Dilemmas and Paths of International Communication of Chinese Culture in the Context of Exchanges and Mutual Enlightenment of World Civilizations

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Abstract: *With economic and social development, the building of a community of human destiny and the exchange and mutual understanding of world civilizations have become more and more a common global trend, the Chinese culture needs to urgently go out for international cultural dissemination, but there are a series of dilemmas under the current unpredictable international situation and ever-changing scientific and technological tides.This paper starts from the great significance of the exchange and mutual understanding of world civilizations, shows the positive impetus for countries, societies, and the international community, focuses on the dilemma of the international dissemination of Chinese culture, emphasizes the challenges of "going out", and analyzes the exploration of suitable paths, multiple subjects, multi-dimensional dimensions, multiple discourses, etc., to comprehensively provide a multi-faceted.*

Keywords: *Exchange and mutual appreciation of civilizations; International communication; Chinese culture*

1. Introduction

Against the backdrop of global changes unprecedented in a century, the contemporary theme of peace and development has become particularly important.However, global instability and uncertainty have become increasingly prominent, and a variety of complex variables have pushed the world's major changes deeper and deeper.In between, civilization, as an invaluable resource for humankind, plays a key role in informing global humanistic concerns and social exchanges.Strengthening exchanges and mutual understanding among the world's civilizations is therefore an important way to continue to promote the sustained progress and prosperity of the world's civilizations.

2. The significance of exchanges and mutual understanding among world civilizations

2.1. Drivers of social progress

As the "main driving wheel of history", the exchange and mutual understanding of civilizations has broken down the boundaries of regions and people, enabling the material achievements and spiritual wealth accumulated by various civilizations to be shared and passed on on a global scale.Through exchanges and mutual learning, civilizations have been able to continuously absorb and integrate the essence and classics of various parties, thereby promoting the social progress of all humankind.Just as papermaking and printing among the Four Great Inventions of Ancient China promoted the Renaissance and Reformation movements in Europe, gunpowder became a powerful weapon for the citizens of Western Europe to destroy feudal fortresses, and the compass successfully led the development of the European navigation industry and the opening up of world markets.Traditional Confucianism had a profound impact on the Western Enlightenment, which was summarized by the German philosopher Leibniz as "using one light to illuminate another".The former light is the Chinese civilization, while the latter light is the Enlightenment.Later, Buddhism was introduced into China and through absorption and evolution, combined in depth with Chinese Confucian and Taoist cultures to form Buddhism with Chinese characteristics, and spread from China to Japan, Korea, Southeast Asia and other places with profound impact, all of which provided a major impetus for the exchange and mutual understanding of world civilizations.

2.2. Ties that bind the world's peace

Exchanges and mutual understanding can wash away the barriers and misunderstandings between different civilizations due to their national and social backgrounds, leading to mutual understanding, tolerance and reconciliation, and injecting a strong impetus for world peace and development.oday, with the deepening development of economic globalization, the world is moving towards a global village of solidarity, with all countries prospering and suffering at the same time.Against such a backdrop, any clash of civilizations or isolationist approach is tantamount to self-destruction and will only exacerbate the world's turmoil and unrest.Through continuous exchanges and mutual understanding, various human civilizations will continue to strengthen their pride in their own cultures and their sense of identity with other civilizations, thereby reducing friction and conflict, deepening consensus, solidarity and cooperation, and maintaining world peace.

2.3. Bridges that promote friendship among nations

The value of the dialogue of civilizations also lies in enhancing understanding, trust and friendship among nations and in moving forward hand in hand.At a time when exchanges and mutual understanding among civilizations are becoming more and more frequent, for people of all countries, the only thing that can build bridges of understanding and friendship across national cultural backgrounds is exchanges and mutual understanding.As our country advocates the concept of "harmony without differences, homogeneity without dissimilation", the process of dialogue among civilizations has enhanced the understanding of and trust in each other among the peoples of various countries and has led to the establishment of deep friendship among different countries, regions and ethnic groups.This friendship transcends borders, races and cultures, and is based on genuine feelings of mutual respect and appreciation.It is like a solid bridge that connects the hearts and minds of different countries, regions and peoples, bringing the family of human society closer together.

