



# The Exploration of New Strategies for the International Dissemination of Chinese Traditional Culture

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**Abstract.** In the international communication system, the strategic position of cultural communication is increasing, and culture has become an important standard to measure a country's soft power. In the new media era where technology is rapidly updated and iterated, Chinese and foreign cultures collide with each other, and the network public opinion environment is increasingly complex, how to correctly spread the image of China through multiple media has become a top priority. Chinese excellent traditional culture is deeply rooted in the five thousand years of Chinese civilization, which is the code of conduct and the way of life that the contemporary Chinese people are still pursuing. Boosting the spread of traditional culture can not only improve China's cultural soft power, but also further enhance China's international status and influence. As a typical symbol of Chinese civilization, traditional culture is trapped in the dilemma of limitation, unidirectionality and hysteresis when it is disseminated at pre-sent, and the problem that cultural information is difficult to be de-coded appears. This paper explores the optimal solution to spread traditional culture in the new media era from successful international communication cases, helps Chinese excellent traditional culture to 'go out' better, and strives to show a more three-dimensional and comprehensive image of China in the world.

**Keywords:** traditional culture · external communication · national image · new media era

## 1 Introduction

### 1.1 The Driving Force of Policy on External Communication

With the continuous improvement of China's comprehensive national strength and international status, it is particularly important to guide the international community to view China's international image objectively and rationally. At present, China's foreign international image is largely 'other-shaping' rather than 'self-shaping', and the voice of the Chinese nation's efforts to develop human peace is often misinterpreted. This situation increases China's development costs and limits China's development speed [1].

The world today presents a multi-polar development pattern. The concepts of 'every form of beauty have its uniqueness, precious is to appreciate other forms of beauty with

openness' and 'the world will be blessed with harmony and unity' contained in Chinese traditional culture provide Chinese wisdom for dealing with current international relations. The Belt and Road Initiative has impacted the international political system centered on individual countries to a certain extent, and is a major innovation for socialist countries to participate in global governance. It will break some inherent principles of dealing with affairs and reconstruct an open, inclusive, balanced, mutually beneficial and win-win international relationship. This is the common pursuit of people all over the world and the embodiment of the concept of 'world harmony' in Chinese traditional culture. With the deepening of China's internationalization, the main body of China's external communication has expanded from a few developed countries to a large number of developing countries, which requires China to pay more attention to precision and verticality in its current external communication. The implementation of the Belt and Road Initiative not only strengthens the interaction between China and the countries along the route at the audience level, but also the cultural differences in different regions are the source of power for the continuous innovation of the media. The two-way interactive cultural communication method can further enhance China's international identity.

## **1.2 The Driving Force of Technology on External Communication**

Although traditional media can help the public to obtain basic information, its content has the disadvantages of hysteresis and limitation. With the continuous development of science and technology, corresponding to the 'traditional media', supported by digital compression and wireless network technology, using its large capacity, real-time and interactivity, new media has become a media that can cross geographical boundaries and ultimately achieve globalization. The development of digital technology enables every audience to become communicators, and the communicators and recipients of information can communicate with each other anytime and anywhere. People in different countries and regions have realized visual communication, long-distance real-time communication and interaction through 5G technology, and a new era of external communication is beginning. The creative transformation and innovative development of traditional culture by using new media is the internal demand of telling Chinese stories well in the era of intelligent media. In the era of intelligent media, the needs of the audience are more personalized, diversified and high-end. China combines localized content with emerging technologies in external communication, and uses scientific and technological means to meet the sensory needs of the public. With strong timeliness, rapid dissemination, wide radiation and rich content, digital media has unique advantages in traditional culture display and information dissemination. With the application of various digital technologies, the threshold of expression continues to decrease, and cultural expressions are more diverse. China's traditional culture rejuvenates with the help of new expressions in different scenarios. Users can synchronize their views and opinions on the emerging forms of traditional culture in real time, and make the traditional culture out of the circle through secondary creation. With the help of digital technology, China's excellent traditional culture can expand communication channels and broaden communication boundaries.

