

The Innovation of Cross-cultural Communication Path of Elegies of the South in the New Media Era

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Abstract. As a treasure of traditional Chinese culture, Elegies of the South has important historical and cultural value. In the trend of internationalization of Chinese culture, Elegies of the South is also an important part of Chinese culture “going out”. In the era of new media, how to effectively promote the globalization of Elegies of the South in cross-cultural communication has become an important issue. Studies have shown that through digital platforms, social media, online literature, and audiovisual media, it is possible to make use of new media features such as multimedia interactivity, participatory culture, and fan economy to revitalize Elegies of the South's cultural connotations, and to enhance the acceptance and resonance of its global audience. In addition, the implementation of culturally adapted translation and localization strategies of Elegies of the South is also an important way to cross linguistic and cultural barriers and promote cross-cultural communication.

Keywords: New Media Age; Elegies of the South; Intercultural Communication; Globalization Promotion

1. Introduction

Elegies of the South, a literary masterpiece from the Warring States era, is associated with the Chu region and its leading poet Qu Yuan. This anthology signifies a literary milestone, introducing a novel poetic form and deeply capturing the era's societal shifts and emotional depth.

Its artistry lies in its ornate diction, distinctive imagery, and intense emotions. The verses' musical quality and flexible structure use metaphor to convey the poets' feelings through natural scenes. The work's imagery, featuring mythical beings and flora and fauna, reflects the Chu culture's richness and philosophical depth.

Globalization's momentum fosters frequent cultural exchanges, highlighting the need for mutual understanding and cultural integration. *Elegies of the South* is a treasure of ancient Chinese literature, rich in historical and cultural value, and a unique artistic allure. It's a vital part of Chinese culture and a global cultural asset. Yet, language and cultural barriers limit its international reach. Addressing how to convey its cultural essence and artistry to diverse audiences is critical.

Cross-cultural communication involves the exchange of information and ideas among people from diverse cultural backgrounds, transcending language to include values, customs, and beliefs. It fosters mutual understanding and respect, helping to dispel prejudices and build trust, which are essential for international cooperation and peace.

In today's digital age, cross-cultural communication is more frequent and complex. Advances in IT, especially the internet and social media, have revolutionized cultural exchange, making it more accessible. Yet, it also faces challenges like stereotypes, cultural barriers, and the need for innovative cultural dissemination methods and improved cooperative mechanisms.

Studying the cross-cultural communication of *Elegies of the South* promotes Chinese culture globally, supports cultural diversity, and strengthens China's role in international cultural discourse. This research offers insights for other classical Chinese works' cross-cultural communication and encourages cultural dialogues, enhancing mutual respect and contributing to a shared global community.

2. Challenges of cross-cultural communication of Elegies of the South in the new media era

2.1. Cultural Differences and Misunderstandings

One of the main challenges of cross-cultural communication is cultural differences and misunderstanding. As a treasure of China's classical literature, the rich cultural connotation and unique artistic charm of *Elegies of the South* may be difficult to be fully understood and appreciated by audiences with non-Chinese background. Such cultural differences may lead to communication barriers, cultural misinterpretation and even cultural prejudice. For example, although the dissemination of *Elegies of the South* in Japan has achieved some success, there is still a bottleneck in its development, which may be related to cultural differences. How to eliminate or reduce these cultural differences has become the first problem to be faced by the cross-cultural dissemination of *Elegies of the South*.

2.2. Communication Dilemma in the New Media Era

Under the new media era, cross-cultural communication is faced with expression dilemmas such as rigidity of communication thinking, symbolization of content, and unidirectionality of mode. This poses a challenge to the overseas dissemination of *Elegies of the South* and requires us to adapt to these new communication environments and seek new ways of dissemination. However, at present, we may not be able to make full use of the advantages of new media to overcome these dilemmas, thus making the communication effect of *Elegies of the South* affected.

