

"What do I say?" Reflections on the International Communication Strategy of Chinese Culture on Social Media Platforms

--From the Perspective of Acculturation

Ziyue He

Tianjin Normal University, Tianjin, China.

Abstract

In the Internet era, the social media platform has been an important channel for international people to get information based on the digital technology with rapid development. The information on social media with rapid transmission is short and brief and the presentation is fragmented and simple, providing the public with a platform to conduct exchanges on equal footing, which has given the content a new interpretation. Thus as Chinese culture goes international, social media platforms have also been an important part of China's digital culture industry. Then what kind of image we should build to promote the transmission of Chinese culture to the world and how to present the content of the external communication platform to achieve the emotional resonance of cultural communication between different countries are extremely essential. On the basis of "acculturation theory", the thesis intends to explore and analyze the significant differences in the international dissemination of Chinese culture strategy, determine "what I want to say" under the premise of knowing "who is the information aimed at" and how to make the most of social media platforms to promote acculturation and cross-cultural communication, and propose corresponding an optimal path.

Keywords

Chinese Culture; International Communication; Cultural Adaptation; path.

1. Introduction

The study of the 2023 Chinese Cultural Symbols International Communication Index (CSIC) Report shows that Chinese cultural heritage symbols have unique cultural connotations and historical values[1], and at the same time they have been endowed with new significance for the times, demonstrating the diversity and richness of Chinese culture through modernized ways of expression[2]. Nowadays, culture has long been integrated with economy, politics and all aspects of social life, and has become an important factor directly affecting the level of national economic and social development. The rapid development of digital information is also giving birth to the development of cultural communication[3]. For example, the application of Internet + technology, AI and other digital space has provided a new channel for the international communication of Chinese culture. So

social media platforms have become the bound continuing to enhance the interactivity between the media and the audience, and realize the practice of Chinese culture "breaking the circle".

2. Characteristics of spreading Chinese culture on social media platforms

The social media platform provides an open and free space of expression and communication for the majority of users, integrating the social responsibility of the mainstream media, the audiovisual communication of the television medium and the cultural consciousness of the audience, and creatively constructing communication concepts, storytelling strategies and the

setting of roles and subjects[4, 5]. At present, to the majority of audiences, more and more cultural content is no longer "dull, boring, mechanical, old-fashioned" didactic communication, but interactive communication with more thinking from many perspectives in many ways, allowing cultural communication more down to earth and more true to life.

2.1. Interactive communication on social media platforms-collective construction of culture

Interaction is the essential feature of social media platforms, which is no longer a one-way mode of delivering information, but a two-way, multi-directional interactive mode of information exchanges, including users' participation, feedback and joint efforts[6]. In this new mode, the audience is different from the previous role-viewers without participating, but now they can feel the specific atmosphere of a certain issue, narrowing the distance between creators and participants in time and space. Interactive operations, such as "like", "comment" and "share" on social media platforms allow users to participate more directly, which enables individuals to use different platforms to obtain information and share information, news, videos and so on, and also provides a good platform for intercultural communication.

In addition, social media platforms enable the public to express themselves in real time and can interact with others. Users communicate by shooting, editing and publishing content through mobile client devices. For example, Bilibili (Bilibili), Tiktok and Titalk have gradually become the platform to display traditional Chinese culture, and many uploaders show the charm of traditional Chinese culture to users by uploading bilingual cultural explanatory videos, historical dramas and works of Chinese style. This shift has led to blurring the boundaries between media producers and media consumers, turning us all into "product consumers" or "product producers." With the development of technology, more and more ordinary people are becoming producers of video content and gaining influence through social media, accessing the rich ideas, culture and experiences of the world. In the process of building content jointly on social media platforms, the subjectification of the audience is constantly strengthened, contributing to the audience having more initiative and choice. The entry point of cultural communication is not only limited to "telling", but developing in the direction of diversification, transforming into independent "exploration" and "display", to make culture more concrete. This not only promotes the process of "cultural adaptation" in external communication, but also inspires greater possibilities of Chinese culture, which confirms the significance of the existence of social media platforms.

