

Research on Cross-cultural Communication Strategies of Self-media in Promoting Chinese Traditional Culture Under the Theory of "Media Is Information"

Yi Wang

Swansea University, Beijing, China

Abstract: Under the theoretical framework of "media is information", this article delves into the role of self-media in facilitating the cross-cultural dissemination of traditional Chinese culture. It begins by examining the unique attributes of self-media and its beneficial aspects in the realm of cultural exchange, including personalized communication, strong interactivity, and wide coverage. Furthermore, the article delves into specific strategies of self-media in disseminating traditional Chinese culture, such as presenting traditional cultural elements through short videos, live streaming, etc., enhancing audience engagement through the interactive functions of social platforms can be leveraged to enhance the dissemination of traditional Chinese culture across cultures. Additionally, it emphasizes the significance of expanding the reach and impact of communication through cross-media collaboration.

Keywords: Cross-cultural communication; self-media; research strategies.

1. Introduction

Under the wave of globalization, cultural exchange and mutual learning have become important trends in the development of world civilization. As the embodiment of Eastern wisdom, Chinese traditional culture encompasses rich historical legacies and profound ideological implications, making its value and significance increasingly prominent in cross-cultural communication. As an emerging medium of communication, self-media provides new opportunities and possibilities for the cross-cultural dissemination of traditional Chinese culture with its unique dissemination methods and wide audience coverage. The theory of "media as information" profoundly reveals the core role of media in information dissemination. It underscores that media serves not only as a vehicle for information transmission, but also constitutes a crucial aspect of the information itself[1]. The characteristics and form of media directly affect the reception and interpretation of information. As an important form of media in contemporary society, self-media has the characteristics of immediacy, interactivity, and personalization, by providing a more expansive platform, self-media facilitates the cross-cultural dissemination of traditional Chinese culture[2]. The objective of this article is to delve deeply into the ways in which self-media can contribute to this dissemination process. We hope that through the research and practice of these strategies, by leveraging self-media platforms, we can better promote the essence of traditional Chinese culture to the international stage, thereby achieving effective dissemination and promotion, thereby enhancing its influence and competitiveness within the global cultural landscape. At the same time, it is also recognized that cross-cultural communication is not an overnight process and requires continuous exploration and innovation. This article will focus on the various challenges and issues of self-media in cross-cultural communication, and conduct in-depth discussions, and attempt to propose corresponding solutions, providing useful references and references for self-media to play a greater role in cross-cultural communication of

traditional Chinese culture.

2. Self media and Short Videos

Self-media is a widely circulated way of information dissemination, providing a platform for the general public to share personal experiences and observations. Compared with traditional media, self-media does not rely on any institutions and can directly target its fans and audience. Through self-media, individuals can communicate their views, share knowledge and experience in a way that does not require third-party intervention, which is also the main characteristic and advantage of self-media[3].

The rise of new media has indeed given birth to self-media, and since its inception, self-media has shown remarkable vitality. This emerging form of media is rapidly emerging with its rapid dissemination effect, and self-media is rapidly rising with its unique advantages. Through self-media platforms, individuals or organizations can easily publish their content, the interactivity and immediacy inherent in self-media significantly amplify the dissemination effect of information. When compared to traditional media, self-media boasts lower barriers to entry and a broader reach, rendering it a highly popular media format that attracts a substantial number of users' attention and participation[4]. Through algorithmic recommendations and social sharing, content is accurately pushed to the target audience. This dissemination method not only improves the efficiency of information dissemination, but also makes self-media content more easily accepted and recognized by users. In the current era of booming new media, traditional media also needs to keep up with the times and actively adapt to the wave of change, strengthen integration with self-media, and jointly promote the diversified development of information dissemination. The rise of new media has given birth to self-media, which has had a huge impact on traditional media with its tenacious vitality and rapid dissemination effects. However, traditional media and self-media are not mutually replaceable, but should learn from each other, integrate and coexist. As a result, self-media plays a pivotal role in jointly fostering the

prosperity and advancement of information dissemination.

The emergence of short videos as a rapidly growing video format in recent years has not yet culminated in a unified academic standard for its definition[5]. This is mainly because short video, as an emerging cultural phenomenon and media form, its connotation and extension are constantly developing and changing[6]. Due to its short content, short videos can be produced as individual films or as a series of columns, providing strong flexibility and viewing value. Short video is a form of video content creation that utilizes emerging media platforms for dissemination, with a duration of no more than 5 minutes. This form has become another new form of content dissemination after text, images, and traditional videos, further promoting the democratization and popularization of content creation.

