

Research on the Path of Ethnic Culture Communication in Intercultural Communication in the Age of Total Media

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Abstract

Based on the background of the all-media era and the current situation of the development of cross-cultural communication, this project researches the path and strategy of national culture dissemination in cross-cultural communication in the all-media era. By analyzing the opportunities and challenges facing the dissemination of national culture in the all-media era, the project gives suggestions on how to promote the dissemination of national culture in cross-cultural communication in the all-media era in terms of dissemination quality, dissemination methods and talent team building.

Keywords

All-media era, intercultural communication, national culture communication.

1. Introduction

Today's world is facing a great change not seen in a hundred years, and complex and turbulent international relations. The increasing frequency of exchanges, fusion and even confrontation between national cultures in the international arena poses a great threat to the development and dissemination of national cultures. The all-media era also puts forward new demands and challenges to the dissemination of national culture. The rapid development of digital technology provides innovative ways and globalization opportunities for the dissemination of national culture, but it also faces problems such as the impact of foreign cultures, information overload and cultural homogenization. Therefore, how to promote national culture to go out better, improve the influence of national culture, and realize the transformation of China from a cultural power to a cultural power is one of the important issues facing contemporary China. The article studies the path of national culture communication in cross-cultural communication in the era of all-media in the light of the current situation and development of national culture communication research at home and abroad. It analyzes the opportunities and challenges of national culture communication in cross-cultural communication in the era of all-media, and puts forward suggestions for the better communication of national culture to the outside world.

2. Current status and development of domestic and international research

2.1. Study on the path of dissemination of national culture

At the beginning of the founding of the People's Republic of China, the domestic and international social environment was still unstable, and due to the low economic level and the immature level of communication technology, the dissemination of national culture in the early stage was mostly through the active use of newspapers and broadcasting with national languages and scripts, and with the popularization of television in the late 1980s and up to the end of the 1990s, people came into contact with more and more national cultures, and the popularization of all-media use became the "main theme" of the times. Since the 21st century,

the popularization and use of all media has become the "main theme" of the times, which has not only changed people's way of life and habits of thinking, but also reshaped the path of ethnic culture dissemination. In this new period when national cultures are being increasingly emphasized, how to promote international exchanges of national cultures through various measures has begun to become the focus of attention of the national culture communication business.

Numerous scholars have put forward their own insights on the path of national culture dissemination in today's all-media era. Yu Guimin (2014) mentioned that in the context of the all-media era, mass media plays a pivotal role in cultural communication. Zhang Xiaonan, Feng Xiaoli (2021) suggested that VR, big data, Internet of Things and other technologies brought by 5G technology have increased the ways and means of communication in the process of national culture dissemination and provided diversified choices for its dissemination. New York Times (2006) believed that the mass media has become the main way and means for Chinese national culture to go to the world. Li, Chenmei (2021) argues that the development of 5G technology has brought great changes to all areas of social life, especially in the external communication of culture.

2.2. Research on the dissemination of national culture in a cross-cultural context

Along with the accelerating speed of China's social and economic development, people's quality of life has been significantly improved. Against the background of the world's great development, great changes and great adjustments, various ideological and cultural exchanges and exchanges have become more and more frequent, and the position of culture in international competition has become more and more prominent. At present, intercultural communication has become a common thing in the cultural development of the world and a specific way in the cultural life of the world's people. Accelerating the dissemination of Chinese culture under the perspective of cross-cultural communication is of great significance to improving China's international competitiveness. However, due to differences in cultural cognition, language habits and information decoding, cross-cultural communication may generate cultural misunderstandings and form barriers to cultural exchange.

Yu Xuejun, Li Yinbing (2023) suggests that promoting culture going out in cross-cultural context can not only enhance the appeal, influence and leadership of Chinese culture in international affairs, but also promote the harmonious development of world culture and advance world peace and progress. Bahaguli Aimaijiang (2022) Doing a good job in the dissemination of national culture not only helps to excavate the national cultural wealth, but also enhances the national cultural soft power and influence. Zou Chengzhang (2024) suggests that the diversity, complexity and dependence of contexts make the outward dissemination of national cultures in cross-cultural contexts face serious challenges. Communicationtheory.org (2021) mentions that when communicating across cultures, unconscious preconceptions, stereotypes, and evaluating others according to one's own cultural perspectives affect the national cultural communication.