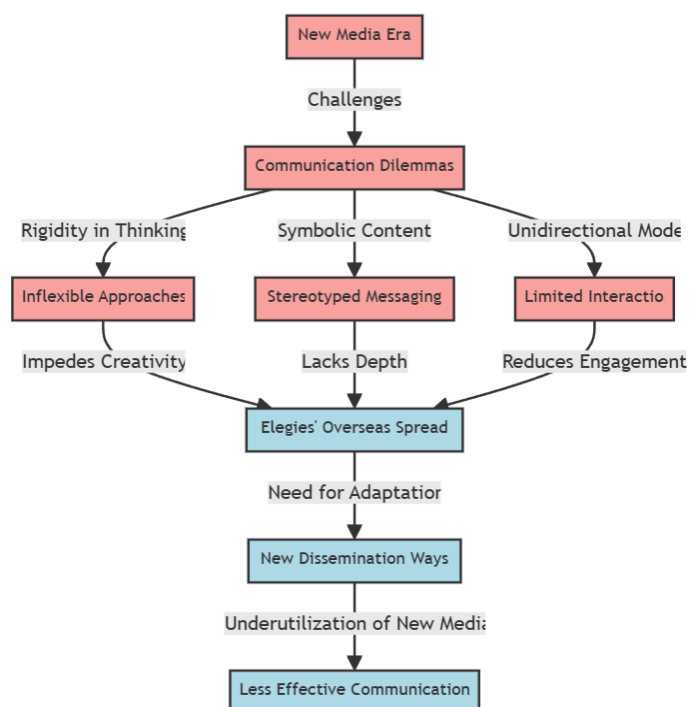


Figure 1. Communication Dilemma in the New Media Era

2.3. Renewal of Technology and Concepts

With the popularization of the Internet and social media, the arrival of the new media era has brought new features of subject diversification, boundary blurring and three-dimensional communication. This not only provides new opportunities for the dissemination of the *Elegies of the South*, but also requires that the disseminator not only master the new technology, but also update the concept of dissemination to adapt to this change. Only by keeping pace with the times can we better promote the dissemination of *Elegies of the South*.

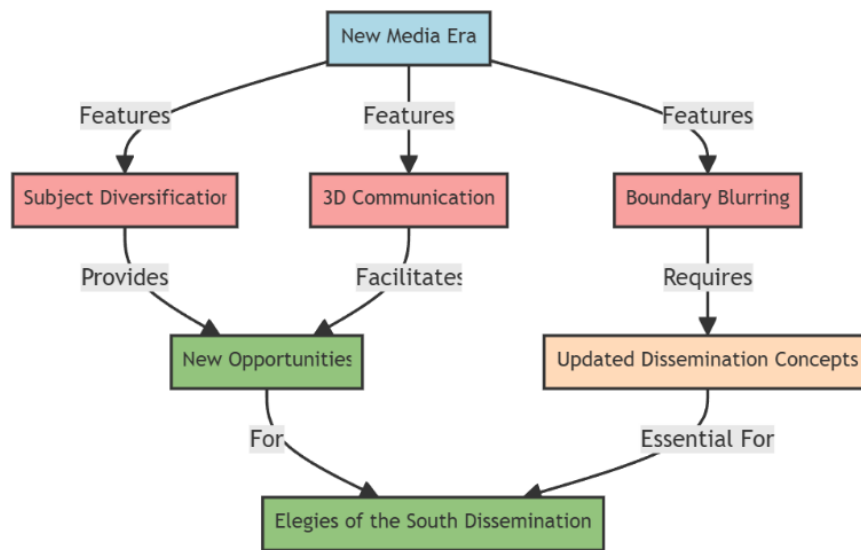


Figure 2. Renewal of Technology and Concepts

2.4. Influence of Cultural Position

The translation and overseas dissemination of *Elegies of the South* are influenced by cultural positions. Different translators may choose different translation strategies and dissemination methods according to their own cultural stance, which may affect the cultural acceptance and dissemination effect of *Elegies of the South* overseas. Therefore, in the process of dissemination, it is an important task to take into account various cultural stances so as to make the dissemination of *Elegies of the South* more inclusive and extensive.

