

# Research into the Innovation of the Intercultural Communication Mode of Chinese Culture in the Context of Media Integration

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**Abstract:** *With the rapid development of China's social economy and the accelerated change of information and communication media technology, the integration and interaction of diversified thoughts at home and abroad tend to be frequent. Chinese culture urgently needs to further strengthen the means and intensity of communication. In the new communication environment where multi-media communication tends to be integrated, it is necessary to break the conventional ideas of traditional information channels, explore more effective, innovative and practical ways of Chinese culture communication, and transfer more excellent Chinese culture through more diversified information channels. Therefore, under the guidance of media integration and information dissemination, based on the perspective of intercultural communication research of Chinese culture, this study further analyzes the driving role of media integration in the intercultural communication of Chinese culture, and provides a new way of external communication for intercultural communication of Chinese culture.*

**Keywords:** *Chinese Culture; Intercultural Communication; Media Integration*

## 1. Development Background of Intercultural Communication

In the current framework of international public opinion, the western world has always occupied the leading position of international public opinion, and its specific impact is mainly manifested in the international events and the ideology of serving national interests in the spread of cultural spirit. Under the influence of such "self-interest awareness", the media often fail to report and publicize specific events and information from an objective perspective, which has caused the international community to have obvious ambiguity, prejudice and misunderstanding against China and many third world countries.

With the acceleration of information globalization and the enrichment of information communication means under the guidance of media integration technology, more and more network audiences have the right to use information transmission media, thus bringing more unknown and impact on intercultural communication means. At the same time, it has also created more channels for Chinese traditional media to speak out. With the integration and development of media, the "voice" of China's official, folk news media and Internet users has frequently appeared in the world, becoming an important force in the intercultural communication of Chinese culture [1].

## 2. New Phenomenon of Chinese Culture Communication under Media Integration

### 2.1 Chinese culture tends to be fragmented in the environment of media integration

The direct reason for the fragmentation of modern information is that modern people's lifestyle and attitudes tend to accept "fast paced, personalized and independent" information. However, the rise of new media encourages and allows individuals to build and create virtual "personal worlds". Therefore, new media has not effectively shortened the distance between "people", but created fragmented and personalized virtual social spaces. For example, microblogging is limited to 140 words in terms of information publishing. The limited language expression makes users more inclined to wear and match trivial experiences, which is characterized by fragmentation and fragmentation. Mapped to Chinese culture, this fragmented mode of communication breaks the preciseness and logicity of Chinese culture. In this context of communication, Chinese culture needs to be reconstructed in its content and

spirit to show the “true connotation” of Chinese culture as much as possible in a way that is closer to contemporary people’s information acceptance habits [2].

### ***2.2 Media integration enables users to spontaneously produce Chinese culture in a creative manner***

With the integration of media, the subjectivity of more folk new media users is awakened, more consciously carry out creative design on Chinese cultural content, and have a communication impact in a certain social scope. The “memes” based on the evolution of Darwin’s theory of evolution is often interpreted by cultural scholars as the law of cultural development. “Memes” can not only realize the vertical transmission of information between different generations, but also can transmit information to the same generation in a horizontal way. Any information that can be transmitted through imitation can become “memes”. However, many elements of Chinese culture have the potential to become “memes”. In addition, the decentralized communication mode of new media has expanded the space for cultural communication, enabling the international community to access the “concise and comprehensive” Chinese cultural content in a more rapid way. By expanding the content creation and increasing the frequency of communication, we can attract the recipients to imitate the “meme” elements in Chinese culture [3].

## **3. Path Selection of Chinese Cultural Communication in the Perspective of Media Integration**

### ***3.1 Meet the challenge of communication content regulation and realize “creative transformation” and “innovative development”***

First of all, “creative transformation” means that the traditional cultural information innovation under the traditional media context is transformed into the new media context, making the traditional cultural content more characteristic of new media culture communication. This requires that, on the basis of multiple media integration, more attention should be paid to the expression of cultural connotation of Chinese culture in the context of international communication, and media integration should be used to achieve innovation in the way, channel and content of Chinese culture communication, so that Chinese culture can radiate new cultural significance of the times in the process of cross-cultural communication. The regulation of “communication content” requires policy control and adjustment of media integration and intercultural communication. For traditional cultural content, whether it is traditional media or new media platform, it must contain the control power of national attributes, inheritance and consciousness in the process of spreading Chinese culture. Therefore, in the regulation principle of “communication content”, it is required that the media should control the content originality of Chinese culture after integrating the essence of Chinese culture. It is also necessary to ensure the uniqueness of Chinese cultural content and design cultural content based on the unique cultural habits of end users of different channels; At the same time, we should also pay attention to the practicality of cultural design to show the characteristics and depth of cultural content; at the same time, it is also necessary to have a targeted view in combination with the platform rules, improve the credibility and attractiveness of cultural content, and expand the breadth of transformed content [4].

Secondly, “innovative development” is to realize the integration of new and old media for the communication function of Chinese culture, and extract the essence and connotation elements of Chinese culture to achieve communication support. The regulation of “development” is embodied in providing more space for the content of Chinese cultural communication, and at the same time, it should follow the communication rules in the context of media integration, so as to maximize the integration of Chinese and foreign culture and ideology.