2.3. Research on Ethnic Cultural Communication in the Age of All-Media

The development of national culture has entered a new stage with the continuous innovation of communication methods in the context of all-media. The universally applied digital technology is gradually penetrating into people's lives, expanding their access to resources and information, and promoting the realization of diversified communication and information feedback between the media and the audience. It has made it possible to disseminate national culture in large quantities and instantly. Meanwhile, at this stage, the traditional ideology is being subverted, and the dissemination of national culture is facing new challenges. China's

cultural environment is beginning to be impacted by diversified national cultures from abroad, and national culture is constantly influenced by new ideologies.

Chen Panpan (2024) and other researchers believe that by utilizing the communication advantages of different media in the context of the all-media era, the cross-media flow and intertextualization of cultural content can be promoted to enhance the participation and immersion of international audiences, and to enhance the depth and breadth of the foreign dissemination of Chinese culture. Liu Schenkova (2015) proposes that new media realizes the integration of transmission and reception information, systematically organizes information, content, audio and video materials related to national culture, and comprehensively expresses them in a three-dimensional way, which gradually improves the audience's interest in national culture, and is conducive to the development and inheritance of national culture. Yang Qinglong (2024) and other scholars believe that the international dissemination of culture is a complex systematic project that requires the joint participation of multiple dissemination subjects, each of which has an irreplaceable role. Ding Xianfen (2024) believes that talents are the key factor for the inheritance and development of national culture, but the lack of talents for the inheritance of national culture is becoming more and more prominent.

3. Opportunities and Challenges of Ethnic Cultural Communication in Intercultural Communication in the Age of All Media

3.1. Opportunities for Ethnic Cultural Communication in Intercultural Communication in the Age of All Media

3.1.1. Providing multiple channels for the dissemination of national cultures and enhancing the immediacy of cultural transmission

With the rapid development of artificial intelligence, the communication channels of national culture in cross-cultural communication are becoming more and more diversified, which facilitates the dissemination of national culture. Under the background of the all-media era, the communication media of national culture include not only traditional media such as magazines and newspapers, but also new media such as the Internet and satellite communications, and the combination of new and old media provides a variety of channels for the dissemination of national culture. A variety of communication media can meet the needs of audiences of all ages, and expand the exposure of ethnic culture, increase the heat of ethnic culture, and make more people pay attention to ethnic culture. At the same time, digital technology is gradually penetrating into people's lives, enabling the instant dissemination of national culture. In particular, the mode of "self media + traditional culture" provides new opportunities and new ways for the dissemination of national culture, and offers the possibility of building a dynamic space for cultural dissemination. National culture riding on the "wind car" of digital technology, no longer subject to the limitations of time and space, national culture and other dissemination of the global scope, expanding the breadth of the dissemination of national culture, enhance the immediacy of cultural dissemination, to promote the dissemination of national culture to the outside world, promote the culture to go out, to a certain extent, can enhance the political identity, to create a three-dimensional, real and comprehensive image of China.

3.1.2. Different media enrich the narrative dimension and deepen the narrative space of Chinese culture dissemination

With the further development of the all-media era and the fusion of various modalities such as text, image, sound and video, the inter-media association effect has gradually increased. When the national culture is disseminated to the outside world, the association effect enhances the sense of immersion of the national culture, so that the audience can experience and perceive the culture at a multi-sensory level. At the same time, cross-media narratives emerge in this

process. The charm of cross-media narrative lies in making full use of the narrative differences of different media and their synergy, optimizing the configuration of cultural elements according to the characteristics of different media, and constructing a richer and more three-dimensional cultural communication framework through the superposition and complementation of multi-media platforms, so as to enhance the attractiveness and influence of culture and enrich the experience of the audience. In the dissemination of national culture, multiple media platforms are constructed around the same cultural element based on their own characteristics, forming an interrelated and complementary symbiotic narrative space, and continuously expanding the spatial boundaries of culture. Intercultural text fusion, multi-media narrative extension and high audience participation can effectively deepen the narrative space of Chinese culture's foreign communication and provide strong support for the construction of an open, inclusive and diversified international image of Chinese culture.

3.1.3. Diversified interaction between the media and the audience, easy to arouse the emotional resonance of the audience

The all-media era provides more diversified forms of expression for the dissemination of national culture. That is to say, through mobile applications and digital technology, national culture is presented in a more vivid and three-dimensional way, attracting more people to participate in it and enhancing the attractiveness and interest of cultural communication. Diversified communication media expand audiences' access to resources and information, and promote the realization of diversified communication and information feedback between media and audiences. Especially in cross-cultural communication, platform diversification, audience's media dependence, and digital technology have made it easy for self-media to come to the forefront of cultural output. Compared with the West's tendency to use direct and clear language to accurately express the meaning, self media use simple words to explain national culture in cross-cultural communication, realizing the change from "high-context culture" to "low-context culture". Through this transformation, the audience can accept the cultural and emotional factors behind the self-media, reach emotional resonance, and establish an "emotional community", and the power of emotion can contribute to the fission spread of information, greatly enhancing the dissemination effect of national culture.

