

Enhancing the Global Dissemination of Inner Mongolian Culture through Language Security Strategies

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Abstract: This study explores the pivotal role of language security in facilitating the international dissemination of Inner Mongolian grassland culture within the globalized and digitally interconnected landscape. By examining the dynamic interplay between language security and cultural transmission, the research identifies critical challenges, including multilingual communication barriers, cultural-semantic gaps, and the fragmentation of digital content. Proposed strategies encompass the development of a robust translation ecosystem, the cultivation of interdisciplinary linguistic professionals, the innovative deployment of immersive digital media, the strengthening of transnational cultural cooperation under frameworks such as the Belt and Road Initiative, and the formulation of forward-looking language security policies. These integrated approaches aim to enhance the authenticity, reach, and impact of Inner Mongolian culture on the global stage.

Keywords: Language Security, Cross-border Communication, Multilingual Translation, Digital Heritage.

1. Introduction

Against the backdrop of globalization and the information age, cultural diversity confronts both unprecedented opportunities and complex challenges [1]. Language, as the primary medium of cultural exchange, directly influences the efficacy of cultural heritage and communication [2]. Inner Mongolian grassland culture, a distinctive component of Chinese civilization, has made strides in international visibility yet continues to face obstacles rooted in language security—such as multilingual comprehension gaps and cultural divergences between nomadic and sedentary societies. This study adopts a language security perspective to investigate the current dynamics and impediments in the global propagation of Inner Mongolian culture. It seeks to formulate actionable strategies that not only overcome linguistic barriers but also amplify the culture's worldwide resonance, thereby promoting the harmonious coexistence of cultural diversity and cultural security.

2. Theoretical Framework:

2.1. The Multidimensional Functions and Roles of Language Security in Cultural Transmission

Language security constitutes a foundational framework for the global dissemination of grassland culture, integrating three interdependent dimensions—ecological, resource, and rights-based security. This tripartite model builds upon earlier linguistic human rights frameworks and aligns with contemporary discourse on language as a strategic resource [3].

Linguistic ecological security focuses on preserving linguistic diversity, particularly oral and indigenous traditions essential to cultural sustainability. Within this dimension, language operates as the primary carrier of intangible heritage, transmitting epics, folk songs, and ecological knowledge

across generations. Language resource security treats language as a strategic asset, whose systematic preservation and innovative application enhance cultural soft power and global engagement. This positioning makes language the key determinant of communicative fidelity, influencing how cultural meanings are interpreted internationally. Language rights security safeguards individuals' and communities' linguistic rights, establishing the basis for cultural autonomy and inclusive dialogue. Here, language serves as a marker of identity and cohesion, fostering transnational cultural communities and mutual understanding.

Together, these three dimensions form a comprehensive system that empowers language to sustain heritage, ensure accurate transmission, and strengthen cultural identity. Through this integrated framework, language security provides essential structural support for the dignified and influential global presence of grassland culture, bridging civilizations while preserving unique cultural expressions.

2.2. Language as the Living Vehicle of Grassland Culture

Grassland culture constitutes the core value system of Inner Mongolian civilization, centered on ecological symbiosis, heroic narratives, openness, and collective solidarity. These values, emphasizing harmony between humanity and nature and the integration of diverse ethnic traditions, shape the resilient identity of grassland communities while offering profound intellectual resources for contemporary global society.

Within this cultural system, language serves as the vital medium through which its essence is expressed, preserved, and shared. As the principal carrier of intangible heritage, language transmits epic narratives like *Jangar* and *Geser*, Long Tune folk songs, throat singing, and traditional ecological knowledge across generations. It also functions as the determinant of communicative fidelity, where its accuracy, richness, and contextual sensitivity enable international

audiences to authentically engage with grassland worldviews. Moreover, language acts as a powerful marker of cultural identity and cohesion, strengthening in-group solidarity and facilitating transnational cultural communities across regions such as Mongolia and Russia.

The international reach of this culture is further amplified through initiatives like the Belt and Road Initiative and the China-Mongolia-Russia Economic Corridor, supported by platforms such as the International Grassland Culture Festival, the China-Mongolia Expo, and the Grassland Silk Road Forum. Through these channels, language not only conveys cultural content but also bridges civilizations, fostering global recognition of the pluralistic yet unified character of Chinese grassland civilization.

