

## On the International Communication of Chinese Language and Culture in the Context of New Media

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**Abstract:** As a powerful assistant to comprehensively promote China's political, economic and cultural development, new media, with its own diversified advantages, provides diversified ways for the international communication of Chinese language and culture, so that Chinese language and culture can be effectively connected with multi-national language and culture. In the context of new media, a brand-new linguistic and cultural phenomenon has emerged in the international communication of Chinese language and culture, showing new characteristics of communication. Therefore, based on the new characteristics and new phenomena, this paper makes an in-depth exploration on the international communication channels of Chinese language and culture, so as to ensure that the characteristics of Chinese language and culture are highlighted and all advantages are brought into full play, and lay a solid foundation for improving the international communication level of Chinese language and culture.

### 1. Introduction

Due to the different historical background and development level, there are great differences in the language and culture of various countries, which restrict the international communication of Chinese language and culture. In this regard, we should strengthen the in-depth excavation of the advantages of Chinese language and culture, make full use of the relevant advantages in the international communication of Chinese language and culture in the context of new media, always take the communication audience as the core, and improve the pertinence and universality of the communication channels. In this process, it is necessary to improve the integration of Chinese language and culture with the local culture of each country, ensure the effective connection between Chinese language and culture and the language and culture of each country, strengthen the correct guidance of the international communication direction of Chinese language and culture, so that all resources can be fully integrated. In addition, it is also essential to establish and improve the international communication system of Chinese language and culture, cultivate a large number of high-level and sophisticated talents, ensure that the communication standards formulated are highly normative and effectively achieve the goal of improving the depth of international communication of Chinese language and culture.

### 2. Fully Integrate with Local Factors to Achieve Cultural Docking

In the process of promoting the international spread of Chinese language and culture, relevant people need to pay high attention to its commonness and differences.

As for the differences of communication audiences, they are mainly reflected in the differences of original cultural needs and cultural background. In the context of new media, Chinese language and culture are easily influenced by the cultural attraction of the audience and the social background of the audience in the process of international communication. Therefore, in order to ensure the quality of communication, we must actively overcome the cultural gap between China and the recipient countries and effectively realize the cultural docking. For example, in the Chinese language and culture, the word "Yu" is exclusive to the ancient emperors. It is a special title for the

emperor's things and actions, such as the Yu garden and the Yu dining room. However, in Japan, the word "Yu" is no longer exclusive to the emperor, but represents high-level food. "Yu food" mainly refers to good food and delicious food.

In the process of international communication of Chinese language and culture, we should also pay more attention to the importance of national cultural traditions and the universal value factors of different cultures, so as to avoid cultural coercion and cultural assimilation in the actual communication process. For example, through the detailed analysis of the two editions of the *Biography of Zhen Huan* at home and abroad, it can be found that in combination with the cultural characteristics of different countries, the two editions of the *Biography of Zhen Huan* have obvious common cultural values, which are mainly reflected in the high attention paid to love and friendship, which makes the people of the two countries in different cultural backgrounds have a high emotional resonance, and fully reflects the common characteristics of the international communication of Chinese language and culture<sup>[1]</sup>.

### **3. Strengthen Cultural Guidance and Promote the Optimization and Integration of Various Resources**

In the process of international communication of Chinese language and culture, we can regard it as a cultural brand as a whole, and give full play to its own role and value from the perspective of cultural brand. At present, many successful products have appeared in the field of international communication of Chinese language and culture, such as the famous variety show *Liyuanchun*, *Chinese Character Writing Contest* of CCTV, and the cartoon *Havoc in Heaven*. In this way, we can ensure that our country can respond to major international events and formulate corresponding measures at the first time. Through real-time reports to express our views, China's voice and public opinion guidance in the international community can be further strengthened, so as to ensure that Chinese language and culture can establish a strong and reliable media brand image in the international community<sup>[2]</sup>.

According to the detailed analysis of the audience of the international communication of Chinese language and culture, it can be found that the youth group accounts for a large proportion. They not only have a more open ideology, but also have a stronger ability to accept multiculturalism. By taking correct guiding measures, we can ensure that the youth group can fully rely on the Chinese language and culture at the emotional level, actively yearn for the Chinese language and culture at the psychological level, highly recognize the Chinese language and culture at the cognitive level, and take themselves as the core to fully transmit this cognition to other surrounding groups. In addition, we should pay more attention to the entertainment function of new media, provide entertainment services for the public by using diversified media technologies, especially in the process of describing specific events and disseminating the national image, we can ensure that the quality of media language communication information can be effectively improved through humorous language and methods that are easy to understand<sup>[3]</sup>.