3.2. The Challenges of Ethnic Cultural Communication in Intercultural Communication in the Age of Total Media

3.2.1. Fragmentation and questionable authenticity of information

While diversified media facilitate the dissemination of national culture to the outside world, the problems of information overload and information fragmentation are becoming increasingly prominent. In the era of information explosion, people are surrounded by all kinds of information, and information overload has become a challenge. Due to the flood of information on the Internet, if national cultures fail to highlight their uniqueness and attractiveness in the sea of information, they will easily be drowned by other information, leading to the failure of cultural dissemination. Meanwhile, with the popularization of mobile devices, people are more inclined to browse information quickly, and if the national culture lacks attractiveness, people seldom have the patience to understand the connotation and history of the culture, which makes it difficult to effectively convey the essence and deeper connotation of the national culture to the audience. On the other hand, under the background of all-media, there exists a lot of false information and low-quality content in the media, especially the ideological struggle and cultural confrontation on social media and other platforms, such as the propaganda of "China's Threat Theory" and "demonization" of China's image, which not only easily mislead the audience, but also make the audience feel that China's culture is not the same as its own. Such behavior not only misleads audiences and affects China's image, but also may cause a crisis in the sense of identity and cohesion of the Chinese national community.

3.2.2. Complexity of the international public opinion environment and the existence of discourse barriers

The complex international public opinion environment has made it difficult for Chinese culture to be disseminated to the outside world, as it faces challenges such as obstruction of dissemination channels and cultural identity bias. As China's comprehensive strength continues to improve, its discourse power in the international arena is also increasing, but the international public opinion pattern of "the West is strong and the East is weak" has not yet been fundamentally reversed, and the West still dominates the public opinion pattern. Some Western countries use online platforms and de-ideologized means to spread capitalist values in an attempt to subconsciously influence Chinese culture and the image of the Chinese nation. In cross-cultural communication, due to the significant differences between different cultures in terms of context construction and discourse understanding, the same discourse in different contexts may produce very different cultural interpretations. Therefore, in the process of cross-cultural communication, national culture may not be able to accurately convey Chinese elements and the core of national spirit to the audience due to the differences in contextual understanding, and it is difficult to trigger emotional resonance among the audience.

3.2.3. Lack of national culture communication talents and late start of intercultural talents training

Talent is a key factor in the dissemination of national culture, but at present there is a shortage of national culture dissemination talent. On the one hand, many young people themselves lack an understanding of national culture. Although most young people are willing to pay for traditional culture in recent years due to the rise of national culture, and express their interest in national culture, most of them only have a superficial understanding of national culture. The dissemination of national culture needs to adapt to the development of the times, and nowadays short videos and social media have become the mainstream media of communication, which means that the dissemination of national culture also needs to utilize new media. In this process, it is inevitable to utilize new media operation talents. The new media operation personnel are often younger, if the operation personnel do not know enough about the national culture, the quality of the communication content will be worrying, and it will not be able to achieve the goal of "telling a good story of China to the world and spreading a good voice of China".

On the other hand, as cross-cultural communication becomes more frequent and deeper, the exchanges and cooperation between China and related countries in various fields become more extensive and deeper, and cross-cultural talents have to support both sides of the world, China and the world, in order to truly achieve the dialogue of civilizations and promote the spread of national culture. The training of intercultural talents in higher education started late, and the training of intercultural talents mostly stops at the cultivation of foreign language skills, but lacks the cultivation of the ability to master the cultural, social, political and economic conditions of the target countries, and the cultivation of the ability to understand the rules of the international community, the integration of different cultures, and the ability to understand each other's cultures and interpret them in a way that the other side can understand, especially from the Chinese cultural background and the realities of the contemporary China. What China thinks and does is even more of a weakness.

4. Exploration of the Path of National Culture Communication in Cross-cultural Communication in the Age of All-media

4.1. Government plays a leading role and the platform plays a supporting role

The government should base itself on the strategic height of the construction of a strong socialist cultural country, accurately grasp the strategic position of the foreign dissemination

of Chinese culture, strengthen the design of the top-level framework and the formulation of specific policy programs, and build an open, inclusive and interactive policy environment for the foreign dissemination of Chinese culture, so as to help improve the efficiency of cross-cultural exchanges. At the same time, the platform can analyze the user's browsing, searching, liking and other behavioral data, which can understand the user's interests and preferences, and then realize personalized push. For example, for users who like traditional music, relevant music performance information and concert activities can be pushed; for users who are interested in traditional handicrafts, handicraft production tutorials and related activities can be pushed. Personalized delivery can increase users' attention and acceptance of cultural content and enhance the communication effect.