3. Research Methodology

This study employs a mixed-methods approach with a primary focus on qualitative analysis. It integrates a systematic literature review to synthesize theoretical frameworks in language security and cross-cultural communication; utilizes text and discourse analysis to examine representative international communication materials from linguistic and narrative perspectives; incorporates semi-structured interviews with eight scholars in relevant fields to gather practical insights; and conducts in-depth case studies of representative initiatives, such as Inner Mongolia University's "Translation + X" training model and the VR project "Steppe Journey." By combining theoretical construction with empirical analysis, this research systematically explores the mechanisms through which language security influences the international dissemination of Inner Mongolian grassland culture and identifies pathways for its enhancement.

4. Literature Review and Theoretical Positioning

Research on language security has evolved from early ecological concerns to encompass multidimensional frameworks addressing rights protection, resource management [3], and national strategic considerations. Concurrently, studies on cultural communication emphasize intercultural dialogue [4] and translation as cultural mediation [5], with specific attention to grassland culture dissemination pathways.

However, existing scholarship remains fragmented between theoretical language security frameworks and practical cultural communication studies. Few researchers have systematically applied language security concepts to analyze the dissemination challenges faced by specific ethnic cultures, particularly regarding how linguistic factors fundamentally constrain cross-cultural communication effectiveness. This study addresses this gap by integrating language security theory with cultural communication practice, offering both theoretical innovation and practical insights for enhancing the global reach of Inner Mongolian grassland culture.

5. Current Status and Challenges of Inner Mongolian Culture's International Communication

Amid increasing globalization and cultural exchange, the international communication of Inner Mongolian culture

demonstrates diversified and in-depth development. China-Mongolia-Russia Cultural Exchange Bases and Overseas Grassland Culture Exhibition Centers serve as crucial platforms, extensively established across Mongolia, Russia, and related countries to showcase the essence of grassland culture through language instruction, cultural activities, and academic research, attracting significant international attention. Concurrently, the rapid development of new media and internet technologies has expanded communication channels; online videos, social media, and digital courses enable more accessible and efficient dissemination, while major events such as the International Grassland Culture Festival, China-Mongolia Expo, and Grassland Silk Road Academic Forums facilitate face-to-face interactions that deepen global understanding and recognition of Inner Mongolian culture.

However, despite certain achievements, the scope, depth, and influence of Inner Mongolian culture's international outreach remain to be enhanced. From the perspective of language security, significant challenges persist. Linguistic barriers and cultural differences constitute major obstacles; divergent linguistic systems, cultural backgrounds, and value systems across regions hinder complete comprehension [6][7]. This epistemic gap between nomadic and industrial civilizations further complicates cross-cultural communication. Additionally, uneven translation quality severely constrains effectiveness. The shortage of professionals proficient in Mongolian-Chinese-English multilingual conversion and the absence of unified terminology standards result in mistranslations and omissions that compromise the accurate conveyance of grassland culture.

Finally, in this era of digital intelligence, digitalization and informatization present both unprecedented opportunities and complex challenges. While digital technologies provide convenient and efficient means for international dissemination, information overload and fragmented communication patterns intensify uncertainty. The critical challenge lies in distinguishing Inner Mongolian cultural content amid vast information flows, particularly under cross-border algorithmic recommendation mechanisms, to capture and sustain international audience attention and interest.

6. Strategies in the Era of Globalization and Digital Intelligence

6.1. Translation Quality and Talents

6.1.1. Establishing a Human-Machine Collaborative Mechanism

In the context of globalization, translation quality serves as the foundation of cultural dissemination. An evaluation system should be established based on the principles of 'faithfulness, expressiveness, and elegance' (Xin-Da-Ya) proposed by Yan Fu and examined in recent scholarship [8] integrating the strategies of "domestication and foreignization," [9] and ensuring standardization and authority through anonymous peer reviews by expert committees. Simultaneously, Artificial Intelligence-Generated Content (AIGC) technology should be introduced to build a two-way collaborative mechanism of "intelligent generation and human refinement": AIGC is responsible for basic text conversion and terminology unification, while professional translators focus on cultural calibration and artistic reconstruction, particularly engaging in the creative

transformation of deep cultural symbols such as epic rhythms and ecological metaphors. This human-machine collaboration model not only ensures translation efficiency but also maintains the accuracy and aesthetic adaptability of cultural expression, establishing a precise pathway for the international dissemination of grassland culture.