2.4. Pathways to address global challenges

Against the backdrop of global multipolarity, economic globalization, social informatization and cultural diversification, the interconnections and dependencies among countries have reached an unprecedentedly close level.However, this process has also been accompanied by the continued exacerbation of deficits in the areas of global peace, development, security and governance, as well as the intersection of emerging challenges such as food security, cybersecurity, climate change, the energy crisis and artificial intelligence, which pose a serious threat to the common home of humankind.Against this backdrop, no country can stand aside and enjoy peace of mind.Thus, it is particularly crucial to strengthen exchanges and mutual understanding among the world's civilizations.Countries should deepen their dialogue mechanisms, actively share and learn from each other's best practices in addressing challenges, and jointly explore new paths to sustainable development by complementing each other's strengths.This model of cooperation, based on mutual understanding and respect, can not only promote harmonious coexistence among countries, but also achieve common progress on a global scale, ultimately benefiting people in every corner of the world.

2.5. Towards a new international communication order

The tree of civilization is inherently colorful, and cultural diversity, as the most distinctive undertone of human society, highlights the natural law that all things are different and unique.In the long course of history, the sparks of human wisdom have illuminated the night sky of civilization, creating a dazzling picture of civilization.Whether it is the ancient Chinese civilization, the Greek civilization, the Roman civilization, the Egyptian civilization, the two-river civilization, the Indian civilization, or the modern and glittering Asian civilization, the African civilization, the European civilization, the American civilization, etc., these civilizations are not only deeply rooted in their respective regions, countries and nationalities, but are also the common spiritual wealth of all mankind.From primitive society to idyllic farming, from the roaring waves of the industrial revolution to the rapid changes of the information society, each evolution of civilization constitutes a magnificent chapter in the history of human civilization, writing exciting and colorful chapters.It is these rich and diverse forms of civilization that together weave the colorful warp and woof of human society and lay a solid foundation for the construction of a new international communication order.Therefore, strengthening cultural exchanges and mutual understanding is not only a way to cherish and pass on cultural diversity, but also an important way to promote the progress of human civilization and the harmonious development of the world.

3. The Dilemma of International Communication of Chinese Culture

3.1. Single subject of discourse dissemination

Michel Foucault, a famous French philosopher and thinker in the 20th century, once proposed in The Order of Discourse that "discourse is power", and whoever holds the discourse holds the power.[1]In recent years, although China's international discourse power has been greatly enhanced, it is still in a relatively weak position in the international discourse system, and there has been no fundamental transformation, with the official nature of discourse communication still being the mainstay of international communication, and the mainstay of discourse communication being a single one, and there is a lack of pluralistic mainstays such as unofficial civic groups, organizations, individuals, and so on.While a single communication subject is unable to embellish the international communication system, it also faces the challenge of a weak international discourse, which leads to a series of discourse system dilemmas that still exist.

3.2. Lack of appropriate discourse

In order to achieve precision in the international dissemination of culture, it is necessary to be people-oriented and to reach out to the deepest intellectual and emotional resonances of peoples.At present, China's foreign discourse system is not yet perfect, the infectious power of telling China's story to the outside world is not good, and the stories expressed are not selected in an appropriate way to accurately resonate with a wider foreign audience.At present, the discourse mode of China's international communication is still a logical reasoning mode mainly based on deduction, and this discourse mode with didactic meaning and grandiose narratives lacks empathetic communication, which may be difficult to be accepted by overseas audiences, leading to difficulties in the international communication of Chinese culture to the sea.In the practice of international dissemination of Chinese culture, there is a lack of in-depth analysis of international audiences and the formation of precise dissemination thinking for different countries.

3.3. Not easy to agree in different contexts

In his book Beyond Culture, American anthropologist Edward Hall has categorized cultures into low-context and high-context cultures.[2]In low-context cultures, people are usually accustomed to expressing their inner emotions in a straightforward manner.In countries with high-context cultures, on the other hand, people are accustomed to expressing themselves politely and with deep meaning.Countries in the Americas such as the United States and Brazil are predominantly low-context cultures, whereas in China, Japan, and South Korea they belong to high-context cultures with complex semantics and large contexts.As a result, for the low-context culture represented by American culture, Chinese culture is very easy to be accepted and recognized by the low-context people due to the asymmetry of information and the bias of understanding and cognition of values in the process of dissemination.This has resulted in a series of challenges for Chinese culture to go global and to promote exchanges and mutual understanding among world civilizations.