2.2. Personalized recommendation of data analysis-content customization

Data analysis and personalized recommendation are important means of using social media platforms to promote cultural adaptation and cross-cultural communication. Powerful AI technology algorithms are used to understand users' interests from their viewing habits, track content browsing and interaction history to analyze video content, analyze the correlation between user characteristics and user behaviors, and then form "user portrait data" to give a deep look into users' needs and preferences for different cultural content, and provide them with customized cross-cultural content recommendations. When the user opens the app, the platform recommends a number of items to display that are more or less random and standardized. But once a user makes a stop, such as like, favorite, or click on a content type, the algorithm recognizes their approval, captures user behavior data, and repeats the process if the user continues to like the content. Once the algorithm measures a user's preferences, it provides the user with more targeted content from its content pool, which really achieves the goal - determine "what I want to say" under the premise of identifying "who the opposite is". In addition, the personalized recommendation algorithm can also be adjusted according to the user's region, language preferences and other factors. As to international users, for example,

the platform can provide content related to local culture based on the user's geographical location to help them better understand and integrate into the local society. As to users with different language backgrounds, the recommendation algorithm can recommend cross-cultural content of the corresponding language to them according to their language settings to help users to read and understand.

At the same time, digital algorithm technology has also created a large number of "Internet celebrities" - key opinion leaders (Kols) on social media platforms. Each account of the platform has its own label, and the verticality of the account is the positioning of the platform for its own account, which is convenient for users in need to search for the first time. Therefore, when users of the platform search for content of their interest by searching keywords, the platform will consciously deliver the most popular content to the majority of users. Similarly, once a user stops on a certain type of content (or an account tag), the algorithm recognizes their approval and deliver that kind of content to a larger group. If more viewers continue to like the content, the process is repeated. With the power of algorithms, users who produce contents of high quality can quickly rise to become key opinion leaders (Kols) and reap their influence. The emergence of key opinion leaders can output professional Chinese culture knowledge or content to users for a long time, "recommending" and "stimulating" users' interest in Chinese culture and affecting their reception and understanding.

2.3. Construction and cooperation of cross-cultural community-cultural community

Social media platforms build the influence of Chinese culture to the outside world through social groups and community construction, and promote the formation of Chinese cultural communities in the world. By finding content that conforms to the reading tastes of different groups and communities from massive information, the media platform will be turned into a reading platform for collecting and distributing high-quality information at home and abroad, realizing the goal of "experiencing thousands of cultures without being personally involved". For example, it is ought to strengthen the screening and releasing of exclusive information, achieve capturing the "niche" information and "accurate" dissemination, so that the dissemination of cultural information give the priority to the user, and can better meet the needs of a specific user. Taking Tiktok as an example, many international users show their learning and creativity of Chinese culture by posting videos such as dancing, cooking and handicrafts, and then like-minded people gather to form cultural communities such as "fan groups" or "exchange groups", in which they share their research and understanding of Chinese food, intangible cultural heritage and other cultural content. Increasing the dependency of the user and creating a platform for users to participate closely are essential for dissemination of information.

"A good brand means having a wide range of loyal users." Similarly, users express themselves in real time on two micro-end network platforms such as comment sections and bullet screens, connecting "platform, audience and producer" into a whole and linking the global cultural communication into an interoperable circle - cultural community. The normalization of interaction and community interaction experience on social media platforms has created a "companion interaction mode" of cultural communication, and enhanced the cultural "empathy" experience with users under the emotional threshold, which is the "hard currency" of Chinese culture exported to the outside world under the complex and diverse international pattern. At the same time, the classification of users is completed on the basis of "accurate portrait", so that they can realize the psychological transformation process from "contact - acceptance - love", enhance the influence and reputation of Chinese culture communication through targeted interactive services, and enable Chinese excellent culture to reach across the circle, and maximize the effect of social media platforms to spread Chinese culture.