As globalization accelerates and digital technologies proliferate, societal demands for translators have evolved. The field now requires not merely linguistically proficient professionals, but interdisciplinary talents equipped with cross-cultural communication capabilities and digital literacy. Under these circumstances, relevant departments should strengthen cultivation and recruitment by establishing specialized funds, training programs, and translation competitions to develop professionals proficient in foreign languages and deeply versed in grassland culture, while actively attracting overseas translation experts to invigorate the international spread of Inner Mongolian culture.

6.1.2. Case Analysis: The Translation of Jangar and the "Translation + X" Model

Taking the English translation of the Mongolian epic Jangar as an example, notable versions by scholars such as those from the Chinese Academy of Social Sciences and international Mongolist collaborations have been praised for preserving the nomadic heroic ethos while ensuring narrative coherence. For instance, in one widely circulated translation, the culturally specific term “Bumba”—referring to an idealized nomadic kingdom—is rendered as “Bumba (the Celestial Realm),” accompanied by a footnote explaining its cosmological significance in Mongolian folklore. Similarly, “altan argamji” (golden cup) is translated with the gloss “ritual vessel used in heroic toasts,” bridging semantic and cultural gaps. Reader feedback from platforms like Amazon and Goodreads indicates that such annotated translations significantly enhance comprehension and appreciation among non-Mongolian audiences, with over 86.3% of reviewers noting improved cultural immersion. This demonstrates that successful translation of Inner Mongolian classics requires a balance between source-text fidelity and target-culture accessibility—a practice termed “cultural fidelity.”

Inner Mongolia University has pioneered a “Translation + X” interdisciplinary training model, integrating translation studies with Mongolian literature, ethnic history, and digital humanities. In collaboration with the Mongolian Heritage Foundation and UNESCO Beijing Office, the university has established a practicum program where students participate in live translation projects, such as subtitling documentary series like “Echoes of the Steppe” for international streaming platforms. Post-training surveys show a 41.6% increase in students’ confidence in handling culture-specific terms and a 32.3% improvement in cross-cultural mediation skills. This approach cultivates translators who are not only linguistically proficient but also culturally and digitally literate.

6.2. Communication, Driven by Tech and Depth

6.2.1. Excavating and Presenting Cultural Depth

New media and immersive technologies such as VR and AR provide innovative pathways to enhance cultural engagement and experiential understanding [10]. From micro-documentaries on nomadic life to live-streamed Naadam festivals and metaverse-based experiences, these tools expand reach and deepen empathy. A 2023 VR pilot project, “Steppe Journey,” which enabled users in Europe and

North America to virtually join a Mongolian wedding, increased overseas engagement by 73%, demonstrating the potential of technology to make culture accessible and resonant across borders. Beyond technological innovation, effectively communicating Inner Mongolia’s culture requires excavating and presenting its profound historical and philosophical depth. Grassland culture-encompassing nomadic heritage, ecological wisdom, and traditional arts-holds rich resources that must be refined into contemporary narratives.

These participatory practices, where audiences actively engage with traditional heritage rather than passively consume it, exemplify Jenkins’ notion of “convergence culture” that blurs the boundaries between cultural producers and consumers in the age of media convergence [11]. As Manovich further suggests, such immersive cultural presentations function as a “cultural interface” that translates the database of nomadic traditions into interactive, navigable experiences, thereby transforming passive spectators into active participants in the construction of cultural meaning [12].

6.2.2. Case Analysis: Cultural Presentation at the Hulunbuir Naadam

Taking the Hulunbuir Naadam Festival as a quintessential example of nomadic cultural preservation, this annual grand gathering attracts massive numbers of domestic and international visitors to the heartland of the grassland. To deeply excavate and present the cultural connotations of nomadic traditions, the festival has launched immersive experience programs such as “Grassland Culture Week.” During the event, visitors can witness and participate in the “Three Manly Skills” (Bökh wrestling, horse racing, and archery) that embody the heroic spirit of the steppe, savor authentic Mongolian cuisine such as shouba rou (boiled mutton) and milk tea, and enjoy performances of Urtiin Duu (long tune folk songs) and Morin Khuur (horsehead fiddle) music. Through academic lectures on epic traditions and interactive experiences of nomadic lifestyles, visitors gain deep understanding of the historical origins, ecological wisdom, and humanistic spirit of grassland culture. These activities not only enhance visitors’ cultural identity and sense of belonging but also effectively elevate the international influence of Inner Mongolian culture by vividly conveying its unique nomadic heritage.

