

# The development of international communication in the "meta-era"

Li Zhaoxuan

*School of Design and Art, Shandong Huayu University of Technology, Dezhou, China*

**Abstract:** *The "metaverse" has given more new features and possibilities to the form and way of future communication development. It is this change of data form and way, different from the virtual interactive civilization in the real world, that makes the development state of future communication change rapidly. At the same time, "metaverse" communication is also changing the trend of international communication development, with its decentralized features, immersive experience, and virtual reality characteristics, which are transforming the main body of international communication and driving a change in digital journalism, thus realizing a comprehensive change in digital communication. Therefore, grasping the transformation of digital communication forms and methods has become the focus of future development. This paper analyzes the current situation of international communication development by reviewing the concept and development of the term "metaverse", and explains how to promote the future development of international communication through the technology of "metaverse" to realize the digital transformation.*

**Keywords:** *Metaverse; International Communication; Digital Virtual; Decentralization*

## 1. Introduction

As the international situation changes, the form and content of communication in the world is also changing. With the emergence of the concept of "meta-universe", many companies have taken advantage of this windfall to invest, which has also led to the development of many communication media, and people are gradually changing from "interactive" to "free-form" communication. "The depth and breadth of perspective is constantly evolving. Then, with the change of communication media, the current form of international communication is also breaking through the inherent way of communication, in a more in-depth "acceleration" way of communication. As an international power, China's international communication ability has always been regarded as a country's soft power, which is related to its international image and comprehensive strength. In today's "meta-universe" era, how to coordinate the domestic and international development situation according to China's national conditions, adjust the international communication method, change the power capacity, and spread China's image and strength through science and technology to achieve the rapid development of China's international communication ability in the future.

## 2. The rise of the term "metaverse"

The term "metaverse" first appeared in 1992 in Neal Stephenson's novel *Snow Crash*, which described the relationship between online personas and virtual reality. The term "metaverse" came into the public eye with the launch of Roblox, a company that claims to be a "metaverse" because it offers players the freedom to transform a virtual world by presenting it to them. The reason why Roblox claimed to be a "metaverse" company was because they presented players with a virtual world that they could freely transform.<sup>[1]</sup> In this virtual world, players can create and delete according to their own will. Unlike the centralized operation of previous games, "metaverse" emphasizes a decentralized way to allow players to create more freely. Of course, not only the game, with the development of the Internet and the maturity of technology, "meta-universe" can be integrated with any current Internet model to open up online and offline channels. Domestic technology companies and Internet companies have also developed their own "meta-universe" products, based on the current technological development and the maturity of the digital economy, making the gap between the virtual world and the real world increasingly thin, the development of some virtual reality equipment and the development of the information age, making the "meta-universe" It is no longer a concept word in the novel, but a trend of

future Internet development.

Based on the current development of "metaverse", the concept can be summarized into the following three points: First, the essence of "metaverse" is essentially a breakthrough and extension of the medium, based on the artificial virtual world presented by the current technology and reality, and the subsequent technological breakthrough and The "metaverse" is essentially a breakthrough and extension of the medium. Second, the decentralization of the "metaverse" inevitably leads to changes in the interaction mode of the Internet, from the original multi-point centralized distribution to the point-to-point distribution, and the personalization of network data, and the breakthrough and innovation of the interaction mode inevitably brings about the progress of media technology and the disintegration of network giants. Thirdly, the maturity of the "metaverse" is based on the highly developed material and spiritual civilization and the rapid development of information technology, and its birth and emergence are bound to bring about changes in all aspects of people, which may lead to the emergence of new social forms. In summary, the "metaverse" is the inevitable product of informationization and virtualization of reality. It represents the final form of Internet development, and its emergence has led to the personification of digital information and the rapid development of media technology, thus bringing an all-round innovation to human society and forming a digital virtual universe parallel to the real space-time. Moreover, with the development of digital virtual space and time, human mind doubles are digitally reproduced, and based on this, a virtual society emerges, which evolves into a virtual civilization independent of the real world with the development of time.