The combination of traditional culture and digital technology will promote the innovation and development of new cultural formats and help extend the cultural industry

chain. The year 2023 is the 7th anniversary of CGTN (China International Television). In seven years, CGTN has changed from a single TV channel to a multi-platform communication matrix integrating TV, radio and new media. It tells Chinese stories from a real and objective perspective internationally and has a certain degree of communication and influence. In September 2020, CGTN launched the ‘Crossing Xinjiang’ media series report, which presents a real Xinjiang with a long history, cultural diversity and people’s hospitality for the world in various forms such as large and small screen live broadcast, slow live broadcast, live connection, vlog, etc., with 1.05 billion readings at home and abroad and 132 million video views. At present, CGTN is still continuing this creative form to show a more objective and three-dimensional image of China to the world [2]. With the continuous advancement of technology, people’s requirements for media are getting higher and higher. Information technology leads the development direction of media convergence. Traditional means and channels of communication should be continuously upgraded through new technologies, combining theory and technology to practice, and maximizing the effect of publicity.

## 2 Problems

### 2.1 Communication Barriers Caused by Different Discourse Systems

In cross-cultural dialogue and communication, there are often cognitive biases and misunderstandings about heterogeneous cultures and civilizations. In the process of historical development, various countries have constructed their own unique discourse system due to social factors, cultural factors, ethnic factors, regional factors and other reasons. Therefore, Chinese traditional culture is easily affected by different discourse systems in the process of international communication, which leads to its own value impairment, resulting in cultural discount phenomenon. Cultural differences further lead to barriers to cultural communication. At present, the content of any cultural product in the world originates from a certain culture. Therefore, for audiences who have lived in this culture for a long time, their cultural exchange activities will not be affected by communication barriers. For those who are not familiar with this type of culture, the barrier of communication is like a high wall. To overcome it means overcoming language barriers, ideological barriers, and it is easy to make people feel intimidated. For example, the Chinese nation has regarded ‘dragon’ as a symbol of Chinese culture and a totem of the whole nation since ancient times. ‘dragon’ has many good qualities in China, representing the auspicious sign. In Western culture, ‘dragon’ is mostly a symbol of evil and a vicious demon. When Western audiences first contact China’s works on the theme of ‘dragon’, they often feel indescribable. In addition, the Chinese culture is profound, and the relevant explanations cannot be accepted by the audience for the first time, making it difficult for the audience to understand the connotation that the work wants to express.

### 2.2 Inequality in International Communication Relations

For a long time, the pattern of international communication has been affected by the imbalance of world economic development, showing a situation of strong in the west

and weak in the east, strong in the north and weak in the south'. The Western media represented by the Associated Press, Reuters, Agence France-Presse and the British Broadcasting Corporation have shown a monopoly in the content, channels and technology of communication. In this situation, most of the reports of major international news events are from these media. As a result, these media groups have a wealth of information sources. In terms of news operation, they often cover a wide range of topics of interest and trigger discussion among global audiences. The content they are not interested in is selectively ignored, low-profile reports or even not reported, to avoid the continued attention of the international community.

As the world's second largest economy, China's international status has been greatly improved in recent years. China has continuously provided Chinese wisdom and Chinese solutions for the construction of the world order, but the national image is still often discredited, and the construction of international discourse power is still relatively backward. Facing these problems and challenges, it is particularly important to adhere to cultural self-confidence, strengthen the external communication of Chinese traditional culture, let the world know the real China, and reconstruct equal international communication relations.

### **2.3 Limited External Communication Channels**

For a long time, the focus of the export of Chinese traditional culture has been 'how the world sees China', which has formed a one-way output model dominated by China. Western audiences are always passively accepting Chinese culture and losing the subjective initiative to spontaneously feel Chinese culture. With the change of the international situation, the task of Chinese traditional culture's external communication has gradually changed to 'how China sees the world', which is difficult to meet through the existing communication channels [3]. In the past, China used to use official media to spread traditional culture. Its content is mainly to highlight China's strength, and overseas audiences are prone to conflict. The main content of its communication also lacks novelty and innovation, mostly based on classic cultural symbols such as giant pandas, Chinese kung fu, Confucius, etc. In recent years, online media has become the main source of information for Western audiences to understand China, but more than 90% of the content on the Internet is mainly in English. Compared with the world's media powers, China's external communication channels are slightly single. China accounts for only 3 of the nearly 80 media groups in the world, which is in sharp contrast to China's huge population base. In summary, to promote the external communication of traditional culture, ensure the diversification and independence of information in international communication, and strengthen the construction of international communication capacity, China needs to build a more diversified, three-dimensional and comprehensive external communication channel.

