

Brief Analysis of the Importance of Cultural Communication in the Context of Globalization

Jing Dang

Faculty of Communication Arts, Bangkok Thonburi University, Bangkok, 10170, Thailand

dangjingginny@gmail.com

Abstract

In the grand backdrop of globalization, where economic, political, and technological exchanges and collaborations among nations are increasingly frequent and profound, culture, as an identifier of nations and ethnicities and a bond connecting people around the world, has shown its growing importance. In the process of globalization, the dissemination and exchange of cultures not only facilitate mutual understanding among countries but also play an irreplaceable role in promoting the prosperity and development of world cultural diversity. Cultural communication plays multiple roles in the context of globalization. It helps break geographical and linguistic barriers, promoting the blending and innovation of different cultures. It also plays a key role in international relations, economic development, and social progress. The widespread recognition of a nation's cultural traditions and values through dissemination is vital for enhancing national image and international influence. How to protect and promote the uniqueness of local cultures in the tide of globalization, maintaining self-identity while being open and inclusive, is an important issue at hand. Therefore, by strengthening international cultural exchanges and cooperation, preserving and inheriting local cultural characteristics, and using modern media technology to innovate in cultural communication, we can better play the role of cultural communication in the context of globalization, promoting the diversity and prosperity of world cultures.

Keywords

Globalization Context; Cultural Communication; Cultural Exchange.

1. The Definition and Characteristics of Cultural Communication

1.1. Definition of Cultural Communication

Cultural communication, also known as cultural diffusion, is one of the basic cultural processes. It includes both active cultural exchange and dissemination, such as through language, writing, images, etc., and passive cultural acceptance, such as through education, migration, and commerce. Cultural communication is an interactive process, encompassing not only the spatial dissemination of culture but also its temporal continuity^[1]. Spatially, cultural communication enables different regions, ethnicities, and nations to exchange and share their cultural achievements, promoting cultural diversity and development. Temporally, it allows the inheritance and development of cultural traditions, enabling future generations to understand and inherit the cultural achievements of their predecessors. The media of cultural communication are diverse, including but not limited to language, writing, images, music, film, the internet, etc. With the continuous advancement of technology, new media emerge, expanding the speed and scope of cultural communication. Also, the pathways of cultural communication are extensive, including education, commerce, tourism, religion, etc. Cultural communication is of significant importance to human societal development and progress, not only fostering mutual understanding and friendship between different ethnicities and nations

but also promoting economic and cultural development^[2]. Hence, we should actively promote cultural communication, strengthen international cultural exchanges and cooperation, allowing people around the world to better understand and appreciate the unique charm of various cultures.

1.2. Characteristics of Cultural Communication

The characteristics of cultural communication are multifaceted, involving not only interactions and exchanges between people but also the complexity and diversity of culture itself, as shown in Figure 1. First, cultural communication is an interactive process, whether it's through language, writing, images, or through education, commerce, tourism, etc., requiring the participation of both sender and receiver. This interactivity helps deepen mutual understanding and recognition^[3]. Second, the media and pathways of cultural communication are diverse, including language, writing, images, music, film, the internet, as well as various cultural activities and ceremonies. This diversity enables cultural communication to cover a wider range of audiences. Third, cultural communication involves a wide range of fields, including philosophy, art, literature, history, religion, etc. These fields intertwine to form a complex network of cultural communication. Fourth, the impact of cultural communication is lasting. Once a cultural element is accepted and disseminated, it will exist for a long time and continue to influence people's thoughts and behaviors^[4]. Fifth, cultural communication is restricted and influenced by geography, with different regions having variations in cultural communication. This is evident not only in language and customs but also in people's understanding and recognition of culture. Sixth, cultural communication is a dynamic process. As times and society evolve, the content and forms of cultural communication also change. This dynamism allows cultural communication to continuously adapt to new social environments and audience needs. Therefore, in promoting cultural communication, it's necessary to fully understand and grasp these characteristics, employing effective strategies and methods to foster cultural heritage and development.