### **3. Development of international communication**

#### ***3.1. International communication concept***

Regarding the explanation of the word "communication", Mr. Guo Qingguang explained in his "Communication Course" that communication is the transmission of social information or the operation of social information systems.<sup>[2]</sup> From this definition, it is easy to see that communication is a kind of information transmission shared activity, and the foundation of this activity is built on a common communication space between the two sides of the transmission. With the development of globalization of information, mass media have gone through paper, radio, television, movies to the current Internet information data platform, and its transmission mode and speed are constantly changing and innovating. However, communication among social systems in different countries is called international communication, and international communication is generally divided into two directions. First of all, one direction is to transmit major external events to the people of the country, and the other is to communicate the political, economic and cultural aspects of the country to the international community. According to the subject of communication and the form of different ways, international communication mainly has the following characteristics: First, the subject of communication is often a sovereign state or an internationally recognized organization, and individual statements often do not reach the status of international communication. Second, the information of international communication is often controlled by the subject of communication, and the content of communication and the audience are also subject to screening. The fundamental reason is that international communication involves the political nature of a country, highlighting national security. Third, the international communication information received by the audience is often "selected", and national actors act as "information gatekeepers" to filter the information, taking national security interests as the guideline and avoiding harm. To sum up, the content and mode of international communication are regulated by the actors, and its politicization and ideology dominate the content of international communication information.

First, the globalization of communication; with the breakthrough of information technology, the innovation of mass communication, and the enhancement and development of network coverage, the following trends have emerged. Nowadays, international communication can be realized instantly through the Internet, and wherever there is a network, it is easy to know the news happening everywhere, thus making the "global village" a reality. Second, the diversification of communication content; with the globalization of trade and capital, the establishment of multinational corporations has undoubtedly enriched the content of international communication. They no longer stick to broadcasting and text as in the past, but make full use of their capital and technical advantages to package content for cultural export, and various cross-cultural and cross-media products are constantly appearing. Third, the commercialization of communication purposes; the current wave of international communication development is mostly based on commercial capital operation and profit-making, which stimulates the

development of traditional media industry and the innovation of communication contents on the one hand, but also distorts the value of news for money and loses the supervision of mass media.

### ***3.2. Challenges of our international communication***

At present, China is in the midst of the greatest change the world has seen in a century, and with the deepening globalization of the world economy, coupled with the ravages of the new epidemic, the challenges that China faces in gaining its own voice in international communication are incomparable against the background of such multiple challenges.

#### ***3.2.1. Changes in the international situation***

The current international situation is changing rapidly, international relations are delicate, and there are constant frictions between countries and tensions between nations. In addition, as China's economy, politics, technology and other aspects are increasing day by day, and through the "Belt and Road" to enhance China's image in international communication. Some media have started to promote the "China threat theory" and "neo-colonialism" in international communication. China has always pursued an independent foreign policy and advocated peace and harmony as the United States. Facing untrue statements such as unhealthy media will undoubtedly bring serious challenges to the image of China in international communication.

#### ***3.2.2. Changes in information technology***

With the development of the Internet and the advent of the "meta-universe" era, the content and form of international communication are also undergoing great changes. Big data and artificial intelligence are inseparable, and with the application of cloud computing and other technologies, international communication is becoming more and more diversified, and it can be said that whoever has more technical power will have more say in international communication. For example, Europe, the United States and other Western countries have a historical advantage in international communication, coupled with their intelligent media technology, the use of sophisticated Internet technology and artificial intelligence to create a large number of "robot water army" to carry out ideological interpretation and international public opinion, for China in the international communication of guidance, influence, dissemination also poses a challenge. Therefore, it is imperative to deepen and accelerate the development of new generation information technology.

#### ***3.2.3. Overlay of information language***

In the present time of the new crown epidemic, the identification of information language often relies only on the network channel of communication, which does not have diversity. With the outbreak of the epidemic, some unscrupulous media have created inaccurate statements to try to discredit China's image in international communication, including rumors, inaccurate information, deliberate smearing and other information statements rampant on the network, which not only increases the difficulties of prevention and control of the epidemic, but also makes information dissemination suffer from obstacle challenges. In the current situation, China adheres to the people as the top, and strives to reduce the risk of epidemic and strengthen epidemic management and control. But in the environment of international communication, how to better voice our country's image and create a global community of destiny is also an urgent problem for our international communication.

## **4. The "meta-universe" empowers the development of international communication**

The rise of the "metaverse" is bound to bring radical changes in all aspects, based on technological breakthroughs, breaking the barriers of traditional communication channels and getting rid of the shackles of information. In the current communication environment, the materials, subjects and communication channels of news reporting are rapidly transforming to data, sensors, Internet of Things (IoT) and Internet platforms employing algorithmic push technology hidden behind the facts, in which the number of data and sensors in possession, the maturity of IoT and algorithmic technology, and the number of platform users gradually become the new criteria for measuring communication capability.<sup>[3]</sup> Therefore, it is important to grasp the technical mystery of "meta-universe" in time, apply it to the way of international communication, use "meta-universe" technology to empower the development of international communication, build China's image and promote global development. The development of China's image and globalization will be promoted by using the "meta-universe" technology.