3. The Content Forms of Chinese Short Video Self media

3.1. Video theme: High popularity of food categories

After in-depth analysis of Chinese short video content with over 10 million views on YouTube, it was found that these 300 cases showcase diverse themes. These videos cover six different fields including Chinese cuisine, traditional culture, handicrafts, music, film commentary, and pure entertainment. Overall, these short videos are rich and colorful in content, but those with a focus on food have an absolute advantage. Specific statistical data shows that there are 23 short videos related to food, accounting for approximately 93% of the total sample size; There are only 4 traditional Chinese cultural videos, accounting for 2%; There are 7 handicraft videos, accounting for 3%; And pure entertainment music and movie commentary videos each have only one. As shown in Figure 1:

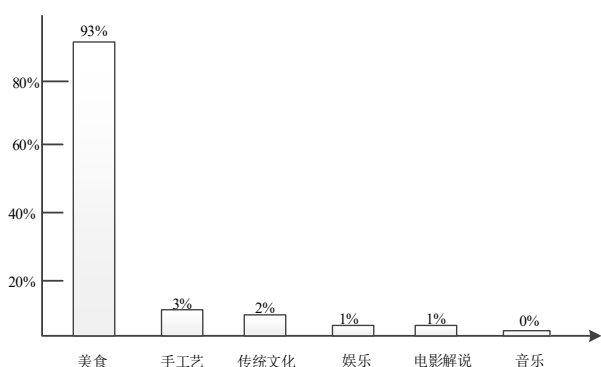


Figure 1. Pie chart of theme distribution for Chinese short videos with over 10 million views

3.2. Shortening videos to meet the needs of fragmentation

Chinese short videos with over 10 million views on YouTube can reflect the level of acceptance of video content by overseas audiences in the new media era. After analyzing 224 statistical short video durations, it was found that the popular Chinese short video durations among overseas audiences are mainly concentrated between 5 and 15 minutes. Specifically, the number of short videos with a duration between 5 and 10 minutes is the highest, accounting for 60%; The number of videos with a duration exceeding 15 minutes is the lowest, accounting for only 4% of the total. Short videos

with a duration of less than 5 minutes account for 21% of the total, while short videos with a duration between 10 and 15 minutes account for 14% of the total. As shown in Figure 2:

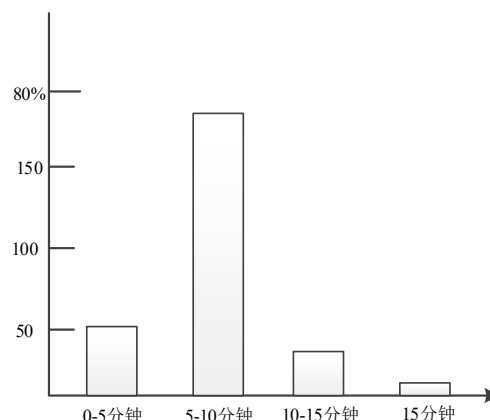


Figure 2. Bar chart of the duration distribution of Chinese short videos with over 10 million views

4. The Problems in The External Dissemination of Traditional Chinese Culture

4.1. Aphasia in the dissemination of traditional culture to the outside world

The problem of aphasia is mainly reflected in the weakening of the voice and blurring of the image of complexities surrounding language and cultural disparities present significant challenges in the cross-cultural dissemination of traditional Chinese culture. On self media platforms, this phenomenon is more pronounced. Although self media provides broader channels and more convenient ways for cultural dissemination, due to the lack of targeted dissemination strategies and precise content positioning, the dissemination of traditional Chinese culture on self media often appears scattered and fragmented, making it difficult to form effective dissemination power.

The arrival of the self media era undoubtedly exacerbates the phenomenon of traditional cultural aphasia due to its unique dissemination characteristics. Self media is widely known for its rapid information transmission speed, deep interaction and communication among users, and fragmented content distribution. However, while promoting information dissemination, these characteristics often lead to the risk of misreading, misinformation, in the process of cross-cultural communication, traditional Chinese culture sometimes faces the risk of excessive commercialization. In addition, the proliferation of information on self media platforms, with various types of information interfering with each other, makes it difficult for audiences to truly understand and reflect on the profound connotations of traditional culture.

4.2. The attractiveness of Chinese traditional cultural content for external dissemination is weak

In the process of disseminating information to the outside world, there is often a lack of sufficient emphasis on in-depth exploration and precise content positioning. Especially on self media platforms, the content of traditional culture is often presented in a superficial and formal way, without delving into its profound connotation and essence. This makes it quite

challenging to attract profound attention and stimulate deeper thinking among foreign audiences.