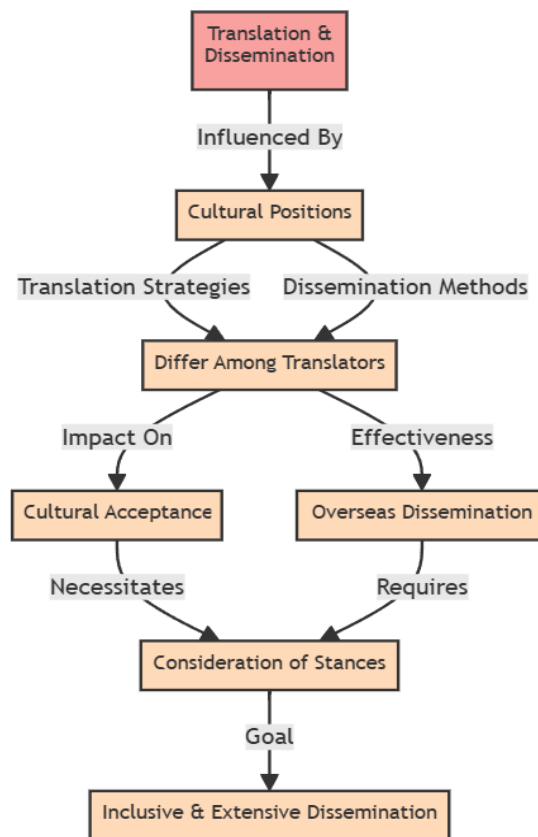


Figure 3. Influence of Cultural Position

3. Cross-Cultural Communication Strategies

The cross-cultural communication path of *Elegies of the South* in the new media era needs to make comprehensive use of digital technology, the wide influence of social networks, diversified forms of literature and art, as well as well-considered strategies of cultural translation and localization to form a three-dimensional, interactive and creative communication network, so as to let this ancient cultural heritage of *Elegies of the South* blossom into a new glory all over the world.