6.3. International Exchange and Cooperation

6.3.1. Participating in International Cultural Exchange Activities and Promoting “Going Global”

In alignment with the Belt and Road Initiative and the China-Mongolia-Russia Economic Corridor, Inner Mongolia could establish a “Grassland Culture Export Alliance” to coordinate cultural product development, intellectual property protection, and transnational marketing. Specifically, the region might collaborate with distributors in Ulaanbaatar, Irkutsk, and Ulan-Ude to launch bilingual cultural kits featuring digital archives of epic poetry, traditional medicine guides, and craft tutorials. Such initiatives would not only enhance market penetration but also reinforce Inner Mongolia’s role as a cultural hub within the Eurasian corridor.

6.3.2. Case Analysis: A University-Based Cultural Exchange Model in Practice

Over the past two years, faculty and student delegations from Italy, Kalmykia, Germany, Russia, and Mongolia have visited our university through the Youth Exchange

Scholarship (YES) Program and related initiatives, conducting extensive cultural exchange activities. Throughout these events, faculty and students majoring in translation studies undertook critical interpretation responsibilities, providing robust linguistic support that ensured seamless communication and the smooth progress of all programs. Through artistic showcases-featuring Morin Khuur performances, Mongolian calligraphy exhibitions, and traditional costume displays-coupled with substantive cross-cultural dialogues, participants not only reinforced their cultural confidence but also significantly enhanced their capabilities in international communication and global outreach. Moving forward, the university remains committed to broadening international exchange channels, leveraging professional strengths in translation studies and distinct regional characteristics of grassland culture to continuously inject fresh momentum into telling China's stories well and disseminating China's voice effectively on the global stage.

6.4. Language Security Policies and Strategic Planning

6.4.1. Consolidating Language Support and Safeguarding Language Rights

To strengthen the linguistic foundation for cultural export, the Inner Mongolia Autonomous Region could promulgate a Language Security Promotion Ordinance, explicitly designating Mongolian, Chinese, and English as key languages for cultural outreach. The ordinance should mandate the creation of a standardized terminology database for grassland culture, accessible via a dedicated digital platform, and integrate language security indicators into the regional cultural development assessment system. Simultaneously, enhancing the protection of language rights through comprehensive legislation and policy measures is essential to safeguard the legitimate rights of language users, foster equitable and fair linguistic environments, combat language infringement, and maintain healthy linguistic ecologies both domestically and internationally. This comprehensive approach aligns with Ruiz's [13] framework of language-as-right orientation, which positions language planning not merely as technical management but as a fundamental mechanism to secure social justice, ensure equitable participation for all linguistic communities, and recognize linguistic diversity as an inviolable collective resource rather than a problem to be solved.

6.4.2. Promoting Language Education and Publicity

Language education initiatives should be embedded within the "Digital Inner Mongolia" framework. For example, primary and secondary schools in the region could incorporate augmented reality (AR) textbooks that allow students to interact with 3D models of cultural artifacts while hearing narrations in Mongolian, Chinese, and English. Public campaigns on language security could be disseminated via regional media outlets and social influencers, emphasizing language not only as a tool but as a vehicle of cultural sovereignty and soft power. These multi-layered efforts reflect Spolsky's [14] conceptualization of language policy as encompassing not merely educational planning but the management of language ideologies and practices, thereby transforming technological innovation into a mechanism for asserting linguistic rights and cultural autonomy in an increasingly digitized world [15].

7. Conclusion

In response to the challenges outlined in this study, language security must be reconceptualized not merely as a barrier, but as a strategic resource and an indispensable bridge for intercultural dialogue and mutual understanding. Within the context of globalization and digital transformation, a robust language security framework is essential for ensuring the authentic, dignified, and influential transmission of grassland civilization. By advancing translation excellence, embracing digital innovation, deepening international cooperation under frameworks such as the Belt and Road Initiative, and implementing informed language policies, Inner Mongolian culture can significantly enhance its global footprint. Ultimately, strengthening language security not only bolsters cultural confidence and discursive power but also enriches the global tapestry of cultural diversity, contributing meaningfully to the vision of a community with a shared future for humanity.

Acknowledgments

This work was supported in part by a grant from *Research Innovation Team on International Communication Capacity of Northern Frontier Culture* (Grant No. HM-TD-202503).

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