The expression of content also faces urgent issues that need to be addressed. Due to cultural differences and language barriers, traditional culture is often difficult for foreign audiences to accurately understand and accept during its dissemination, which poses significant challenges. Some traditional cultural content on self media platforms overly emphasizes historicity and tradition, while neglecting the integration with modern life and the exploration of contemporary values, resulting in outdated, dull, and lacking attractiveness.

In addition, the information overload and fragmentation on self media platforms have weakened the attractiveness of traditional cultural content. Under the impact of massive information, audiences often find it difficult to concentrate their attention and deeply understand the connotations and values of traditional culture.

4.3. Traditional Chinese culture has a single channel for external dissemination

Traditional media remains the main channel for the external dissemination of Chinese traditional culture. Although these media have a certain degree of authority and influence in the dissemination process, their coverage is limited and it is difficult to reach a wider international audience. In addition, traditional media often faces many limitations in the selection and presentation of dissemination content, resulting in a relatively single dissemination content of traditional culture, lacking diversity and innovation. Despite the rapid development of self media platforms in recent years, the dissemination of traditional Chinese culture on self media is still insufficient. Many self media platforms lack in-depth exploration and presentation of traditional Chinese culture, resulting in a lack of depth and connotation in the dissemination of content. Meanwhile, disseminators on self media platforms often lack a deep understanding of traditional culture, making it difficult to accurately convey the essence and value of traditional culture to international audiences. Chinese traditional culture still lacks diversified channels of dissemination in the process of external dissemination. Besides traditional media and self media platforms, other potential communication channels such as cultural exchange activities and international exhibitions have not been fully utilized. This leads to a relatively single mode of dissemination of traditional culture, which is difficult to meet the needs of different audience groups. In summary, traditional Chinese culture faces the problem of a single channel of dissemination in the process of external dissemination.

5. Strategies for Cross-cultural Dissemination of Traditional Chinese Culture

5.1. Avoiding cultural differences and expanding cross-cultural communication space

Deeply understanding and respecting the cultural background of the target audience is the key to avoiding cultural differences. Distinct countries and regions possess their own distinct cultural traditions and values, and only by deeply understanding and respecting these differences can

more targeted communication strategies be formulated. By conducting in-depth research on the cultural characteristics of the target audience, selecting more appropriate communication methods, languages, and symbols to ensure accurate communication and effective reception of information.

It is also crucial to broaden the space for utilization of modern technological means, including those such as the Internet and social media have provided unprecedented convenience for cross-cultural communication. By building online platforms, conducting virtual exhibitions, and producing multimedia content, we can break through geographical limitations and directly present traditional Chinese culture to global audiences.

By conducting cultural and educational activities in schools, communities, and other places, we aim to cultivate more talents with cross-cultural awareness and abilities, providing strong support for the dissemination of traditional culture. At the same time, actively participate in international cultural exchange activities, such as cultural festivals, exhibitions, performances, etc., and engage in face-to-face communication with audiences from different cultural backgrounds to enhance mutual understanding.

Maintaining its uniqueness and charm is a crucial task in the dissemination of traditional Chinese culture. Although overcoming cultural differences is indispensable, it is never at the cost of sacrificing the essence and distinctive features of traditional culture. It is crucial to respect the authenticity and maintain the intrinsic value of cultural heritage when promoting and sharing it. Not only should foreign audiences understand the surface form of traditional culture, but they should also deeply appreciate its profound meaning and spiritual core.

5.2. Innovative cultural expression, highlighting Chinese characteristics

Although traditional culture has a profound historical heritage and irreplaceable unique value, traditional expressions often pose difficulties for international audiences to understand and accept due to cultural differences. Therefore, utilizing modern art, design, technology, and other innovative means to innovate and transform traditional culture has become the key to enhancing its modernity and attractiveness. Taking traditional stories, paintings, music, and other cultural elements as examples, these elements with rich historical connotations can be cleverly integrated with contemporary media forms such as movies, animations, and electronic games to radiate new vitality. Through this innovative approach, cultural works with both traditional heritage and modern atmosphere are created to attract the attention of global audiences.

In the vast field of cross-cultural communication, The profound charm and unique significance of traditional Chinese culture urgently require creative forms of expression to maintain its uniqueness in the dissemination of self media era cultural characteristics. By delving deeper into the core and connotation of traditional culture, one can glimpse the profound philosophy, wisdom, and exquisite aesthetics contained within it. When it comes to cross-cultural communication, highlighting these characteristics is particularly necessary. Enable global audiences to truly experience the charm and profound connotations of traditional Chinese culture. This is not only the inheritance and promotion of one's own culture, but also a contribution to

the diversity of world cultures. In this process, it is equally important to emphasize harmony and interaction in cultural exchange. Cross cultural communication should not only be a one-way display, but also a two-way interaction and mutual learning process. We should not only showcase the unique charm of traditional Chinese culture to the world. This two-way communication helps to promote cultural integration and development.