### 3 The New Paths

#### 3.1 Reduce the Impact of Cultural Discounts

In order to spread Chinese traditional culture in a targeted manner, the primary task is to reduce the phenomenon of cultural discounts on cultural products. First of all, according to the cultural background of different countries, the use of language should be adjusted in the external communication. Language is the first barrier to external communication and also the key factor leading to cultural discount. The text is meaningful only in the cultural background. For communicators, they should not only understand foreign languages and read foreign characters, but also accurately explain the content of cultural products in combination with cultural background. Secondly, compared with elite culture, mass culture will be better accepted by the audience and cultural discount is less. The content of popular culture includes Chinese traditional festivals, customs, customs, etc., which will make Western audiences feel culturally close. The forms of popular culture include Chinese opera, folk dance, classical dance, acrobatics, martial arts, etc. These cultural styles have a sense of freshness and mystery for Western audiences and can be used as the main product of going out. For example, the famous writer Bai Xianyong's adaptation of Kunqu Opera-Youth Version 'Peony Pavilion' has caused a heated response overseas, allowing Western audiences to understand Kunqu Opera aesthetics and have a further understanding of Chinese traditional opera culture. Finally, starting from countries with 'geographical proximity', taking Singapore as an example, countries and regions that use Chinese as an official language are superior choices to reduce cultural discounts [4].

#### 3.2 Enhance the Ability of External Communication and Establish a Chinese Discourse System

The emergence of digital media has broken the long-standing monopoly of Western countries on international discourse power and provides new opportunities for China to establish an international discourse system. The construction of the international discourse system is inseparable from the cultural soft power as a strong support. As an important part of soft power, Chinese excellent traditional culture should also be dynamically adjusted with the development of the international community and the change of the pattern. To build a Chinese discourse system in the international community, it is necessary to initially form a common situation with all countries in the world. It is a good starting point to use Chinese excellent traditional culture to convey Chinese wisdom and Chinese thought. In addition, the construction of Chinese discourse system should also have Chinese characteristics. In the selection of information sources, we should combine the hot topics of today's international community and typical domestic examples to purposefully convey Chinese values, guide the audience to feel Chinese cultural characteristics, and perceive Chinese political ideas based on different information needs.

#### 3.3 Broaden the External Communication Channels

China's excellent traditional culture has multiple levels and rich connotations. The previous communication channels and modes have certain limitations in today's society. In

order to continuously enhance the appeal and attraction of Chinese traditional culture, it is necessary to open up new ideas and perspectives, rationally innovate and transform cultural resources, and build multiple ways with novel content and diverse expressions. The '1 + 6 + N' model created by contemporary China in international communication ('1' represents a flagship media CGTN, '6' represents China's six major central media, and 'N' represents some other institutions for external publicity) has laid a good foundation for external communication. In addition, there are many channels to accelerate the 'going out' of Chinese traditional culture.

After a long period of exposure in China, foreigners in China have developed their own understanding and cognition of Chinese culture. They can become a 'bridge group' when traditional culture is spread abroad, resolve the gap between Chinese traditional culture and their own culture, and play a key role in the establishment of China's national image in their own country. For example, in many countries, the activities of the Year of China are organized by private forces, including not only foreigners, but also local people. In this self-organized activity, the local people's understanding of Chinese traditional culture can be further strengthened [5]. Not only that, in the external communication, we can also strengthen the strategic narrative, grasp the topics and contents of interest to the strategic audience, give play to the important role of the strategic audience in the field of public opinion, and promote the more comprehensive display of China's image [6]. At the same time, the traditional route of transmission cannot be ignored. Similar to academic exchanges, domestic and foreign think tank cooperation and other activities can still show the essence of Chinese excellent traditional culture in an all-round and multi-angle way today.

## 4 Conclusion

Nowadays, countries are vigorously promoting and constantly improving their international image. For China, shaping a good national image in line with China's national conditions and adapting to the characteristics of the times is of great significance for creating a good domestic and international development environment and realizing the great rejuvenation of the Chinese nation. The establishment of an international image requires telling Chinese stories and spreading Chinese voices. In the new communication environment and era, the construction of China's image through Chinese excellent traditional culture can not only improve China's cultural soft power, but also enhance China's international discourse power. By helping traditional culture to 'go out' in a diversified way, Chinese wisdom can be reflected in international communication.

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