

International Communication Strategies of Traditional Chinese Culture in the Age of Media Convergence—China Daily's Mobile Client as an Example

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Abstract. International communication of traditional Chinese culture has long been an issue in the development of Chinese discourse and the Chinese narrative system in China. Traditional Chinese cultural communication has taken the "express train" of media convergence, upending the previous communication pattern with the advent of the media convergence era. China Daily's mobile client is a good example. This study aims to shed light on traditional cultural communication in China in the media convergence era. We will investigate the international communication strategies of traditional Chinese culture.

Keywords: Traditional Chinese culture, external communication strategies, media convergence.

1. Research Methodology

This paper adopts the content analysis method

1.1. Selection of media

China Daily launched its mobile client, China Daily, in 2010 to provide users with high-quality English news and information. The research object in this study is news reports about Chinese traditional culture in the mobile client China Daily.

1.2. The unit of analysis and method of collection

For this study, a single news report was used as the unit of analysis, and all reports on Chinese traditional culture in the Culture section of China Daily's mobile client were chosen consecutively and uninterruptedly from December 7, 2022, to January 6, 2023, for a total of 31 days and 11 reports.

1.3. Category creation and description

Report content: Based on the content of the entire report.

Reporting methods: Determined by the reporting methods used for the report's content.

Audience likes and comments: based on the number of likes and comments for each report.

1.4. Sample collection

Table. 1 Results of sample collection

Serial Number	Release Date	News Headline	Report Content	Reporting Methods	The Number of Likes	The Number of Comments
1	6 January 2023	Beijing Wtown rolls out Spring Festival themed experiences	Traditional art performances were held	Text + pictures	8	0
2	5 January 2023	A time to celebrate tradition	The Origin and Customs of the Minor Cold	Text + pictures	23	0
3	5 January 2023	24 Solar Terms: 5 things you may not know about Minor Cold	Knowledge of the Minor Cold	Text + pictures	218	23
4	2 January 2023	Opera gala celebrates tradition and cultural diversity	Opera Gala was held	Text	16	1
5	30 December 2022	Laba porridge sweetens prelude of Chinese Lunar New Year	Knowledge of the Laba Festival	Text + pictures	435	33
6	26 December 2022	Brewing support among the young	Introduction to the art of tea making	Text + pictures	20	0
7	23 December 2022	Embroidering a future for tradition	The development of traditional Miao embroidery culture	Text+ pictures	23	3
8	22 December 2022	Zhejiang: folk and activities derive from tea	Folk Tea Culture Events	Text + pictures	17	1
9	22 December 2022	24 Solar Terms: 9 things about Winter Solstice	Origin and Customs of the Winter Solstice	Audio + text + pictures	132	3
10	19 December 2022	Tea culture puts down long-standing roots	The History and Customs of Tea Culture	Text + pictures	5	0
11	7 December 2022	Major Snow brings aroma Chinese tea to Copenhagen	Tea culture events are held	Video + text + pictures	43	7

2. Make full use of the benefits of text reporting to reflect the depth and integrity of Chinese traditional culture

The traditional culture of China is vast and profound, with great depth and integrity. The spatial and temporal dimensions of traditional cultural communication, the subject and content, and audience attention are all fragmented in the age of media convergence. The media tends to interpret and explain traditional culture in a superficial and fragmented way, destroying its depth and integrity. As a result, the depth and integrity of traditional culture have been jeopardized. When audiences use Weibo, WeChat, and Douyin, a Chinese short video platform similar to Tiktok, they tend to consume a large amount of information in a short period of time and lack critical thinking about the content [1].

While traditional media actively promotes media convergence communication, communicators should also fully utilize their advantages to provide systematic interpretation and deep coverage of traditional Chinese culture. In terms of communication content, they were mostly able to develop in-

depth interpretations of traditional culture. For example, in Report 2, "A Time to Celebrate Tradition," the communicator thoroughly investigates the historical origins and development of the twenty-four solar term "Minor Cold." It is effectively combined with expert interpretations and local customs to provide a comprehensive introduction. By doing so, the report effectively avoids the disadvantages of presenting traditional culture in a superficial and fragmented way.

3. Exploiting the resonance of Chinese traditional culture and achieving accurate cultural communication

Traditional Chinese culture is both national and international in scope. It is impossible to communicate traditional Chinese culture without seeking value resonance with other countries. Information communication has become more rapid, and information flow has become the most intuitive way to quantify communication effects [2], especially in today's media convergence era. However, it is often easy to overlook: what kind of information does the audience truly require?

How do you pick the best communication content from a sea of information? Consider the following: To begin, look for value resonance by investigating the value of Chinese traditional culture. Second, through cultural exchange, learn about the cultures that interest your target audience and choose appropriate communication content. A thorough examination of global values in traditional Chinese culture is required [3]. Report 11 "Major Snow brings aroma Chinese tea to Copenhagen" among the sample materials collected demonstrates that the communicator has incorporated some values that are beneficial to all humans, such as "cultivating the body and nourishing the mind" and "making friends with tea" and "harmony but not sameness." These concepts truly capture the essence of traditional Chinese culture while also benefiting the development of all mankind.