3.4. Insufficient impact of cultural brands

Western cultural brands are in a dominant competitive position in most global markets due to their early beginnings and deep roots.For example, American Hollywood movies, Japanese anime and Japanese opera are all resounding international cultural brands.The construction and development of China's cultural brand industry has not yet formed a strong cultural output system, which leads to insufficient influence of cultural output and poor international cultural dissemination.Creating national cultural brands is the way for China's cultural industry to go global and enhance the country's cultural soft power.Only through in-depth excavation and inheritance of outstanding traditional Chinese culture, focusing on the innovative and differentiated development of cultural brands, strengthening international cooperation and exchanges, and joint efforts of the government and all sectors of society can Chinese culture be promoted to occupy a place in the international market.

3.5. Communication channels need to be expanded

With the rise of the digital age, the fusion of old and new media has become a new trend of the times, and how to occupy the high and low ground in the current media environment situation has become one

of the dilemmas of the internationalized dissemination of Chinese culture at present.The communication space of traditional media has been gradually compressed, and the related network head anchors and opinion leaders in the new media network platform have become the new wave of communication nowadays. The selection of international communication channels for Chinese culture lacks precision, and it is necessary to further expand the communication channels and get close to the target market.At the same time, the integration of communication channels is still facing difficulties, and there is a lack of a communication system that combines multiple communication channels in a unified and coordinated manner, which greatly reduces the effectiveness of communication.

4. The Path of International Dissemination of Chinese Culture

4.1. Tailor to the audience and make a good "seamstress" for precise communication.

In order to enhance the communication impact of Chinese culture in the international arena, it is necessary to establish a communication framework full of Chinese characteristics and to adopt precise communication strategies that are closely related to different regions, countries and target audiences.This can facilitate the expression of Chinese stories and voices globally, regionally and among different groups, thereby increasing the appeal and practical effectiveness of Chinese culture internationally. In this process, conducting "audience research" is seen as a "basic skill" for realizing accurate cultural communication.For example, through the use of big data technology, it analyzes the characteristics, interests and information needs of overseas audiences around the world, so as to provide targeted, differentiated and personalized information recommendations for different countries and different audiences.The focus should be on customization, following the principles of `one country, one policy', `one child, one policy' and `one city, one policy'".

For our country, precise and in-depth dissemination in East and Southeast Asia, countries that are geographically close and deeply influenced by Chinese culture, face much less obstacles to being recognized, accepted and identified with than countries in Europe and the Americas.Although there are obvious differences between their "geographical location" and "cultural background" and ours, their "social background" and "diplomatic background" such as the level of national development and the international environment in which they live are similar to ours, and often require "economic background" cooperation. The "diplomatic context" is similar to ours and often requires cooperation in the "economic context".Only on the basis of these regional dissemination effects is it possible to gradually produce a multifaceted and multidimensional impact in the global international arena through a long period of giving.

4.2. Enhancing AI technology empowerment, drawing a "new scroll" of integration between China and the rest of the world

Advanced technology provides a "power engine" for international communication.We should make full use of cutting-edge technologies such as artificial intelligence, big data, virtual reality, 5G and cloud universe to enrich the "toolbox" of international communication and make the form of communication "net-sense".Traditional media and emerging media synergize, complement each other's strengths, and create a breakthrough in the all-media communication system. Among them, the subversion of artificial intelligence on theConclusionsion mode in the traditional media era has become a major breakthrough.From the aspect of communication subjects, the production and dissemination of information in the era of traditional media dominance were mainly handled by media professionals; however, with the application of AI technology to the field of communication, virtual digital people, machine writing technology, social robots and intelligent voice assistants and other technologies have begun to participate in international communication as the main communication subjects, and have formed a common communication subject ecosystem of "human plus machine". "A common ecology of communication subjects has been formed.From the level of communication form, traditional media information is mainly presented in the form of text, pictures and images; in today's artificial intelligence, short video, VR, AR and other technologies have entered the streets and alleys. Compared with a single form of content, multimodal information can bring users a more immersive media experience.

