



A Study of English Narratives in the International Dissemination of Chinese Culture and Commodities from a Cross-Cultural Communication Perspective —— An Analysis Based on the Case of Internet Celebrity "Gigachad"

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Abstract. With the world becoming highly integrated in terms of both globalization and social media, successfully navigating the disadvantage of the cultural discount to a substantial international integration of the Chinese culture and commodities, has become central to their internationalization. The current paper is a case study of an internet celebrity, Gigachad that enjoys mass discussion on foreign social media platforms. According to the theory of cross-cultural communication, it performs a thorough analysis of the strategies of narrative used in his livestreams in English. The research paper concludes that by use of overly emotional, memetic and de-refined English manifestation, Gigachad is able to turn ordinary Chinese merchandise, such as soy sauce and chili sauce into a culturally endowed merchandise with international fame. The process does not only break down the barriers being inherent to the traditional cultural transmission but creates another paradigm of culture-commodity integrated communication. The paper posits that the narrative logics that are reflected through the so-called Gigachad phenomenon, including emotion-before-information, community-construction-of-meaning, and reversible-cultural-adaptation are not coincidental. They rather offer disruptive practical channels and theoretical contributions to the synergistic development of Chinese cultural soft power and global competitiveness of its commodities.

Keywords: Gigachad, cross-cultural communication, narrative strategy, cultural discount, communication strategy

1 Introduction

Along with the development of the Belt and Road Initiative and the spread of the idea of a community with the common future of the mankind, the internationalisation of the Chinese culture and globalisation of the Chinese products have become both the problem of strategic importance and concrete urgency at the same time. Nevertheless, the issue of cultural discount is very common in the conventional practices of cross-cultural

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communication because of differences in cultural symbols, value systems, and approach to narrative. This largely lowers the interest and the perceived value of most of the Chinese stories with cultural heritage, and fine products in global communication.

The need to identify possible breakthroughs in the new communication landscape of the social media and the influencer economy is this challenge. Over the last few years, a cohort of internet stars of the Chinese origin have suddenly shattered the glass ceiling in cultural engagement with the new narrative techniques in the world-renowned contexts of Tik Tok and YouTube. The most prominent of them is the so-called "Gigachad" with his roaring livestream style that is also an extreme but very valuable object to study. He did not take the usual roads of cultural marketing but rather made a two-fold leap in popularity and sales by establishing a personalized English account, possibly illogical, hyper-emotional and hyper-interactive.

Therefore, the paper, which addresses the issue of success of the Gigachad via the analysis of the content of his livestreams, analysis of his narrative structure, and analysis of the effects of his communication, aims at proving that the secret of his success lies in his ability to establish a new mechanism of the culture-commodity integrated communication. In this mechanism, English narrative acts as a mediating tool in cultural transcoding, emotional co-construction and reconstructing of meaning which culminates into an attraction or communication attracting cultural differences instead of a barrier. This offers a worthy example of strengthening the global affinity of the Chinese culture and global competitiveness of the Chinese goods.

2 Live Streaming Effects and Narrative Style

The Gigachad communication practice has subverted the stranglehold model of external propaganda dominated by cultural elites and succeeded in changing ordinary Chinese commodities into carriers of symbols with entertainment effect and cultural value. This has transformed not only the curiosity of the international audience, but also developed a kind of pseudo-cultural identity, in response to common entertainment.

The effectiveness of live streaming by Ghigachad can be studied on the three dimensions of cognition, attitude and behavior. The audience has moved to the cognitive level becoming familiar instead of uninformed (Eilders Christiane, Porten Cheé Pablo, 2023)^[1]. This can be seen that individual videos under the collection of "Bing Chilling" have received tens of millions of views. At the attitudinal level, viewers have changed to have indifference to develop curiosity. Through sentiment analysis of top-rated comments, it has been found that positive emotions such as "joy" dominated, while negative emotions like "disgust" accounted for a very low proportion. At the behavioral level, there has been a change in the audience activities, which have been shifting away to spectating towards identity-driven consumption. According to market feedback, following the rise in popularity of the "hyperactive host," a noticeable increase in sales has been observed for many products in Chinese supermarkets and e-commerce platforms.

The popularization of the effects of cross-cultural communication of the live streaming of Gigachad is closely connected to the peculiarities of this author in terms of style

of narration. It is a style that functions in a systematic manner at three planes such as content strategy, expressive form and cultural translation that collaborate to promote the dissemination of content and reproduction of meaning. Regarding the content strategy, he is minimalist and repetitive in the use of language and his trademark slogans, including the catchphrases of the phrase, "My friend!" they are syntactically straightforward and emotionally unambiguous, which facilitates conveyance of the message without strain by global audiences and miming it. His story contains excessive use of paralinguistics in the expressive form of his narrative. He creates an emotional system of communication, which surpasses verbal writing with the screaming voice and the most dramatic gestures in his body moves. In cultural translation, he is showing media literacy where product information is converted into memes. The usage of an example of taking "Bing Chilling", he creatively uses old internet memes and develops them by generalizing them to symbols.

The cultural standpoint and the life experience made the narrative style of "Gigachad" traceable. Being a long-term Chinese resident in Serbia he still knows about the cultural connotation of Chinese products but he is deeply informed about the ugly-chic style and enthusiasm of strength found in Western culture. It has been his success to develop a personified IP that serves two purposes of a clown and a king, to spearhead the recontextualization and value addition of the Chinese goods.

3 Cultural Discount and Communication Strategies

Cultural discount is a phenomenon, which cannot be overlooked as an issue of theory in the sphere of study of cross-cultural communication. According to this idea, the main meaning is the decline of the appeal and market worth of the cultural products in international circulations owing to the cultural dissimilarities. But what is worth further exploration is the fact that the communication practices of "Gigachad" have made a paradigmatic breakthrough in the cultural discount theory based on a disruptive strategy.