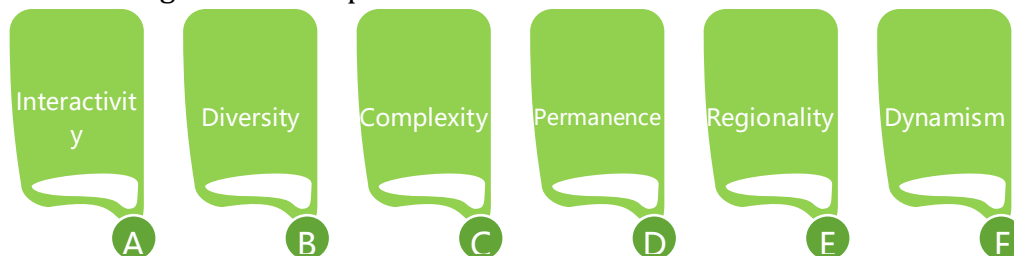


Figure 1: Characteristics of Cultural Communication

2. The Importance of Cultural Communication in Globalization

2.1. Promoting Cultural Exchange and Understanding

In the context of globalization, the intermingling of various cultures has become an irreversible trend. Cultural exchange facilitates this process, enriching the cultures around the world. Promoting cultural exchange and understanding is a crucial task that helps break cultural barriers and enhance mutual understanding and friendship between different ethnicities and nations. Respecting cultural differences is the premise for promoting cultural exchange and understanding. We should respect the uniqueness of different cultures, accepting and appreciating their characteristics and values. In cross-cultural exchanges, it's important to avoid demeaning or discriminating against other cultures and approach them with an attitude of equality and inclusiveness. Language is an important tool for cultural exchange. Learning the languages of other countries can help us better understand their cultures and promote cross-cultural communication. Through language learning, we can gain a deeper understanding of

other cultures' traditions, customs, values, and lifestyles, thus better integrating into them. Participating in cross-cultural exchange activities, such as international cultural festivals, volunteer programs, academic conferences, etc., is also an effective way to promote cultural exchange and understanding. In these activities, we can meet people from different countries and cultural backgrounds, share cultural experiences and insights, and enhance mutual understanding and friendship. Through these efforts, we can better enhance mutual understanding and friendship between different cultures and contribute to building a harmonious world.

2.2. Driving Cultural Innovation and Development

Globalization allows the blending of various cultural elements, providing rich resources and inspiration for cultural innovation. In the context of globalization, a cultural product may integrate multiple cultural elements, and this cross-cultural exchange and collision can lead to more cultural innovations^[5]. At the same time, cultural communication expands the audience of cultural products, providing a broader market for the cultural industry. To promote cultural innovation and development, firstly, it's necessary to create a favorable environment for cultural innovation. Governments and societies should increase investment and support for cultural innovation, providing necessary funds, policies, talents, etc., and encourage innovative thinking and creativity. Also, it's important to establish and improve the intellectual property protection system, protecting the legal rights and interests of innovative achievements and stimulating more people to participate in cultural innovation. Secondly, it's crucial to focus on cultivating talents for cultural innovation. Education is the foundation for nurturing innovative talents. There should be a focus on enhancing their innovative consciousness and abilities^[6]. Additionally, cultural creativity competitions, art exhibitions, creative forums, etc., can attract more people to participate in cultural innovation and discover and nurture outstanding talents. Lastly, expanding cultural exchange and cooperation is essential. Through cultural exchange with different countries and regions, we can absorb excellent cultural elements and experiences, stimulate innovative inspiration, and promote cultural innovation and development. Therefore, we should actively promote cultural innovation and development to better address the challenges and opportunities brought by globalization.

2.3. Increasing National Cultural Identity

Through cultural communication, people can better understand and identify with their cultural traditions and values, enhancing national pride and a sense of belonging. Cultural communication also helps cultivate talents with an international perspective and cross-cultural communication skills, providing talent support for the country's cultural development and international image enhancement^[7]. On one hand, cultural identity is a person's recognition and acceptance of their own cultural background, values, and behavior patterns. In the grand backdrop of globalization, with the blending and collision of various cultures, people's understanding and identification of their own culture become gradually blurred. Therefore, enhancing cultural identity and belonging can help individuals maintain their unique cultural characteristics amidst multiculturalism, thus forming a strong cultural cohesion. On the other hand, cultural identity and belonging are important components of national identity. A country's strength is not only reflected in economic and technological development but also in its cultural charm and influence. By enhancing cultural identity and belonging, we can cultivate citizens' sense of belonging and pride in their country, thus forming a strong national cohesion and centripetal force, which is crucial for the country's stability and development. For this reason, governments and societies should strengthen the protection and inheritance of traditional culture. Traditional culture is the spiritual wealth of a nation and an important source of cultural identity and belonging. Through various forms of activities and propaganda,

letting people understand and recognize their traditional culture can enhance cultural confidence and pride.

