges in Southeast Asian countries. In addition, it provides a solution for cultural interaction of cross-language, cross-ethnic and cross-cultural in Southeast Asian countries. Users can freely choose languages, and recognize the information they want to understand quickly and correctly. More importantly, the transformation of social media users' personal identity has become the driving force of cross-cultural communication^[3]. And users have formed a unique collective identity of social culture in network socialization, and collective identity can break through the barriers of cultural exchanges. In the collective identity of social culture, the individual is classified as a collective, and people in the collective communication have a sense of identity with other people in the collective, narrowing the distance between individuals in the collective. Consequently, it recognizes cultural differences and individual differences, and eliminates real social psychological phenomena such as prejudice, stereotypes, discrimination, group conflicts, and group polarization, and breaks through the barriers of cross-cultural communication.

3. Reflections on Cross-Cultural Exchanges of Social Media in Southeast Asian Countries

Social media communication breaks through traditional communication methods and breaks down barriers to cross-cultural communication. In traditional cultural exchanges, cultural differences among countries, perceptions of things, language differences, and geographic location restrictions have become problems in cultural exchanges. Social media, with the help of Internet platforms and information technology, has a positive impact on cross-cultural exchanges^[4]. Individual users of social media participate in the social network with the help of social media, forming a social network group, in which individual users can recognize the differences between different cultures correctly, and eliminate barriers and prejudices effectively. Social media welcomes users with an open, inclusive and equal attitude, connecting individuals with different cultural cognition in different regions, which is in line with the concept of “the Belt and Road” in China. The unique advantages of social media have brought about a brand new situation in cross-cultural exchanges between various countries, so that cross-cultural exchanges between peoples of various countries are no longer a problem, and people have the opportunity to communicate, to publish their self-awareness independently and to eliminate the barriers to communication. The initiative of “the Belt and Road” spreads and exchanges Chinese culture to the world with an open and inclusive communication concept. With the help of social media in all regions and with a wide range of users, it spreads its development concept and culture farther and attracts more countries. The people join “the Belt and Road” to form an inclusive cultural exchange situation, take advantage of shortcomings of cultures of different countries, seek common ground and reserve differences, so as to promote the diversity of world cultures and show their unique cultural charm^[5]. Moreover, it can also better show the confidence of Chinese culture, establish the image of Chinese culture, and launch a beautiful blueprint for the peaceful development of mankind.

4. Conclusion

To sum up, social media plays an important role in cross-cultural communication in Southeast Asian countries. Network users use social media to participate in network social communication, forming a unique social culture. However, the individual identity of network users who use social media changes into collective identity in social culture. Collective identity has an emotional attribute, and its construction process cannot be separated from the role of emotional factors. There is no cultural gap in cross-cultural communication based on collective emotion, which lays a solid foundation for cross-cultural communication. Similarly, it also needs to improve the status of social media in cross-cultural communication. And we should take advantage of cross-cultural communication of social media in China to promote the development of “the Belt and Road”, and show cultural confidence of China, and greets the prosperous situation of the world's cultural prosperity with an

open and inclusive attitude and promotes the peaceful development of human society.

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