The Government plays an irreplaceable role in filtering information and disseminating quality content. First, the government can introduce relevant policies, make a good top-level design and grasp the macro direction. The government can introduce relevant policies to provide opinions and guidance on the main responsibility of information content management of each platform. For example, the Internet Information Office can put forward opinions on platform communities, account specifications, auditing mechanisms, and the quality of information content to help platforms strengthen information supervision and create a favorable environment for the dissemination of national culture. As a disseminator of information, the platform should actively respond to the government's opinions and policies on information management. Platforms have the power to disseminate, and since they enjoy the benefits of dissemination, they need to try to maintain the general direction of true and objective information. Various platforms can develop specialized rumor products, such as like Tencent news more true, surging Mingcha, microblogging complaints, etc., to promote information filtering.

4.2. Constructing a narrative system with Chinese characteristics to accurately meet the needs of the audience

The report of the 20th CPC National Congress has put forward clear requirements for strengthening the construction of international communication capacity and enhancing the communication power and influence of Chinese civilization. "Accelerating the construction of China's narrative system" is the rightful meaning of telling China's story, spreading China's voice, and presenting a credible, lovely and respectable China. On the one hand, it can build a narrative system with Chinese characteristics and break the monopoly of Western discourse hegemony. In the Western discourse system, Western culture has inherent superiority. In this regard, a narrative system of Chinese characteristics can be constructed to disseminate ideas of Chinese characteristics, Chinese culture and reflect Chinese cultural values from an objective and impartial perspective. On the other hand, we can utilize the communication channels of different media to accurately meet the needs of the audience. Different media have different effects in spreading culture. For example, the audience of traditional media may be relatively older, and when using traditional media to disseminate Chinese culture, a linear structure can be adopted, taking into account the audience's reading and comprehension abilities. When using new media to disseminate Chinese culture, the new media users are often younger, so we can consider using a non-linear structure, using the camera language to promote the development of the story along with the sense of audio-visual rhythm, so as to improve the effect of the dissemination of national culture.

4.3. Enhancing intercultural education by incorporating multiple modes of expression

National culture is oriented towards the future and needs contemporary expression. On the premise of adhering to the position of Chinese culture, it is only by appropriately catering to the aesthetics and values of contemporary people that it can attract more attention. The

practice of youth groups requires appropriate carriers, and the "redesign" of Chinese national culture is an innovative exploration. For example, ethnic elements have appeared in domestic and international fashion weeks and exhibitions; cultural relics silent in museums have "descended to earth" and entered the fields of cultural creation, film and television, dance, etc.; and technologies such as 5G, VR, and big data have helped digitize the protection of non-legacy projects. Youth groups often have a sharper sense of the times, can more quickly understand the cutting-edge technology, and very creative, only the combination of national culture and diversified expression, in order to allow more young people to understand the national culture, in order to spread the national culture to the world in a real way.

Utilizing the educational advantages of institutions of higher learning to cultivate intercultural talents for the dissemination of national culture. Supporting intercultural education outside the classroom is an important way to cultivate students' intercultural competence. First of all, colleges and universities can change the traditional concept of foreign language teaching and organically integrate Chinese culture into the content of foreign language major courses. Broaden and deepen foreign language students' knowledge and understanding of Chinese culture, especially focusing on guiding students to deepen their understanding of the experience and wisdom of the Chinese people, improve their cultural self-awareness, and take the promotion of Chinese culture "going out" as an important focus of talent training. At the same time, the transformation from language skills training to practical experience. Institutions of higher education can integrate the first classroom and the second classroom, online and offline, domestic learning and foreign training, optimize the open and interactive, highly internationalized talent cultivation environment, and broaden students' horizons. Alternatively, they can strengthen school-enterprise cooperation and provide students with internship opportunities in foreign companies, so as to deepen students' understanding of the mindset and ideology of the target countries in practice, and to practice cross-cultural expression skills.

5. Conclusion

Today's century is the century of culture, and the soul of the rejuvenation of a strong nation is to realize the prosperity and development of culture. Cross-cultural communication is a very important part of international humanistic exchange, and it is a general trend to combine cross-cultural communication with national culture dissemination. In order to make the national culture spread better to the outside world in today's context, this paper analyzes the opportunities and challenges of national culture spreading in cross-cultural communication in the context of the all-media era, and puts forward the relevant solution paths in a targeted manner, so as to promote the effective spreading of national culture and show the three-dimensional image of China to the world.

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