

The Value and Narrative Method of China's Cross-cultural Communication

Zineng Liu*

Interdisciplinary Institute, The Chinese University of Hong Kong, Hong Kong 999077, China

*Corresponding email: liuzinen_2025@163.com

Abstract

Telling the story of China well has become an important proposition of the times. Among them, "how to tell" is an important aspect in the cross-cultural communication of China's stories, which determines the communication effect. The article holds that constructing the principle of reciprocity and adaptability, paying attention to individual stories and flexible expressions, and broadening the subject of communication with the help of new media platforms are innovative strategies to improve the cross-cultural communication effect of China's stories, which will help to eliminate cultural prejudice and misunderstanding and promote China's stories to gain more understanding and recognition.

Keywords

Cross-cultural communication, China story, National image, New media platform, Chinese culture

Introduction

The Central Committee of the Communist Party of China's Decision on Further Comprehensively Deepening Reform and Promoting Chinese Modernization, which was deliberated and adopted by the Third Plenary Session of the 20th CPC Central Committee, proposed that "the construction of China discourse and China narrative system should be accelerated to comprehensively improve the efficiency of international communication". Report to the 20th CPC National Congress pointed out that we should speed up the construction of China discourse and China narrative system, tell the story of China well, spread the voice of China well, and show a credible, lovely, and respectable image of China. This means that telling the story of China well in the new era has become an important proposition of the times [1].

In cross-cultural communication, telling China's story well not only needs to highlight the story itself, but also pays attention to "to whom" and "how". "To whom" and "How" are not completely independent but have an inherent logical connection. Therefore, to better spread China's voice and show China's spirit, it is necessary to examine the practice and mechanism of cross-cultural

communication of China's stories, and then innovate and optimize the practice path of cross-cultural communication of China's stories based on the concept of respecting the cultural differences of different countries and regions, to enhance China's cultural soft power.

The value of cross-cultural communication of China's stories. To tell a delightful story about China, we should not only base ourselves on the land of China and the excellent traditional Chinese culture and have a deep China brand but also resonate with people in other countries and regions. From the perspective of cross-cultural communication, it is of excellent value and significance to tell the story of China well on the international stage [2].

First, the cross-cultural communication of China's stories is the only way for Chinese culture to go global. Promoting China's cultural soft power is an important strategic deployment to actively participate in the establishment of a new international order, establish the status of Chinese culture and value in the world, and comprehensively enhance China's international competitiveness [3]. As a responsible big country, China

is playing an increasingly significant role in the international arena and has gradually entered the center of the world stage. Currently, integrating into the world with a broad vision and a cheerful outlook, the profound Chinese excellent traditional culture is the spiritual motivation and guidance. In this process, China's story must be spread across cultures from a global perspective, to strengthen Chinese culture in the world.

Secondly, the cross-cultural communication of China's stories helps to shape China's national image. Telling stories is the best way to spread internationally. Storytelling, as a means of cultural communication and national image building, can not only effectively improve China's international cultural soft power, but also be an effective way to master China's image-building discourse power. Under the background of increasingly close contacts between countries, the national image is especially important for a country to play a better role in the international arena. It is an important topic to tell the story of China to create a good national image of China. The reason is that the colorful China story is not only It can show the epic and touching struggle experience of the descendants of the Chinese people and reflect the national character of the Chinese nation, which is self-improvement, openness, tolerance and peace-loving. When people in other countries and regions can utterly understand the objective, true, amiable, and respectable China through the story of China, it will certainly help China to create a good international image, thus significantly enhancing the quality and effectiveness of China's foreign exchanges and functions.

Third, the cross-cultural communication of China's story is conducive to building our country. Discourse system. General Secretary Xi Jinping stressed: "We should focus on promoting the capacity building of international communication, innovating the way of external publicity, strengthening the construction of discourse system, focusing on creating new concepts, new categories and new expressions that integrate China and foreign countries, telling the story of China well, spreading the voice of China well, and enhancing the right to speak internationally". A country's right to speak

internationally is a direct expression of its comprehensive national strength and international influence. As the core of cross-cultural communication, the discourse system is related to how we tell the story of China and convey China's views and values, so we must stick to it. Chinese cultural position, accelerate the construction of China's discourse and China's narrative system [4].

Difficulties in cross-cultural communication of China's stories

Due to the differences in ways of thinking, China's stories are facing a series of problems and challenges in the process of cross-cultural communication, which has become an obstacle for Chinese culture to go global and needs to be resolved urgently [5].

First, due to differences in cultural environment and language barriers, China's stories span Research window. There may be misunderstandings in the process of cultural communication. Chinese is recognized as one of the most complicated language systems in the world. In this case, the audience who does not speak their native language of Chinese is likely to have misunderstandings, which may lead to some core elements of China's story not being fully understood in cross-cultural and cross-regional narration, or even cognitive conflicts. For example, *Water Margin*, one of Four Great Classical Novels, is often translated into *All Men Are Brothers* in the process of cross-cultural communication, which obviously cannot reflect the charm of the original title in Chinese. Moreover, from the perspective of cultural differences, some ideas in China's stories may not be accepted by the West. All these have limited the effect of cross-cultural communication of China's stories [6-8].