### **4. Improve the Cultural Communication System and Actively Train Professionals**

There are great differences between Chinese language and culture and that of other countries. In the process of international communication, it is highly dependent on relevant education. In order to ensure the high accuracy and reliability of Chinese language and culture information dissemination and avoid misleading the audience in other countries, China must attach great importance to the significance of Chinese language and culture education and strengthen the active training of Chinese language and culture professionals<sup>[4]</sup>.

When people from different countries master the same language, their values and ways of thinking will be closer to each other, which will produce a high degree of resonance in the ideological and emotional level, and the value identification of specific things will be more unified. In the context of new media, teaching Chinese as a foreign language is an important way to promote the international communication quality of Chinese language and culture. In order to ensure the

effective promotion of online education mode and the effective realization of the goal of comprehensively launching Chinese language and culture learning, in the process of carrying out the international communication of Chinese language and culture, we can learn from the successful experience of implementing online open courses and building online learning websites in Chinese universities, and build online teaching and online Confucius Institutes based on new media. In addition, in the process of developing Chinese language and culture teaching materials, the relevant contents must be highly targeted. It is essential to regularly organize Chinese language teachers to carry out professional training, train a large number of professional educators for the international communication of Chinese language and culture, from the perspective of diversification, create a broad development space and exchange platform to help multilingual talents give full play to their professional talents. In combination with the specific objectives and needs of the international communication of Chinese language and culture, it is also necessary to establish the corresponding resource sharing module, use the professional education platform to ensure the sharing of various educational resources, and take diversified measures to promote the full realization of the international communication of Chinese language and culture<sup>[5]</sup>.

## **5. Formulate Communication Standards to Ensure the Standardized Implementation of Communication Work**

In order to avoid confusion among foreign audiences due to the existence of different expressions among different media in the process of international communication of Chinese language and culture, it is necessary to ensure that the communication standards formulated are highly unified, minimize the impact of understanding differences on mutual communication and reduce the cost of understanding.

Through the actual investigation and research on the traditional mainstream media in China, it can be found that the stylized characteristics at the language level are more obvious, and the phenomenon of separation from the actual life of the public often occurs, resulting in the audience groups of the international communication of Chinese language and culture unable to correctly understand the information content carried by the relevant media. The most ideal way of expression for the international communication of Chinese language and culture is to ensure the standardization and formality, and at the same time, to be friendly and vivid. New media, with its diversified advantages, can effectively realize the ideal expression goal of international communication of Chinese language and culture. For example, in the overseas edition of people.com, the new media network language “Geili” and “Zhengnengliang” are flexibly used, which is not only concise and clear, but also just right. The enthusiasm and positive image of Chinese language and culture are fully presented in front of all countries in the world, so that the leading power of mainstream new media can be brought into full play, and foreign audiences’ acceptance of Chinese language and culture can be improved<sup>[6]</sup>.

In the context of new media, a large number of brand-new languages and cultures have been born. These languages and cultures have been updated rapidly, and their stability needs to be improved. In order to avoid certain influence and misunderstanding on foreign audiences due to misunderstanding in the process of international communication of Chinese language and culture, it is necessary to ensure that the choice of words and sentences in Chinese language is highly standardized and rigorous. As an important tool and main channel for the international communication of Chinese language and culture, the official news media and major websites must actively play their guiding role, start from the artificial level and the technical level at the same time, through dual control, make the subjects and objects of Chinese language and culture communication to use the Chinese language in a civilized manner with active encouragement and guidance, so as to avoid the problems of broken conversations and word creation to the greatest extent, and strengthen the firm resistance to vulgar culture<sup>[7]</sup>.

## 6. Conclusion

Language and culture itself has strong productivity, is the source of power for innovation and development, and is an important means to highlight the lifeline of the national spirit. The core essence of the international communication of Chinese language and culture must always follow the transmission principle with Chinese values as the core, so as to ensure the effective realization of the wide application goals, common goals and promotion goals of Chinese language and culture. In the context of new media, all walks of life have put forward stricter requirements for the quality and efficiency of the international communication of Chinese language and culture. By making full use of new media technology, we can improve the construction level of the international communication capacity of Chinese language and culture, enhance the national soft power and competitiveness of Chinese language and culture, and fully display China's due international image in front of all countries in the world.

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