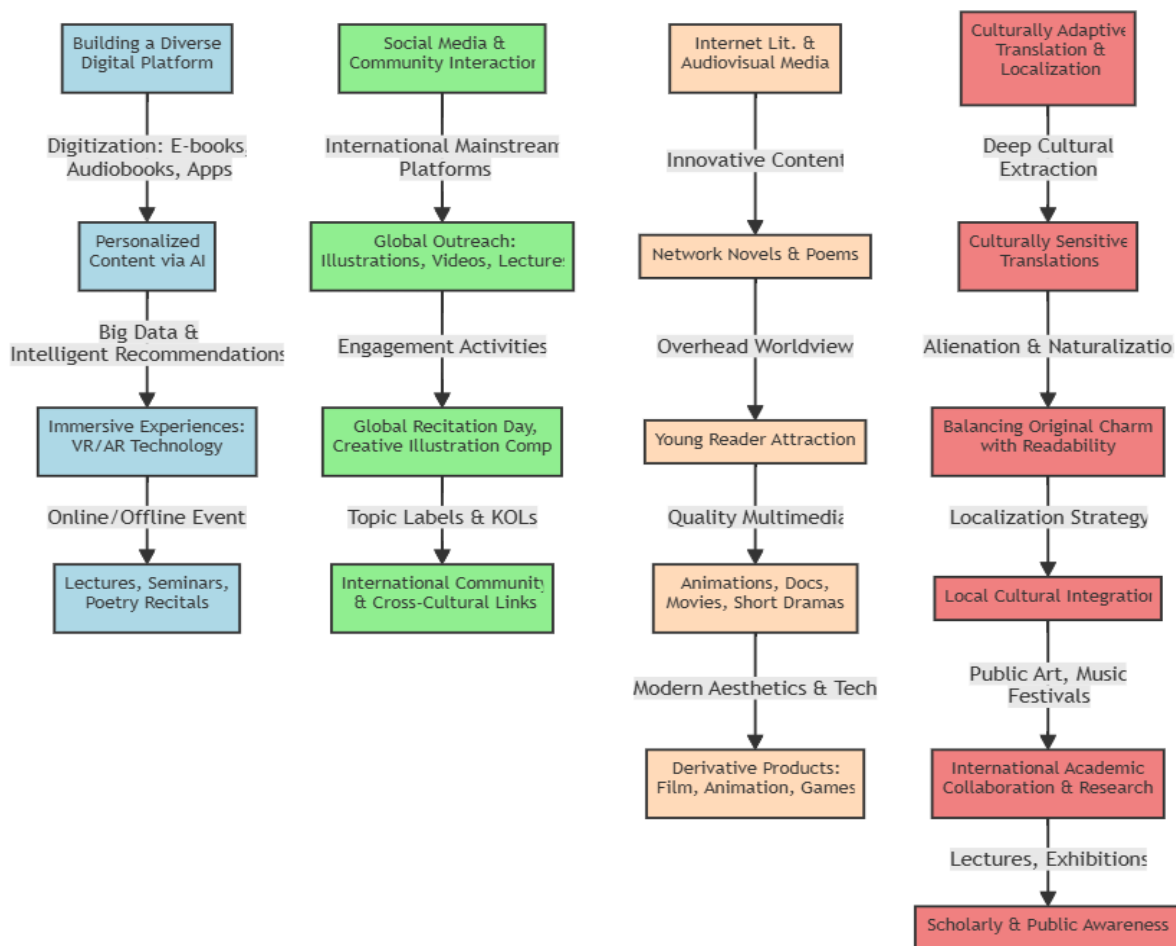


Figure 4. Intercultural communication strategies

3.1. Building a Diverse Digital Platform

Building a comprehensive and diversified digital communication platform is the foundation. This means not only digitizing *Elegies of the South* in the form of e-books, but also developing specialized applications and websites, integrating high-quality original texts, translations, annotations, audio explanations and interactive learning modules. Using big data and intelligent recommendation systems, these platforms can personalize and push relevant content according to users' interests and learning progress. At the same time, combined with VR/AR technology, it creates an immersive experience, allowing users to feel as if they were in the ancient world depicted in *Elegies of the South*, and to deeply appreciate the beauty of its mood. In addition, online and offline *Elegies of the South*-themed activities can be organized, such as lectures, seminars, poetry recitals, etc., to attract more people to participate in the study and dissemination of *Elegies of the South*.

Table.1. Diversification strategy for digital platforms

Strategy Elements	Description
Foundation	Building a comprehensive and diversified digital communication platform
Digitization	E-books, audiobooks, and other digital formats
Specialized Applications & Websites	Integrating high-quality original texts, translations, annotations, audio explanations, and interactive learning modules
Personalization & Recommendation	Leveraging big data and intelligent systems to personalize content based on user interests and learning progress
Immersive Experience	Combining VR/AR technology for an ancient world simulation
Mood Appreciation	Deepening understanding of the poetic mood in <i>Elegies of the South</i>
Online/Offline Activities	Organizing lectures, seminars, poetry recitals, and more
Objective	Attract wider participation in studying and disseminating <i>Elegies of the South</i>

3.2. Social Media and Community Interaction

Social media is an important position for cultural communication in the new era. The international influence of *Elegies of the South* can be rapidly expanded by opening accounts on international mainstream platforms and releasing beautiful illustrations, short videos, live lectures and other contents. Regularly launch activities such as “Global *Elegies of the South* Recitation Day” and “*Elegies of the South* Creative Illustration Competition” to encourage users around the world to participate in creation and sharing, and form an international community around *Elegies of the South*. Utilizing topic labels and KOL cooperation, we can raise the heat of the topic, promote communication and interaction on a global scale, and make *Elegies of the South* become a link connecting people of different cultures and backgrounds. At the same time, on domestic social media platforms, strengthen cooperation with experts in the fields of culture, education, literature and art to promote *Elegies of the South* into the public eye.

Table.2. Social Media and Community Interaction

Strategy Aspects	Details
Social Media Importance	Key platform for cultural communication in the contemporary era
Expansion Strategy	Open accounts on international platforms; publish illustrations, short videos, live lectures
Regular Activities	“Global Recitation Day,” “Creative Illustration Competition”
Purpose of Activities	Encourage global user engagement, creation, and sharing; foster an international community
Topic Promotion	Use of topic labels and collaborations with Key Opinion Leaders (KOLs)
Global Interaction	Enhance worldwide communication and make <i>Elegies</i> a cultural bridge
Domestic Approach	Strengthen cooperation with cultural, educational, literary, and artistic experts on local social media
Public Awareness	Elevate <i>Elegies of the South</i> ’s profile domestically

3.3. Internet Literature and Audiovisual Media

The rise of network literature provides new ideas for the innovative dissemination of *Elegies of the South*. Writers at home and abroad are encouraged to create network novels and poems based on the cultural background and artistic style of the *Elegies of the South*, or even to construct an overhead worldview, so as to attract young reader groups. At the same time, high-quality animations, documentaries, movies and series of short dramas are produced to present the stories and aesthetics of the *Elegies of the South* to a global audience in audio-visual language. These works should integrate

modern aesthetics and technical means, such as the use of 3D animation and special effects, so that the classical charm of *Elegies of the South* can be brought to life in a modernized and internationalized way. In addition, cooperation with domestic and foreign film and television, animation and game companies should be made to develop derivative products based on *Elegies of the South*, so as to broaden the channels of dissemination.