2.4. Promoting World Peace and Development

In the context of globalization, the interdependence among countries is increasing, and cultural and ideological exchanges and collisions are more frequent. Through cultural communication, we can enhance mutual understanding and friendship among people of different countries, helping reduce international disputes and promote world peace and development. Firstly, maintaining world peace is the premise for promoting development^[8]. A peaceful and stable international environment is an important guarantee for the economic development of all countries. Countries should resolve differences and disputes through dialogue and consultation, strengthen international cooperation, and jointly maintain regional and world peace and stability. Secondly, promoting development is an important foundation for maintaining world peace. Development is the key to solving all problems. Only through development can we narrow the gap between countries, eliminate inequality and poverty, and reduce the risk of social unrest and conflict. Countries should strengthen South-South cooperation, promote economic globalization towards a more open, inclusive, mutually beneficial, balanced, and win-win direction, achieving common prosperity. Thirdly, promoting reform of the global governance system is an important way to promote world peace and development. The current global governance system faces many problems and challenges. Countries should strengthen cooperation, promote the global governance system towards a more fair and reasonable direction. Only by establishing a more just and reasonable international order can we effectively address global challenges and promote world peace and development. Fourthly, cultural exchange and understanding are also important aspects of promoting world peace and development. Cultural diversity is an important driving force for human civilization progress. Countries should respect cultural differences, strengthen cultural exchange and understanding, and promote dialogue and interaction between different civilizations. Through cultural exchange and understanding, we can enhance mutual understanding and trust among people of different countries, laying a more solid foundation for world peace and development.

3. How to Promote Cultural Communication in the Context of Globalization

3.1. Rational Use of Information Technology

With the continuous development of technology, we can use various advanced information technology means to enhance the efficiency and effectiveness of cultural communication. The application effects of various technologies, as shown in Table 1, can help us better utilize information technology to enhance the efficiency and effectiveness of cultural communication. Firstly, establishing a digital platform: Using the internet and mobile devices to establish a digital platform, digitize cultural content, and disseminate it online. This can expand the audience, increase dissemination speed, and facilitate users to access and share cultural content anytime, anywhere. Secondly, utilizing social media: Social media is one of the main channels for modern people to obtain information. Using social media platforms such as Weibo, WeChat, TikTok, etc., can quickly disseminate cultural content and interact with the audience, increasing participation and effectiveness in cultural communication^[9]. Thirdly, virtual reality and augmented reality technology: Through virtual reality and augmented reality technology, we can create realistic virtual environments and scenes, allowing audiences to experience the charm of culture immersively. This immersive experience can greatly enhance the attractiveness and effectiveness of cultural communication, allowing audiences to understand and experience various cultures more deeply. Fourthly, big data and artificial intelligence

technology: Using big data and artificial intelligence technology to analyze user data and behavior, understand users' preferences and needs, and thus more accurately push cultural content, enhancing the targeting and effectiveness of cultural communication. Therefore, to use advanced information technology to enhance the efficiency and effectiveness of cultural communication, we need to continuously explore and innovate to achieve the prosperity and development of global culture. At the same time, we should also pay attention to protecting cultural diversity, addressing the challenges brought by globalization, to achieve sustainable development of global culture.