Finally, cross-cultural communication must be deepened through diverse communication channels and platforms. In addition to traditional cultural exchange activities and exhibitions, we can also use the Internet, social media and other modern scientific and technological means to spread Chinese traditional culture to a wider audience.

5.3. Strengthen the interaction between transmission and reception, capture emotional connection points

In the current fiercely competitive new media environment, this will ensure the sustained competitive advantage and vibrant dynamism of traditional Chinese culture, short video self media should be brave enough to change and actively adapt to the trend of the times. This requires creators to keenly capture the trends of the times, always think from the perspective of the audience, it is crucial to profoundly comprehend the authentic psychological needs of the audience and subsequently delve into effective strategies to fulfill those needs. This approach will foster stronger interaction and communication with the audience, creators should continuously explore their deep-seated spiritual and essential needs from the surface reactions of the audience. By carefully analyzing audience feedback, a more vivid and active emotional focus can be created, and proactive emotional resonance bonds can be created. Based on these analysis results, flexibly adjust the content dissemination strategy to cultivate in a more refined way.

5.4. Tell the story of China well and reshape the international discourse system

Short video self media plays an important role in the folk discourse system in international cultural exchanges. Compared to traditional media, short video self-media is more intimately connected to modern technology to the public and can better reflect the voices and viewpoints of the people. Through short video self media, the real life, emotions, and attitudes of the Chinese people are presented to international audiences. The propagation approach of traditional oral communication serves to dismantle the stereotypes perpetuated by Western media regarding China's portrayal, thus crafting a genuine and multidimensional representation of China.

By using short video platforms, we can quickly spread Chinese stories and provide more precise and effective guidance for cross-cultural communication. Short video self media can also build an international discourse system with Chinese characteristics, promoting diversity and balance in

international cultural exchanges.

6. Summarize

Under the theoretical framework of "media as information," self-media is assuming a crucial role in the global spread of traditional Chinese culture due to its distinctive dissemination features and wide-reaching coverage capabilities. This study delves into the possibilities of utilizing self-media to facilitate the cross-cultural diffusion of traditional Chinese culture. It seeks to unravel profound insights, which are enumerated as follows:

Firstly, self media undoubtedly opens up a novel and dynamic path for the dissemination of traditional culture, with its unique characteristics of immediacy, interactivity, and personalization injecting new vitality into the dissemination of traditional culture. Through diverse self media platforms such as short videos, live streaming, and social media networks, the essence of traditional culture can be integrated into daily life in a more vivid and intuitive way, breaking through the limitations of traditional communication methods and improving the efficiency and depth of global cultural exchange. It provides individuals with the opportunity to actively participate in cultural dissemination, allowing them to freely express their opinions, share their personal experiences, and make cultural dissemination closer to the public, more authentic and credible. More importantly, self media has successfully highlighted distinctive Chinese characteristics through exploring and innovating cultural expression forms. These creative expressions not only enhance the recognition and attractiveness of traditional Chinese culture, but also enhance its global influence and competitiveness.

References

- [1] Guo Meihan. Research on Cross cultural Communication Strategies of Short Videos [J]. *Jin Gu Wen Chuang*, 2023 (17): 124-126.
- [2] Li Linyang, Zhang Wenbo. Research on Cross cultural Communication Strategy of Tiktok Short Video [J]. *Western Radio and Television*, 2023, 44 (10): 65-67.
- [3] Liu Ziyu. Research on Cross cultural Communication Strategies of Chinese Image from the Perspective of New Media [J]. *Exploration of All Media*, 2023 (3): 30-32.
- [4] Xiao Taorong, Zhu Zhiwei. Research on International Communication Strategies of Cultural Heritage in China under the Background of New Media: Taking the Yunnan Vietnam Railway as an Example [J]. *News Communication*, 2023 (22): 33-35.
- [5] Zhou Bin, Kang Ye. Characteristics and innovative approaches to the dissemination of Chinese excellent traditional culture short videos [J]. *Television Research*, 2022 (11): 105-107.
- [6] Liu Yang. Strategies for Traditional Culture Short Video Communication from the Perspective of Cross cultural Communication [J]. *News Research Guide*, 2023, 14 (16): 34-36.