2.4. Narrating the reconstruction of "empathy power"-emotional resonance

"Valuable cultural programs are textbooks for life, which can influence the public's ideological tendency, ideological concepts, moral consciousness and philosophical views, change the public's attitude toward life, and play a subtle role in ideological education." Looking at the successful overseas cases of Chinese Internet celebrities, it can be found that almost all of them have shown in content creation: the narrative is dominated by video pictures, and the language is less, which reduces the difficulty of understanding videos, and reduces the cultural discount in cross-cultural communication. Like Li Ziqi's picturesque video style; The professional techniques and rich contents of chefs such as Wang Gang; In addition to creating various kinds of food, Xiao Brother in western Yunnan recorded the daily life of his family and villagers, full of local flavor. This down-to-earth video style has attracted many overseas audiences. Therefore, in terms of the content selection of foreign cultural communication, social media platforms are mostly dominated by Chinese elements, and the themes of expression are mainly daily life, food, original ecology and creativity, and more common meaning Spaces are selected. "Culture is communication." In the process of receiving information, different audiences are aroused to empathize with certain emotions. Nowadays, with the continuous development of new media technologies, social media platforms continue to create artistic and cultural scenes with the help of their technologies. The purpose is to enable audiences to "breathe and share the destiny" with the characters and events in the story, establish and expand "common discourse space" and build "empathy bridge" from the aspects of form, content and meaning, so as to realize the emotional resonance experience of cultural transmission.

3. "Acculturation Theory"

At present, a new round of scientific and technological revolution and industrial transformation are accelerating, and the rapid development and comprehensive penetration of digital technology has brought people into the rapidly changing digital era. More and more new ways of network communication and cultural content have aroused the collision waves, so that the influence of its dissemination is deeper and wider. In the new era and new journey, the international dissemination of Chinese culture still faces multiple challenges. First of all, the pattern of international public opinion "the west is strong, I am weak" phenomenon still exists. Secondly, the current external communication is largely "communicator centered" mode, ignoring the investigation and research of overseas audiences' impression of China and interest points. Finally, we also find that there are significant differences in the internationalization strategies of Chinese cultural communication, while the content production of social media platforms is still mostly in the "universal communication" stage.

Take the "Belt and Road" and Tik Tok platform communication as an example. "One Belt and One Road" is to export Chinese culture on the basis of values generally recognized by the international community, while Tik Tok platform focuses more on the local culture of different countries and promotes the cultural integration of different regions on the basis of local culture. For another example, although it is in the cultural tourism publicity, compared with the "general and stereotypical" pan-spread of Yunnan Pu'er tea culture, Shandong Zibo Barbecue will more actively cater to the tastes and preferences of "customers" and "tourists" in its products and marketing, and attract external attention with its own fire. In view of this phenomenon, we can combine the cross-cultural theory - "acculturation theory" to explain the reasons for the differences, and through this result of research and practice, explore how to maximize the use of social media platforms to promote cultural adaptation and cross-cultural communication, and further optimize and promote China's social media to play a more active and effective role in the global culture.

The concept of "acculturation" refers to the phenomenon of continuous and direct cultural contact between two groups composed of individuals with different cultures, resulting in changes in the original cultural patterns of one or both parties. In the process of promoting the internationalization of Chinese culture, there will inevitably be continuous contact and interaction between Chinese culture and local culture, resulting in "cultural adaptation" in Figure 1.