He had cleverly made a cultural discount a selling proposition and created a system of reverse leveraging discount. This reverse adaptation is mainly manifested in four dimensions (Yu, Wang, and Yang, 2025)^[2]: first, the construction of emotional synesthesia, converting extreme emotions into symbols of universal communication; next, the reconstruction of the sense of the "Other", parodying Orientalist imaginaries to play himself out as an unpredictable cultural "Other"; then, the creation of a chosen meme-based system the blueprint of building an international community that creates cultural symbols through highly repetition of particular actions and cultural symbols transformation into stylized forms; and moreover, innovating linguistic forms, adopting unconventional strategies such as "broken globalized English" to evolve them into stylized symbols.

There are, in fact, numerous defects in the cross-cultural communication context of the Gigachad, although the penetration is very strong and the community identity building is easy. Hence, a moderated viewpoint is to be applied when assessing the real efficiency of the "Gigachad" in terms of the enhancement of appreciation of the Chinese

culture and toleration of Chinese products. To begin with, in terms of the product acceptance, this success is exceedingly personalized, and it was created on the background of the personal charisma of the "Gigachad" himself. This is the self-sabotaging marketing strategy that other brands would not be able to directly copy. Secondly, as far as cultural understanding goes, his communication style could not develop any profound cultural understanding. It might not be in the long-term promotional interests of developing the desired international image of Chinese brands, namely, the professional, reliable and high-quality one.

Therefore, the "Gigachad" is a successful internet culture phenomenon and a radical attempt at the marketing of the product. His case can be valuable in terms of its methodological considerations, including focusing on emotion, establishing a community, and adopting the culture of memes. Nevertheless, it is in no way an easy or repeatable way to the top. The actual difficulty of the Chinese brand and cultural communication practitioners attempting to succeed in long-term globalization is to cut the gist of his viral formula and connect it with more positive and more profound cultural values, which is the rule of beating the deep-rooted cultural discount, thus preventing its possible adverse effects.

At the very depth of it, it lays a new knowledge: culture and material vectors must be regarded as a complex of mutually supportive and defining values (Zhang, 2024)^[3]. A three level spiral model of integrated model of communication can be built at the implementation level. The first stage involves the influencers as the igniters, who use their strong narrative tension to overcome the cultural barriers. For example, launch a challenge, create a slogan, or develop a signature gesture centered around a product to rapidly enhance recognition of both the product and its associated cultural symbols. In the second phase, they become the translators, in which they carry out cultural decoding and empowerment of encoded symbols (Pérez, Rodriguez, Yang, Xie, Fu, 2025)^[4]. For example, a food blogger demonstrates the philosophy of Chinese culinary heat control behind a bottle of soy sauce through "wok-flipping techniques," while a history blogger recounts the Silk Road stories associated with tea. In this way, the cultural added value of the products is made explicit, establishing their uniqueness and scarcity. At stage three, they become community leaders, where value internalization and community co-creation would be encouraged. For example, encourage users to share how they integrate the product into their daily lives, while influencers act as community connectors and curators of high-quality content. By building online communities and organizing offline pop-up events, consumption behavior can be transformed into an expression of community identity. The work of the model of the three-stage spiral is based on the systematic support, in particular, the creation of content orientation and control mechanisms that can maintain a dynamic balance between the emotionalizing of the ice-breaking and the interpretation of the values (Qi, 2022)^[5].

Thus, global expansion is much more than logistics and advertising in the future, as a systemic and value-based communication project, based on social media and organized by influencers. Measuring of success is no longer about the points of selling products, but about how the Chinese cultural concepts and values can be imperceptibly absorbed into the everyday life of international consumers using the products, making it

a desirable, more exciting, and refined lifestyle choice. This communication mechanism which is the integration of culture-commodity integrated and the three-step spiral pathway exists specifically aimed at accomplishing this grand vision. They combine the shocking influence of the influencers, the slew of the ability of the culture and the penetrate ability of items and ultimately in systematically improving the cultural soft power of the nation and competitiveness of the products worldly.

4 Conclusion

In this paper, we are using the internet influencer Gigachad as our case study to do a detailed study of how his special method of telling stories about the English language has enabled the Chinese culture and products to be spread overseas in the cross-cultural communication approach. By deconstructing the narrative structure, applying discourse analysis to the content of his livestream, and assessing his communication situation, this study makes a number of conclusions. To start with, the success of the "Gigachad" lies in his trans-coding of the culture-commodity complex, which is given in a creative narrative. Second, his story has an English character that serves as an emotional infrastructure, which transcends linguistic utility. Third, the concept of the Hyperactive Host provides disruptive visions of the synergistic boosting of the Chinese cultural soft power and international competence of the products.

Still, other weaknesses of the so-called Gigachad model, including its shallowness in cultural knowledge, the dangers of brand alignment, and sustainability of personal IP, are mentioned in this research, as well. It is not a standardized template that can be easily copied, but the wisdom of narratives and philosophy of communication that inform it, the emphasis on emotional over information, community over individuality, and interaction over transmission, surely has great referential value.

In future, studies examining globalization into Chinese culture and products should be more attentive to more such grassroots based, organic, communications. With his seemingly unconventional way, the Gigachad can be seen as a lense that directs the complexity of cross cultural communication as well as the possibilities it has offered due to globalization and digitalization. His narrative is a poignant reminder of the fact that the Chinese culture and merchandise making it across the globe has not just to carry the rich heritage and the confident stride of a millennia-old culture, but it also should have the element of dynamism and vibrancy of internet culture. It is only under such circumstances that the world can not only view China, but will be also ready to view and come close to it and suchlike appreciate it.

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