Table 1: Proportion of Effects of Information Technology Applications

Technical Means	Proportion (%)
Establishing Digital Platforms	35
Utilizing Social Media	30
Virtual Reality and Augmented Reality Technologies	20
Big Data and Artificial Intelligence Technologies	15

3.2. Strengthening International Cooperation

As the process of globalization accelerates, cultural exchanges and cooperation between countries become increasingly important. Culture, as a crucial component of national soft power, plays an irreplaceable role in enhancing national image and promoting international friendship and cooperation. At the same time, cultural communication and development are also key pathways to achieving world peace and development. Against this backdrop, the "Belt and Road" initiative has emerged. As a long-term and arduous task, the initiative aims to promote the economic and social development of countries along the route through strengthened international cooperation and exchange, achieving the goal of shared construction, shared benefits, and win-win cooperation^[10]. Culture, as an important area within the "Belt and Road" initiative, plays a significant role in promoting mutual understanding, trust, and cooperation among countries along the route. However, cultural communication and development face many challenges, such as cultural differences, language barriers, and ideological divergences between countries, which can hinder cultural communication and development. Therefore, strengthening international cooperation to collectively promote cultural communication and development is particularly important. Through strengthened international cooperation, mutual understanding and recognition among different cultures can be promoted, reducing cultural conflicts and misunderstandings. Additionally, international cooperation can bring more opportunities and resources, providing a broader market and space for the development of the cultural industry. Moreover, international cooperation can also promote the protection and inheritance of cultural heritage, allowing more people to understand and recognize the cultural heritage of different countries and ethnicities, enhancing cultural confidence and pride.

3.3. Cultivating Professional Talents

In the context of globalization, frequent exchanges and cooperation among countries are increasing. Talents with an international vision and cross-cultural communication skills can better adapt to the development of globalization, actively participate in international competition and cooperation, and promote national economic development and social progress. In higher education institutions, integrating cross-cultural communication and international vision into curriculum design is essential. In addition to regular international relations and diplomacy courses, comparative study courses on different countries' history, culture, and

social systems can also be offered. Additionally, establishing exchange student programs or cooperative research projects with foreign universities can provide students with opportunities to experience and learn different cultures firsthand. Governments can set up special funds to encourage and support businesses, non-governmental organizations, and others to carry out various forms of cross-cultural exchange activities. For example, organizing international art festivals, cultural exhibitions, film festivals, and inviting foreign artists and scholars for exchange. Moreover, providing scholarships and internship opportunities can attract more students to participate in international exchange programs. Traditional media and social media can both be important tools for promoting cross-cultural exchange. By reporting cultural activities, events, and personalities from different countries, the media can help the public understand and recognize different cultures and values. Additionally, short videos, live broadcasts, and other forms on social media can also become windows to showcase different cultures. Individuals can also improve their international vision and cross-cultural communication skills through self-learning, reading, traveling, etc. For example, reading books about different cultures, watching international movies and documentaries, and participating in international volunteer projects can help people deeply understand other countries' and ethnicities' cultures and lifestyles. In summary, cultivating talents with an international vision and cross-cultural communication skills is crucial for promoting cultural communication and development.

3.4. Respecting Local Culture

Local culture is the carrier of national spirit and has unique charm and value. Respecting and protecting the uniqueness of local culture helps maintain cultural diversity and richness, promoting exchanges and mutual learning among different cultures. Through mutual understanding and respect for each other's cultural traditions and values, we can enhance mutual understanding and friendship, creating a diverse and inclusive world. In the grand backdrop of globalization, cultural exchange and collision have become the norm, but this also brings threats to the uniqueness and diversity of local cultures^[11]. Therefore, a series of measures are needed to protect and promote local cultures. Firstly, in-depth research and understanding of the connotation and value of local culture are essential. Through historical research, folklore surveys, traditional art inheritance, etc., we can more comprehensively understand the characteristics and essence of local culture. This not only helps us better protect and inherit local culture but also provides a continuous driving force for cultural innovation and development. Secondly, education and training are key. In the education system, we should strengthen local cultural education to enable the younger generation to understand and identify with their culture. This can be achieved through relevant courses, organizing cultural activities, inviting experts and scholars to give lectures, etc. At the same time, professional training and skills enhancement opportunities should be provided for those engaged in cultural heritage work, such as teachers, artists, and craftsmen, to ensure the quality of local cultural inheritance. Furthermore, promoting local cultural products and services is also very important. By integrating local cultural elements into modern design and business models, market-attractive products and services can be created^[12]. This not only promotes the dissemination of local culture but also drives local economic development. For example, local specialty foods, traditional handicrafts, folk performances, etc., can all become powerful carriers for promoting local culture. Lastly, strengthening international cultural exchange and cooperation is an important way to promote the dissemination of local culture. By conducting cultural exchange activities with other countries and regions, such as art exhibitions, concerts, theater performances, etc., we can showcase the charm of local culture, attracting more attention and support. At the same time, exchanges and cooperation with artists and scholars from other countries and regions can promote mutual learning and borrowing, advancing the innovation and development of local culture.