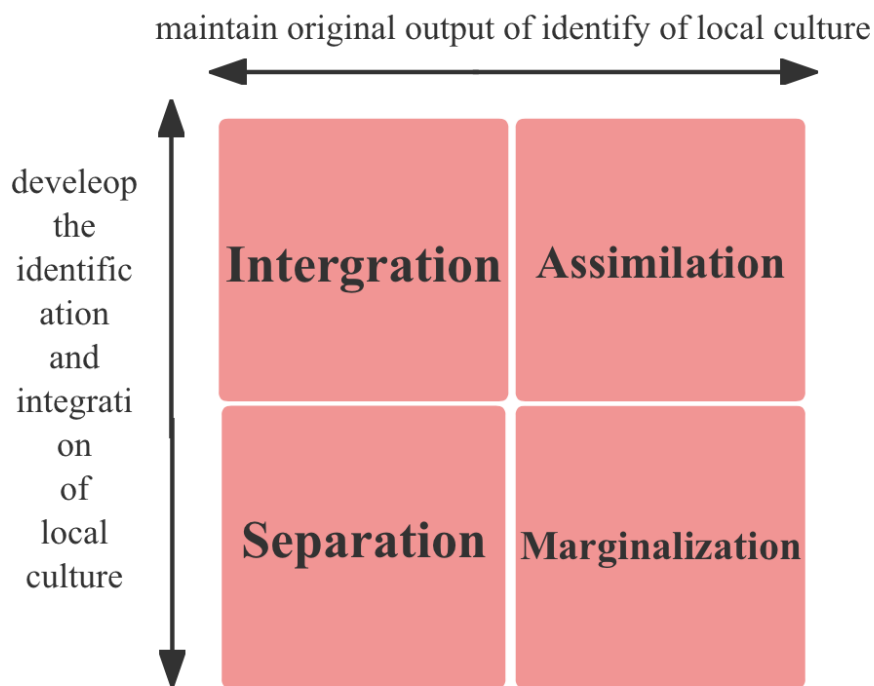


Figure 1: Berry's two-dimensional theoretical model

John W. Berry's two-dimensional theoretical model (1997) is widely used in current studies on acculturation. Berry believes that the manifestations of acculturation can be divided into two independent dimensions: "tendency to develop local cultural identity" and "output of maintaining original cultural identity", and four types of acculturation strategies are divided according to the different manifestations in the two dimensions: integration, assimilation, separation and marginalization.

Based on the two-dimensional theoretical model of Berry (1984), we can divide the internationalization strategy of Chinese cultural communication on social media platforms into four categories for definition, which are as follows in Table 1:

Table 1: Four types of internationalization strategies for Chinese cultural communication on social media platforms

Types of internationalized strategy	Definition	Example
Integration	It not only pays attention to maintaining the original culture, but also pays attention to communicating and interacting with local cultural groups, presenting a diversified and integrated ecology in internationalization.	Weibo
Assimilation	It focuses on the interaction with the local culture and has regular daily communication with the local culture.	Tiktok
Separation	It attaches great importance to maintaining its own original culture and shows a state of unidirectional and strong cultural export when it is internationalized.	CGTN
Marginalization	The interest and possibility to maintain their own culture or to exchange and learn from local culture are low, which shows a negative and single state of cultural export.	— —

Based on the above theoretical research and conceptual definition, we can see that the location of social media platforms and their external "role positioning" will affect the two dimensions of cultural adaptation of Chinese culture in international communication, and then determine the internationalization strategy of Chinese culture communication of social media platforms in Figure 2:

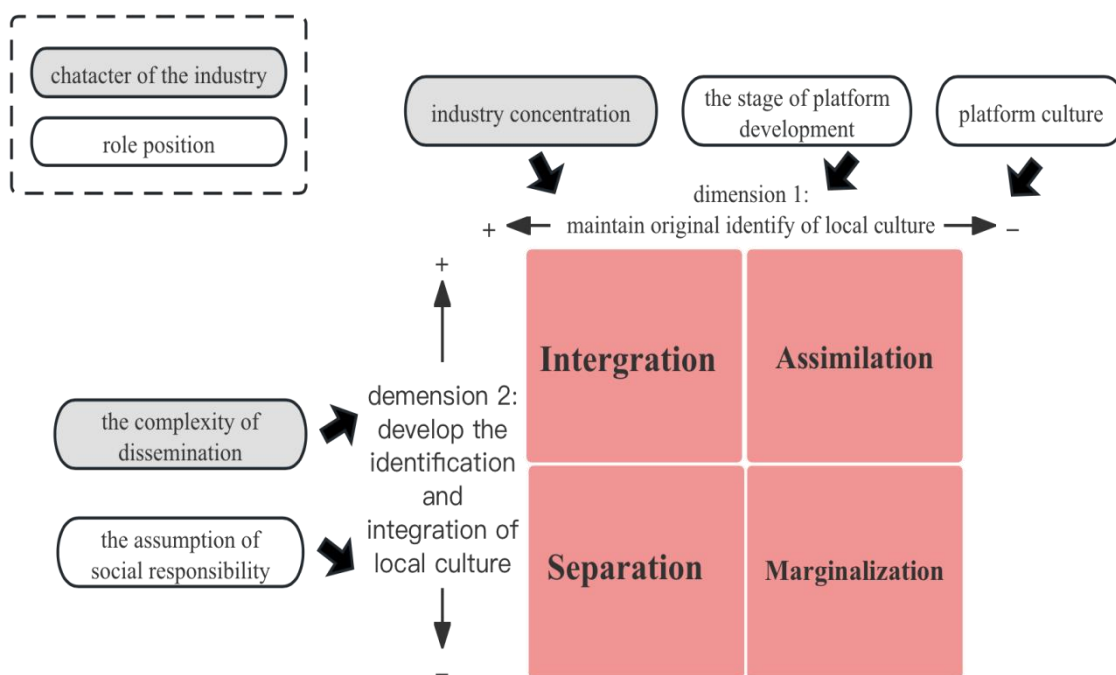


Figure 2: Four internationalization strategy models of Chinese culture communication based on Berry's two-dimension theory

On one hand, social media platform is an important participant in the external communication of Chinese culture, and its internationalization strategy will inevitably have an impact on the

entire cultural communication chain. On the other hand, the degree of globalization of Chinese cultural promotion is also an important environmental factor affecting the strategic choice of social media platforms, and platforms often make strategic decisions based on the objective constraints of the value chain in which they are located. Through the analysis of several groups of cases, it can be found that platforms with a high degree of globalization of Chinese culture promotion tend to have a stronger tendency of cross-cultural communication and identification due to a higher degree of division of labor. For example, the CGTN platform. As the mainstream media of China's external communication, CGTN takes the lead in the transformation of platform-based media and amplifies the communication effect through the matrix communication means of "TV + new media". The platform launched a series of programs such as Foodwise and Space vlog, integrating "technology, content and operation", using multi-modal communication methods to reconstruct the program to tell about "empathy", "people-oriented" to grasp the audience's psychology from the perspective of cross-cultural communication, and build a new path for the internationalization of Chinese culture. Not only that, they will also develop the identification and integration of local culture, and present a diversified and integrated cultural ecology when internationalizing. Therefore, we can conclude that the degree of globalization of social media platforms is positively correlated with the tendency of other developing countries to identify with Chinese culture.

In addition, TikTok can be regarded as China's most successful social media app going overseas. Under the globalization of social media, the platform "ADAPTS to the habits of local users and understands the local culture" on the basis of "coding and reorganizing" the relevant content of Chinese culture to its liking. The "local people-centered" communication model has allowed the platform to grow rapidly and become popular. In addition, TikTok, as a social media platform established for overseas users, has stronger "significance" in the output of Chinese cultural content. It not only transmits and transmits, but also communicates and exchanges with overseas users through the platform, so as to infect others until overseas users have a new consensus on Chinese culture and constantly expand the influence of Chinese culture in the world. Therefore, by observing the nature of their platforms and the content of cultural communication, it is not difficult to see that platforms and content that emphasize pertinence, public interest and a high sense of social responsibility are often more beneficial to cross-cultural communication, or we can use this as a positive propaganda dimension. Therefore, the role positioning, awareness and ability of social responsibility of social media platforms are also positively correlated with the tendency of other countries to identify with Chinese culture.

From a vertical point of view, we can compare the stage of Chinese culture communication to five stages: "knowing each other, meeting each other, getting acquainted with each other". In different stages, the platforms attach different importance to Chinese culture and have different ability to maintain it. From a horizontal perspective, different platforms have different "tightness" in disseminating Chinese cultural consciousness. Social media platforms with "strong consciousness" tend to focus more on maintaining and deepening excellent traditional Chinese culture, while platforms with "weak consciousness" do the opposite. Therefore, the cultural inheritance consciousness of social media platforms is also positively correlated with the identification tendency of other developing countries towards Chinese culture.