Secondly, based on the differences in ideology and values, some countries and regions set up "resistance barriers" to China's story. In the current international order and pattern, although China's cultural soft power and its influence have improved, the ideological logic of "taking the West as the center" still dominates the international public opinion field. In this context, Chinese culture and China stories are often hunted and suppressed by western society. For example, in the

public opinion reports about China, the western media often deliberately choose the negative information about China's politics, economy, culture and so on, thus stigmatizing our country and people. This will inevitably have a serious adverse impact on the cross-cultural communication of China's story [9]. Third, the discourse system needs to be innovated. Cross-cultural communication in China. In practice, a small number of media use to using grand narrative methods when telling Chinese stories, and show a tendency of one-way cultural value output, which will not only lead to the alienation of positions and feelings between communicators and audiences but also lead to certain misunderstandings. In addition, at present, the relatively influential publicity media are mostly led by the government, and some media fail to pay full attention to the importance of interest and interactivity when telling China stories, which also weakens the effect of cross-cultural communication of China stories [10].

Optimization strategies for cross-cultural communication of China's stories

The goal of cross-cultural communication is to eliminate prejudice and misunderstanding between diverse cultures, thus laying a solid foundation for the construction of a community of human destiny. Therefore, in the face of the difficulties encountered in the cross-cultural communication of China's stories, it is urgent to take an initiative-taking attitude to deal with them, innovate the discourse system, and optimize the communication path [11].

First, change the narrative concept and construct the principle of reciprocity and adaptability in the cross-cultural communication of China's stories. The core logic of the cross-cultural communication of China's stories is to transfer the Chinese culture with the Chinese logo to other heterogeneous cultures and gain people's recognition in other cultural backgrounds. However, considering the cultural background and the objective situation of cognitive conflict, cultural communication that cannot provide a sense of gain will not achieve the expected results. Therefore, the cross-cultural communication of China's stories should be conducted

according to the principle of reciprocity. Of course, reciprocity in the process of cultural communication does not refer to economic reciprocity but focuses on spiritual and spiritual sustenance. Only by bringing tangible psychological comfort and spiritual benefits to people in other cultural backgrounds can China's stories be better accepted. The same is true of the principle of adaptability in the process of cross-cultural communication of China's stories. Only by going deep into other cultural backgrounds and telling China's stories in a way that conforms to the living customs and living environment of local people can we achieve effective communication results [12,13].

Second, change the narrative thinking, focusing on the individual and flexible expression. The focus of cross-cultural communication of China's stories. Interpersonal communication and emotion are an important link to maintain the relationship between the two sides. The gap between China's stories and foreign cultures are caused by differences in values and feelings. Based on this, in the process of cross-cultural communication of China's stories, we might as well change our thinking, avoid the traditional grand narrative, and take micro-individuals as the starting point to bridge the emotional gap between China's stories and the audience through flexible expression.

Moreover, even if it is a grand narrative, distinct individuals shape its story content and main line. If we can tell the story of China through vivid stories and real and lovely characters, it may create a credible and amiable image of China for foreign people, to truly achieve the goal of cross-cultural communication of China's story [14,15].

Third, broaden the narrative subject, and actively use new media and "self-media" to help cross-cultural communication of China's stories. At present, the rise of various digital media platforms has brought new opportunities for the cross-cultural communication of China's stories.

Whether it is the interest and interactivity of audio-visual content or the mobility and convenience of the audio-visual environment, the digital media platform has demonstrated the unique advantages that traditional

media do not have.

Moreover, from the perspective of communication subjects, there are not only mainstream media on digital media platforms, but also “self-media” and ordinary netizens, who jointly shape the cross-cultural communication public opinion field.

In this public opinion field, the coordinated communication of multiple subjects is more conducive to the acceptance of China’s story by people with distinct cultural backgrounds. For example, the short video created by Li Ziqi, a model of “telling the story of China well”, shows the traditional culture of China with a personal and life-oriented narrative, which satisfies people’s desire for inner peace to a certain extent, thus arousing empathy and gaining many overseas fans.

Conclusion

In conclusion the cross-cultural communication of China’s stories holds immense significance in the contemporary global context. It serves as a crucial means for Chinese culture to expand its global footprint, shape a positive national image, and construct an influential national discourse system. However, numerous obstacles stand in their way, including cultural misunderstandings stemming from language and cultural environment differences, ideological resistance barriers, and the need for innovation in the discourse system.

To summarize these challenges, a series of optimization strategies has been proposed. Constructing the principle of reciprocity and adaptability in narrative concepts can enhance the acceptance of Chinese stories in diverse cultural backgrounds.

Shifting the narrative focus to individuals and adopting flexible expressions can bridge the emotional gap between Chinese stories and international audiences. Leveraging new media and “self-media” platforms to broaden narrative subjects enables more diverse and effective communication.

By implementing these strategies, we can expect to eliminate cultural prejudice and misunderstanding and promote China’s stories to be better understood and recognized worldwide.

This, in turn, will contribute to strengthening China’s

cultural soft power, improving its international status, and playing an increasingly key role in the construction of a community of human destiny. As China continues to develop and engage more deeply with the world, the art of telling China’s stories in cross-cultural communication will only become more refined and impactful.

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Conflicts of Interest

The authors declare no conflict of interest.

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