4. Conclusion

In today's increasingly deepening globalization, cultural communication has become a way of exchange that transcends national boundaries, ethnicities, and languages. It not only conveys various thoughts and values but also plays an irreplaceable role in shaping national images and promoting economic development. Behind cultural communication lies the respect and protection of cultural diversity by different countries and ethnicities. It tells us that in this diverse world, every culture and tradition has its unique charm and value. However, cultural communication also faces many challenges. Cultural homogenization brought by globalization, cultural conflicts, and the rapid development of digital technology all bring new opportunities and challenges to cultural communication. Against this backdrop, we need to think more deeply about how to effectively conduct cultural communication, how to absorb excellent elements from other cultures while maintaining the characteristics of local culture. To better play the role of cultural communication, a series of measures need to be taken. After long-term efforts and practice, we can better promote the diversity and prosperity of world cultures, making cultural communication a bridge and bond connecting people around the world.

References

- [1] C., Lowell, and Bharat Thakkar. 'The Impact of Globalization on Cross-Cultural Communication'. *Globalization - Education and Management Agendas* [J]. InTech. 2012.
- [2] NajafbagyR. Problems of effective cross-cultural communication and conflict resolution [J]. *Palestine-Israel Journal of Politics, Economics & Culture*. 2008.
- [3] Zhang Jie, and Wang Di. Research on the Communication of Water Culture in the Grand Canal in the New Era from the Perspective of Identity Theory [J]. *Journal of North China University of Water Resources and Electric Power (Social Science Edition)*.
- [4] Liu Yunqi, Wang Meiling, and Zhang Xiaowen. "Strategies for University Students to Tell 'Chinese Stories' in English from a Cultural Communication Perspective [J]. *Overseas English*. 2022, 16: 195-196.
- [5] Hu Xinliang. Strategies for Telling Chinese Stories from a Cross-Cultural Communication Perspective [J]. *Journalism and Communication*. 2023, 23: 42-44.
- [6] Shan Yanping, and Liu Xuan Yu. Strategies of Image Language in International Communication from the Perspective of Cultural Stratification – A Cross-Cultural Communication Analysis Based on Li Ziqi's Video Programs [J]. *Journalism Enthusiasts*. 2023, 07: 65-68.
- [7] DorfmanP.HouseR.Cultural influences on organizational leadership. In R. House, et al. (Eds.), *Culture, leadership, and organizations* [J]. The GLOBE study of 62 societies. Sage Publications; 20045173.
- [8] ThorpeN. Employees take trips to understand other cultures [N]. *Automotive News* 2005I-24I.
- [9] GebertD.BoernerS.KearneyE.Cross-functionality and innovation in new product development teams: A dilemmatic structure and its consequences for the management of diversity [J]. *European Journal of Work & Organizational Psychology*. 2006
- [10] Song Dan, and Yang Fan. How 'Foreign Internet Celebrities' Tell Chinese Stories from a Cross-Cultural Communication Perspective [J]. *News Sentinel*. 2023, 01: 20-21.
- [11] Yu Rui. "An Analysis of the Communication of Chinese Traditional Culture in New Media – A Study on Henan TV's 'Chinese Festival' Series [J]. *Media*. 2022, 20: 42-44.
- [12] Zhu Zhenwu, and Yang Heyi. "The Balance of Assimilation and Differentiation in 'The Song of Everlasting Sorrow' and the Shanghai Imagination of Sinologists [J]. *Journal of Shanghai University (Social Sciences Edition)*. 2017, 34(04): 81-92.