4. "Hierarchical communication" with three-dimension enabling the international dissemination of Chinese culture

At the moment, social media platforms have become important venues for cultural adaptation. There is great potential for the international dissemination of Chinese culture with the help of new forms of social media platforms, but it is also accompanied by certain risks and challenges. With the help of "acculturation theory", we can measure through the following dimensions: first,

the deepening of platform cultural inheritance consciousness; The second is the recognition and integration of other cultures. That is, from the three levels of "concept, structure and path", the communication system of enhancing the influence of Chinese culture on social media platforms is comprehensively analyzed, and the strategy is divided.

4.1. From "form" to "meaning", identify the role positioning of the platform and strengthen the awareness of social responsibility

Social media platform is not only a communication medium, but also a multi-dimensional integration of cultural production mode, consumption scene and emotional link, which can highlight personality and evoke homologous emotions. From a macro perspective, social media platforms integrate multiple attributes such as social, scene, function and culture. Analyzing the source, the core charm of a platform that can be recognized by the vast audience lies in its profound cultural genes and cultural inheritance consciousness.

First of all, the platform should pay attention to the origin of culture. First, it is necessary to highlight the depth and characteristics of culture, and emphasize the deep mining and application of unique Chinese cultural resources, so as to match the cultural temperament of the platform, and give overseas audiences a solid foundation for "cultural identity". The second is to highlight originality and uniqueness, to meet the public's new and different, highly customized, personalized content preference changes, avoid the same, one thousand cities. Secondly, it is to strengthen the sense of culture. The first is the sense of cultural acquisition and experience. The public should be able to truly feel the integration of culture from the dimensions of content, product, space and service. For example, content and products should incorporate culturally distinctive elements, stories and values. From concept to life, from understanding to love, social media platforms should not only be regarded as marketing tools, but should be more integrated with people, things, and daily life. Moreover, we should uphold the perspective of sustainable transmission of Chinese culture. The establishment of the platform cultural IP role is not achieved overnight, but on the basis of deep cultivation and condensation in the local culture, continuous trial and error accumulation, waiting for the right time to accumulate and thin. In the network era, traffic is also the main productivity: use traffic as a starting point to stimulate cultural vitality and enhance cultural value. If we can integrate multiple factors such as the comprehensive strength, development concept, cultural heritage and governance temperature of social media platforms to support and shape each other, it will inevitably promote the "breaking circle" spread of Chinese culture overseas.

Therefore, in the post-epidemic era today, while focusing on traffic and seeing "out of the circle", the platform should see the fundamental power of culture from a macro perspective. When the tide rises, actively and calmly cope with it, taking advantage of the situation to enhance the attention, visibility and influence of culture; When the tide goes out, we should cultivate our internal skills, enhance our cultural heritage, enhance our awareness of cultural inheritance, and assume corresponding social responsibilities. When social media platforms do all the work in a solid way, improving the international communication efficiency of Chinese culture can "get twice the result with half the effort".

4.2. From "one" to "more", break the limitations of platform publicity and formulate multidimensional communication strategies

The outer circle of Chinese culture communication is not a static result, but a process of advancing with The Times, changing and innovating. The open and inclusive nature of social media platforms determines that cultural symbols can be injected with more elements and have more ways to play.

For the main body of communication, it should encourage the active participation of various social parties. Social media provides a platform for ordinary people to produce and disseminate

cultural content, and they have the ability to effectively spread Chinese stories and transform them into recognition of Chinese culture. For example, the "Escape from the British Museum" series of videos that became popular on the Internet a few days ago was created by the short video up blogger. Using the expression of "narrative + technology", it tells the story of a "Chinese thin jade pot with twine grain" fleeing to their hometown in the British Museum, so that the theme of cultural relics returning home has aroused great resonance at home and abroad, and the tears of many netizens have been cried. This distinctive personal style and the hard work behind it make the content presented in her videos real and natural, so that she has gained the love of foreign netizens.