#### ***4.1. Spatial construction of media***

For example, communication has gone through oral communication, written communication, radio and television communication, digital communication, and so on, until now, communication content is more and more convenient and fast with the development of technology. Technology carries the function of a "bridge" to connect information, and the breakthrough of media often brings a deeper development of human society. The "meta-universe" as a collection of blockchain, big data, cloud computing, virtual reality, artificial intelligence, the Internet of Things and other comprehensive digital technologies exist. While creating its parallel digital universe, it must carry the function of connecting digital and reality, and through its integrated digital technology, it ensures that human beings can seamlessly "shuttle" between reality and virtual space to realize immersive experience. In addition, in the "metaverse", more emphasis is placed on the existence of the individual, ensuring decentralization and highlighting interactivity. For the media industry, this means not only the iteration of media technology, the upgrade of digital economy and the innovation of human social interaction, but also the power of many metaverse spaces, such as inter-dimensional discourse, public opinion guidance and governance, information dissemination ethics, industrial chain dominance and digital frontier technology dominance, will become an important place for multiple forces to compete in the future.<sup>[4]</sup> Thus, when it comes to digital space communication, mainstream media should timely use digital technology to construct space, occupy a dominant position, and develop a new multidimensional communication pattern.

#### ***4.2. Immersion experience of communication***

Virtual reality technology is changing the way of international communication. Compared with the past paper media, radio and television, and the Internet, virtual reality places more emphasis on immersion and interactivity. Instead of being a passive recipient of communication, humans can communicate with the subject or even become the subject, and everyone can become an "opinion leader", and the "meta-universe" with virtual reality as the core is triggering a change in international communication. Through digital technology, viewers can experience the news report in an immersive way, and they can act as reporters to find out the truth of the report and restore the authenticity of the report through technical conditions. Through 3D capture and environmental photogrammetry to restore the picture of the report scene, users can watch, understand and explore from any angle and at any time. In international communication, virtual reality is used to create an immersive experience and restore the authenticity of the report, so that the audience can personally experience the live scene and the report passing by. Rather than through secondary media processing, malicious editing and distortion of facts. There is also a need to improve the timeliness of the technology. The most important thing about communication is the timeliness of the news, and if it is only for the immersive technology to restore the reporting scene and ignore the timeliness of the news, it is against the essence of communication. Therefore, China should actively develop the application of relevant technologies and promote the generation and application of new technologies to enhance the interactivity, authenticity and immersion of news reporting and show the image of our country in charge of a large country. At the same time, we should use artificial intelligence technology to maintain our country's image, combat the relevant media that wantonly smear our country's image, restore the authenticity of the reports, and open up a new pattern of international communication.

#### ***4.3. Decentralization of the audience***

The propagation speed of "metaverse" is highly dependent on the transmission and integration of data, and the terminal of human-computer interaction should be prepared for calculation and processing, and the technologies including virtual reality, blockchain and big data should be highly integrated in order to realize the "metaverse" platform. The convenience and timeliness of the "metaverse" platform. At the same time, communication activities are no longer constrained by the real world, and the main body of communication is not only the media. The real world is no longer the only space for interaction and socialization, and all communication methods and contents rely on virtual technology for translation and transmission. The "metaverse" creates a new digital virtual relationship that digitally encodes people and information data, so that people can read information without the traditional way and interpret it in a data-based way. Each user in the "metaverse" can build and produce content in the virtual space according to their own wishes, and become the main subject of communication. It is this decentralized computing method that allows international communication to evolve from country-to-country to individual-to-individual communication. In addition, the combination of big data

analysis to digitize individual information can maximize the way of communication. Therefore, as international communication gradually enters the era of "meta-universe", China should strengthen the training and management of talents in big data and technology, analyze and integrate data in the media industry, promote the establishment of data platforms, and take advantage of the "meta-universe". We should strengthen the training and management of talents in big data and technology, analyze and integrate data in the media industry, promote the establishment of data platforms, and take advantage of the "metaverse".

## 5. Conclusions

As a new type of interactive network virtual space, the "metaverse" integrates the integration of multiple technologies and involves all walks of life. Each development and iteration of media is closely related to technology, and each iteration will bring about an evolution of communication speed and efficiency. With the advent of the "meta-age", every small breakthrough in technology may trigger huge changes in the whole industry. The history of human communication development is an evolution from individual to group, and the emergence of "meta-universe" has shifted the way of group communication to decentralized individual communication, expanding the communication space through algorithmic technology, and making people free from the "information cocoon". The emergence of "metaverse" has led to a shift from group communication to decentralized individual communication. Thus, in international communication, it is necessary to firmly grasp not only the technical development of the "meta-universe", but also the overall development of the audience. Only in this way can the development of international communication be transformed in the ensuing "meta-era".

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