Therefore, in the principle of development regulation, traditional media should extract the essence and core value of Chinese culture. There should also be new media to activate Chinese culture creatively and bring forth new ideas, so as to strengthen its appeal in the process of rapid cultural transmission.

### ***3.2 Respond to the technical challenges of communication modes and promote “digital transformation” and “digital communication”***

First of all, in the process of digital transformation of media, we should rescue, explore, protect and develop diversified media for different elements of Chinese culture, and record different cultures in the form of digital means, such as video, video, photography and reproduction, so that Chinese culture can

be widely spread in a “tangible” way.

Secondly, it is necessary to conduct research on the communication form of multiple media through digital means, so as to promote Chinese traditional excellent culture to reappear the international cultural vision in a new way of resource presentation. At the same time, in the era of media convergence, digital content transformation is realized through different media information technologies.

Thirdly, it shows the advantages of digital technology, spreads to the whole society, internationalization, all fields and all periods of time in the process of media integration and construction, and amplifies the “use and satisfaction” of international cultural audiences for Chinese culture. Digital technology shows Chinese culture in a more vivid and specific way in the vision of international culture. Through media integration, the audience “infiltrates” in the context of Chinese culture, making traditional culture have a positive communication effect.

### ***3.3 Respond to the channel challenges of communication path and promote “multi-level communication” and “diversified communication”***

First of all, at the level of communication management, the excellent Chinese culture realizes intercultural communication in the context of media integration. While relying on traditional media to achieve communication along the conventional way, we must also adapt to the government’s overall planning, supervision, guidance and promotion of development under the trend of media integration technology, and incorporate the development of multiple media into the subsequent cultural content design and communication work planning. In addition to the power of the media, the implementation of intercultural communication of Chinese culture requires more targeted and practical decision-making plans and deployment of governments at all levels of authority, the design of intercultural media joint development projects and funding policies, and the inclusion of relevant regulatory regulations on media integration and cultural communication on the basis of the original cultural communication policies and regulations, so that the work of cultural intercultural communication can be carried out in accordance with laws and evidence.

Secondly, in terms of the construction of the main body of the communication media, first, we should make the communication of Chinese culture more concrete, strengthen the consciousness of the existing mainstream media, and use the mainstream media to drive the We Media platform to achieve the coordinated development of intercultural communication of Chinese culture and achieve a win-win situation of social, cultural and economic benefits; Second, strengthen the technology and hardware strength of the communication subject based on media integration, and grasp the cutting-edge technology of media to drive the multi angle and multi content communication of culture; the third is to deepen the cultivation of professional media people’s quality, expand the professional quality of our media subjects, and from the perspective of professional technology, fine division of labor, and channel oriented organization of different subjects responsible for enterprises and teams; deepen the cultivation of media people’s cultural quality according to their professional quality, and improve their level of cultural cognition, understanding and thinking.

At the level of product production and transmission, based on the characteristics of cross-cultural communication of Chinese culture, create a dynamic and virtuous circle communication mechanism, from cultural content to communication channel design, and introduce cultural think tank experts for content, production, promotion, audience and other links. Collect feedback from countries on the reception of Chinese culture related content through big data, analyze the acceptance of cultural content resources and forms in different cultural audience groups, so as to achieve continuous optimization of design and improve the effectiveness of cross-cultural communication of Chinese culture.

Finally, at the information receiving level, the audience should be aware of expanding the social breadth of terminal reception, especially focusing on the information receiving preferences and needs of different terminal device users, and designing cultural content accordingly; the second is to realize customized communication according to the information presentation characteristics of different terminal devices. On the basis of existing technical conditions, cultural design units need to consciously apply “customized communication” to the vigorous promotion of Chinese excellent culture; the third is to enhance the immersive experience of the audience. In addition to the customary cultural communication means such as pictures, videos, and words, AR and VR Chinese cultural content design can be carried out in a small scope, to drive the audience to achieve close interaction with cultural elements with a sense of immersive experience, and to experience the infinite charm of Chinese culture;

the fourth is to promote participation through interaction. In the design process of various cultural products, we should always adhere to cross-cultural norms, design interactive content around their cultural preferences after determining the target audience, and guide them to understand Chinese culture independently. Only by enhancing the interaction of cultural content can we guide audience groups in different countries to actively understand and “imitate” Chinese culture, and can we truly realize the cross-cultural communication of Chinese culture.

#### 4. Conclusion

With the development of media integration and economic globalization, the cross cultural communication channels and means of Chinese culture are constantly expanding and enriching. Through the spread of Chinese culture at home and abroad, the soft power of Chinese culture is also growing day by day. The international community also has a new understanding of China's modernization and distinctive socialist development. However, on the whole, China's social and national development is still out of sync and unbalanced with foreign culture and information reporting capacity. Therefore, for the cross-cultural communication of Chinese culture, media communicators must speed up the role of media integration in promoting cultural communication with a higher political awareness, and promote the better communication of Chinese culture with more professional and standardized external cultural communication windows, so that the international community can hear Chinese stories clearly and enhance China's voice in the international community.

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