As for the communication content, diversification strategy should be adopted. From the "Tang Palace Night Banquet" of Henan Satellite TV, CGTN Spacelog, and the explosive experience of "letting the world see the inheritance of Chinese traditional clothing" and "London street martial arts performance" on platforms such as Douyin, it is not difficult to see that the current culture "out of the circle" relies on differentiated memory points with local characteristics. In the face of this development situation, the old "net red" content on social media platforms has also made efforts to actively find new entry points on the basis of the original popularity. For example, now set off the "national fashion" heat, so that Hanfu culture ushered in heating up, a new generation of consumer groups on the national identity continues to improve, Chinese traditional culture more and more attention. In addition, with the help of social media platforms such as Douyin and XiaoHongshu, Hanfu culture has been spread, and the wearing masters and Hanfu lovers share their daily wearing styles, and the public's cognition of Hanfu has been changed, and people have been planting grass Hanfu. Not only that, more and more international students wear horse-faced dresses at graduation ceremonies, or wear Hanfu to attend important occasions, so that more people overseas can hear the voice from Chinese culture.

Therefore, the platform also needs to provide strong technical support for it. Emerging technologies will further shape the new carrier of cultural transmission, shorten the distance between classics and people, build new inheritance and communication modes, and provide more diverse forms of presentation for cultural transmission. In 2023, Nanzhou Cultural and Creative Space will debut on the social platform, jointly with Huawei Tablet, and invite Sichuan opera masters, youth national tide illustrators, etc., to create a set of historical figures Facebook emojis that combine cultural heritage and interesting resonance, so that digital empowerment of classic tradition, so that Facebook art can truly enter People's Daily life, and integrate into real communication. Nowadays, under the framework and context of "mass communication", culture has long been not limited to one-way and simple output. Use modern technology and cultural creativity to reactivate ancient Chinese culture in the public eye, deepen the "culture +" model to promote the deep integration of culture and science and technology, use multi-modal communication means to organically combine traditional culture, publicity channels and creative forms, integrate online and offline, and make precipitate digital assets more active. The platform will also realize the dynamic transmission of culture more efficiently and widely, and expand its external influence.

For platform operations, social media platforms should be used to do a good job of effect research. Through different social media platforms, the audience can explore Chinese products and culture anytime and anywhere, regardless of time and space. As for the platform, through the characteristics of its media, it can increase "embedded observation" and real "experience sharing", search and track the conversations in social media, determine the concerns, needs and preferences of its stakeholders, have a deeper understanding of the needs of different overseas audiences, and produce the required content according to these needs and preferences. To build closer ties with them and enhance the influence of Chinese culture abroad.

4.3. From "general" to "specific", clear the characteristics of the audience, and divide the multi-level communication

At present, the international situation is ever-changing, the rapid development of the Internet, and the continuous upgrading and iteration of communication concepts and communication means have also led some Western countries to constantly reconstruct the global culture and public opinion pattern. Schramm once pointed out that "Communication" is not transmission, transmission, but the process of communication, exchange, persuasion and even mutual compromise to form new understandings. Communication should have the ability to make people move, so that it can infect others, not only a large-scale infection, but also across time and space, and across cultures. Therefore, social media platforms should change the uniform "one-size-fits-all" and "equally treated" communication methods, and formulate cross-cultural communication strategies for different countries on the basis of fully studying the national conditions of different countries. Diversified expression planning in style and form should be carried out for audiences in different countries, and audience needs should be re-analyzed, and audience categories should be divided - "the right medicine". We need to let overseas audiences understand Chinese culture more closely and pertinently, so as to improve the accuracy and effectiveness of cross-cultural communication.