Table.3. Internet Literature and Audiovisual Media

Innovation Aspects	Initiatives
Network Literature Innovation	Encourage writers to create network novels/poems inspired by <i>Elegies of the South</i>
Worldview Construction	Build an overhead worldview to attract younger readers
Audio-Visual Adaptations	High-quality animations, documentaries, movies, short drama series
Presentation Goals	Showcase <i>Elegies</i> ' stories and aesthetics globally
Integration of Modern Aesthetics	Use of 3D animation, special effects for a modern-international appeal
Derivative Product Development	Collaborate with film, TV, animation, game companies for diverse products
Dissemination Channels	Expand outreach through derivative creations

3.4. Culturally Adaptive Translation and Localization Strategies

The translation of *Elegies of the South* is not just a conversion at the textual level, but it is to deeply excavate and explain the cultural background and symbolic meanings so that non-native readers can understand and appreciate it. Translators should fully consider the cultural background and receptivity of the target readers and adopt appropriate translation strategies to balance the cultural characteristics and readability of the original *Elegies of the South*.

Secondly, the implementation of localization strategy can make *Elegies of the South* appear in a form closer to the local audience. For example, combining with local cultural events, inviting local artists to recreate, integrating *Elegies of the South* into local culture, making it more affinity. Public art installations that incorporate elements of the South into Western festivals, or collaborating with international music festivals to present musical works inspired by the *Elegies of the South*, are effective ways to do this. This not only spreads the cultural connotation of the *Elegies of the South*, but also stimulates the interest of local audiences.

Finally, strengthen cooperation and exchange with overseas universities, research institutes, and cultural organizations to promote the academic research and dissemination of *Elegies of the South* overseas. By organizing lectures, seminars, exhibitions and other forms, more overseas scholars and people can understand *Elegies of the South* and enhance its influence in the international arena.

Table.4. Culturally Adaptive Translation and Localization Strategies

Cultural Adaptation & Localization Strategies	Key Points
Culturally Adapted Translation	<ol style="list-style-type: none"> 1. Deep excavation of cultural context and symbolism 2. Consideration of target readers' background 3. Use of strategies: alienation, naturalization 4. Balance of original cultural traits and readability
Localization Implementation	<ol style="list-style-type: none"> 1. Integration with local events and culture 2. Collaboration with local artists 3. Public art installations 4. Participation in international music festivals 5. Enhances cultural affinity and audience interest
International Cooperation & Exchange	<ol style="list-style-type: none"> 1. Strengthen ties with overseas institutions 2. Promote academic research and dissemination 3. Organize lectures, seminars, exhibitions 4. Increase global understanding and influence

4. Conclusion

This paper has expounded on a comprehensive strategy aimed at revitalizing and disseminating the timeless elegance of the *Elegies of the South* across diverse digital landscapes and global audiences. We have underscored the centrality of constructing a multifaceted digital platform, which not only preserves the work in various digital formats but also innovatively employs technologies like VR/AR and personalized learning algorithms. The integration of these digital tools fosters an immersive and tailored experience for users, thereby enriching their engagement with the text.

Social media's pivotal role has been highlighted, demonstrating its capacity to transcend geographical boundaries and cultural divides. By leveraging international platforms, creative contests, and KOL partnerships, the *Elegies* can evolve into a vibrant hub of cross-cultural dialogue, nurturing a global community bonded by shared admiration for this literary heritage.

Furthermore, the exploration of internet literature and audiovisual adaptations underscores the potential for contemporizing the *Elegies*, rendering it appealing to younger generations through mediums they resonate with. This approach, incorporating modern aesthetics and partnering with media industries, broadens the work's accessibility while preserving its essence.

The emphasis on culturally sensitive translation and localization strategies underscores the importance of adapting the *Elegies* for global consumption without diluting its cultural integrity. By weaving the *Elegies* into the fabric of diverse cultures and fostering international academic collaborations, the work gains new dimensions of understanding and relevance.

The paper's innovative contribution lies in its holistic approach, merging digital innovation with cultural sensitivity, and demonstrating the practical avenues for rejuvenating classic literature in the digital age. It presents a roadmap for preserving and promoting cultural heritage, enhancing its global visibility, and fostering intercultural understanding.

Looking ahead, future research could delve deeper into the impact assessment of these strategies, measuring their effectiveness in engaging new audiences and their role in shaping perceptions of cultural heritage. Additionally, exploring the ethical implications of digitization and globalization on traditional literature, and how to ensure equitable access to such digitized cultural treasures, presents a critical avenue for further inquiry. There is also a need to continually adapt these strategies in response to evolving technological advancements and shifting global cultural dynamics, ensuring that the *Elegies of the South*, and indeed, any classic literature, remains a living, breathing part of our collective human narrative.

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