Second, an active cultural dialogue is required for accurate communication. Cultural learning and absorption must be based on cultural complementarity and cultural resonance between countries. "Traditional tea-making techniques and their related customs are listed in UNESCO's intangible cultural heritage," the communicator says in Report 10. Taking advantage of this cultural dialogue opportunity, the communicator then actively promoted a series of tea-related reports, including reports 8, 10, and 11. If communicators want to go even further, they should include interactive mechanisms or feedback channels between communicators and audiences. Actively communicating with audiences to understand what topics they are truly interested in will improve communication accuracy.

4. Based on the perspective of media convergence, present Chinese traditional culture in all aspects

If Chinese traditional culture is to be truly communicated, the first issue to address is how to present it. The sample analysis revealed that the primary mode of news coverage in the China Daily-Culture section is "text + picture + video + audio," with little video and audio. The overall communication method is simple. Instead of convergent news, this model can only be described as superimposed news [4]. Furthermore, the mobile client of China Daily is not well integrated with other forms of media, such as the social media platforms WeChat and Weibo. The only point of convergence is the function of retweeting news reports.

Communicators should approach traditional culture from the perspective of media convergence, presenting the full picture of traditional culture. To create a multidimensional and multilevel communication method, integrate images, videos, and audio into media platforms. Audio commentary, for example, should be included to help readers understand the origin and cultural significance of the culture; a brief video containing relevant interviews, folktales, and other content can also be inserted. Each medium can use its strengths to effectively convey culture.

5. Improving audience emotional interaction and achieving cross-cultural communication of traditional Chinese culture

In the age of media convergence, the rapid digitalization of media and culture has highlighted the significant influence of emotions on human behavior. Emotional factors can influence people's cross-cultural behavior [5]. According to some academics, developing "intercultural empathy" is the only way to translate intercultural awareness into actual behavior [6]. It is critical to investigate the role of emotional interaction in traditional cultures' cross-cultural communication.

The number of likes and comments for each report indicates that users were less concerned about traditional culture reports in general. The most popular report, "Laba porridge sweetens the prelude of the Chinese Lunar New Year," has 33 comments, indicating that users are more interested in this topic. However, because the platform lacks a mutual comment function, it is difficult to form an effective interaction mechanism between users and further develop any comment interaction. This not only reduces users' social stickiness and emotional interaction but also makes further platform optimization and improvement difficult, reducing the effect of traditional cultural communication.

Emotional experience is the driving force and framework for cross-cultural acceptance. Users' daily emotional experiences can motivate them to comprehend media texts. To improve users' interaction channels, the platform can set up discussion forums on topics related to Chinese traditional culture, as well as add social attribute functions such as personal homepages and personal news updates to allow for more in-depth emotional interaction between users. Foreign users will be more willing to approach and understand Chinese traditional culture as they interact.

6. Using the platform's user relationships' stickiness to strengthen traditional culturally socialized communication

Socialized communication refers to the ability of mobile client platforms to use social platforms to increase the influence of their content. Socialization and mobile media are inextricably linked. Traditional media outlets have created mobile client platforms to provide users with relevant information at a low cost and convenience, benefiting traditional cultural communication [7].

However, we cannot rely solely on our clients to maintain the platform's influence. Aside from content distribution, the platform should prioritize user relationships and platform integration. More social elements and relationship stickiness are being incorporated into content products, making social elements the driving force behind communication.

The platform mobilization of the China Daily mobile client is complete, but much work remains to be done to achieve deeper integration. According to the survey, Facebook is the most popular social media platform, with WeChat, a Chinese social media platform, having a high usage rate [8]. Chat and moments are the two most commonly used interpersonal communication functions.

The platform can improve communication by leveraging its connections with social media platforms. It can launch promotional videos of traditional culture on relevant topics on platforms such as WeChat and Facebook, in addition to publishing text reports on web pages and mobile clients. Enhance the relevance of social media platforms and mobile clients by leveraging users' social stickiness to increase platform influence, thereby promoting effective traditional cultural communication.

7. Conclusion

We can roughly summarize the China Daily mobile client's strategies for communicating Chinese traditional culture.

In terms of communication content, communicators have fully embraced the benefits of in-depth reporting and text media interpretation to show Chinese traditional culture in all of its facets. The communicator, on the other hand, can choose topics that will pique the audience's interest. The platform, however, lacks a user interaction mechanism, rendering the communication effect

ineffective. Therefore, the platform should broaden the interaction mechanism or feedback channel between the communicator and the audience to better understand the interests of the audience and improve the high accuracy of traditional cultural communication.

In terms of communication methods, traditional culture is presented and reported in a single way. Communicators are recommended to integrate media platforms to enhance their presentation forms.

The platform's user interaction mechanism is insufficient in terms of audience. In this regard, communicators should increase audience emotional interaction and its unique role in cross-cultural communication; communicators should also improve the relevance of social platforms and leverage the stickiness of platform users' relationships to broaden the influence of their contents and maximize the effect of Chinese traditional culture communication.

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