One is to realize differentiated narrative in international communication in the form of individual narrative. The theme is personalized, life-oriented, emotionalized and realistic, focusing on individual life experience and establishing emotional connection with the audience. For example, the spread of food culture on YouTube platform. As a Yunnan native, many cuisines in western Yunnan have distinct Yunnan style and regional characteristics. As Yunnan is close to Southeast Asia in geographical location, climate and environment are also similar, and the food is sour and spicy, both sides have a lot of common meaning in terms of food culture. He has attracted a lot of fans from Southeast Asia on YouTube. Through the analysis of the fan portraits of "little Brother in Western Yunnan" ID, most of them are young women between 18 and 24 years old. The precise content positioning of Xiaoge in western Yunnan has attracted a large number of young fan groups and audiences with similar food culture. People-oriented, respect for individual emotional expression, pay attention to the sharing of individual life experience, and differentiated individual narration can fully reflect the value of individual and cultural value, which is also the unique charm of individual narration. Diversified and differentiated individuals themselves are the charm of telling stories of different cultures.

The second is to combine national differences with regional coordination. It focuses on the analysis of concrete national cognition, and develops communication strategies to enhance the influence of Chinese culture on the basis of communication concepts and social audience acceptance concepts for different countries, so as to achieve accurate communication. For example, for the communication of countries along the "Belt and Road", it is necessary to respect differentiation and seek homogeneity to achieve regional coordination. In early 2022, the Beijing Winter Olympics was successfully held. In the news about the Beijing Winter Olympics on YouTube platform, we can find that cultural image accounts for the largest proportion of national image symbols except political images. Through the launch of "athlete image", "Opening ceremony banquet" and other content, it presents a simple, safe and wonderful event to the international audience. In addition, for China, the advantage of its home diplomacy is to put forward the theme slogan "Together for the future" with the help of social media platforms after the Olympic motto is added to "more united", and carry out vivid interpretation, trigger empathy, and promote the construction of a community with a shared future for mankind.

5. Conclusion

As a carrier and platform for cultural experience and communication, social media has richer, more three-dimensional and more complete resources, with more memory points and related "trigger points", which is easier to trigger the emotional resonance of consumers. Under the premise of determining "who is the information aimed at", "who am I" and "what should I say" are determined. While adhering their own positioning and value standards, the social media grasp the needs and habits of the acceptance of the audience, so as to attract consumers with different needs and bring consumers a more three-dimensional perception structure.

Enhancing the influence of Chinese culture is a major decision for China to achieve the "two Centenary goals" and the great rejuvenation of the Chinese nation. In the network and digital era, social media platforms should base themselves on the present, enhance their awareness and ability to bear social responsibility, constantly optimize communication paths and innovate communication methods. They should not only improve the quality of external communication content, build unique cultural brands, but also promote discourse transformation and enrich cultural connotations. At the same time, they should pay attention to the mutual integration of media and expand communication channels. To construct a multi-level cross-cultural multi-dimensional communication pattern, in order to promote the transformation and upgrading of China's digital cultural industry, and build a new type of international communication.

"The best way to pass on culture is not to protect it, but to use it." Turning the solidified history into a flowing culture to let cultures come into spotlight among the public even the world is a more vivid approach of cultural inheritance.

References

- [1] Wu Fei, Wang Shuting, Chen Haihua. Enhance empathy in China's international communication [J]. *External Communication*. 2023(06).
- [2] He Xinhua, Tan Wenjing, Luo Yaxin. Modern expression strategies of historical and cultural communication [J]. *Young Journalist*, 2011(32).
- [3] Dai Yuanchu, Liu Yichuan. "Breaking the Circle": the communication logic and realistic choice of the new mainstream media influence expansion [J]. *Media*, 2022(02): 80-82.
- [4] Meng Jian. Enhancing the influence of Chinese culture--Thinking about building a cross-culture hierarchical communication system [J]. *China Editor*, 2020(11): 31-34.
- [5] Singer T, "The Neuronal Basis and Ontogeny of Empathy and Mind Reading: Review of Literature and Implications for Future Research", *Neurosci Biobehav Rev*, 2006, Vol.30, No.6, p.860.
- [6] Liang Yujuan, Hui Kaiyun. Telling Chinese stories well requires an effective way to spread intangible cultural heritage [J]. *Cultural Industries*, 2023(06): 62-64.