At the same time, AI is also playing an important role in fueling communication content production and effectiveness, among other things.AIGC further improves the efficiency of content production, ChatGPT and Sora become a new quality of productivity.The development of AI technology enables machines to better understand human emotions and cultural background, so that international

communication can pay more attention to emotional resonance; at the same time, AIGC technology through big data and algorithmic recommendation and other technical aids can locate the international target audience more accurately, so that it can realize personalized, accurate and all-around communication for different audiences, and based on the user's interaction and feedback, it can continuously absorb experience and adjust the Interaction strategy.Finally, by combining the governance of the government, platforms, users, AI and other four main bodies, we can realize the "four-in-one" multi-party co-rule, and jointly spread a new picture of clear international communication.

4.3. Synergizing multiple actors to play a "chorus" of cultural communication

In the current all-media era, international communication should not just be a "one-man show" for the mainstream official media, but rather a "chorus" of various mainstream media, social media, and cooperation between governmental departments and other diversified civil society subjects.It is necessary to build a new type of international first-class mainstream media with strong leadership, communication power and influence. In addition, with the influence of social media on international communication becoming more obvious, the scope of the main body of international communication will be enlarged in the future, and multi-value and multi-perspective "polyphonic communication" will appear.Various social media platforms present the openness, participation and connectivity of the times, making it possible for public communication in which "everyone has a microphone", not only professional official media can carry out cultural communication, but also the participation of enterprises, the general public, and other private forces can make a louder voice for China.

In the past few years, the active participation of multiple actors such as cities, museums, art troupes, corporations, and industry associations has greatly expanded the breadth and depth of its dissemination.This cross-field linkage not only creates synergy, but also provides richer and more diversified perspectives and channels for the international dissemination of traditional culture.For example, cities can incorporate local traditional culture by hosting international events, promoting international tourism, and spreading the city's image to enhance its visibility and influence on the international stage.Museums and art galleries, as important carriers of cultural dissemination, can continue to enhance their international influence and dissemination by planning creative activities, carrying out exhibitions and exchanges, building digital twin platforms, and strengthening transnational field cooperation.These initiatives will not only enable more people to understand and appreciate the charm of traditional culture, but also promote exchanges and mutual understanding among different cultures.By attracting more subjects with diversified identities and backgrounds to participate in it, a more open, inclusive and diversified communication system will be constructed to form a cross-field synergy effect, so that the charm of Chinese traditional culture can shine on the international stage.

4.4. Constructing a Chinese discourse system and writing a "good story" combining emotions and reasoning

In terms of cultural expression, places such as Europe and the Americas have adopted a low-context cultural model in which information is encoded in a simple and straightforward manner and the content directly reflects the meaning; in contrast, China's cultural expression is high-context and the information is encoded in a more implicit manner.Hall's "coding and decoding theory" suggests that such coding differences may lead to difficulties for international audiences in understanding Chinese information dissemination, and that there is a discourse comprehension problem.Therefore, we need to accelerate the establishment of a discourse and narrative system that is in line with Chinese characteristics, and strive to expand the influence of China's voice so that it can be more widely disseminated and louder.

First of all, we need to take the initiative to enhance our discourse power in the international arena and rapidly advance the creation of international discourse.By taking the initiative and getting a head start, we need to clear the noise and enhance our ability to speak out on key issues in order to seize the high ground of international communication.On important issues such as global poverty reduction, environmental protection and food security, the development of new concepts and expressions with Chinese characteristics has accelerated, such as "One Belt, One Road" and "Community of Human Destiny".Second, by focusing on topics of common global concern, such as environmental protection, health education, science and technology, and diet, storytelling and empathetic communication are emphasized, which makes it easier to reach consensus across national and cultural boundaries.By adopting a storytelling approach, cultural differences can be effectively overcome and empathy can be fostered among viewers, thus creating an emotional community.Such empathetic communication helps to bridge cultural differences resulting from political, social and historical traditions for people from

different ethnic and cultural backgrounds, thus enhancing the effectiveness of international communication.Ultimately, in order to achieve the goal of "Chinese story, international expression" and reduce cultural misunderstandings, the use of grandiose narratives should be avoided in favor of more personalized and life-like first-person micro-narratives, which are both light and attractive.Through vivid contemporary discourse, accessible language for the masses, and logical academic expression, British historian Michael Wood suggests that truly engaging Chinese stories should be life stories told by ordinary people on the streets and alleys. This kind of concrete and everyday content is more attractive to international audiences.At the same time, we need to take advantage of the trends of mobility, socialization, interactivity and visualization, and effectively use the multimodal media of text, image, sound, video and online interaction.The use of virtual reality, augmented reality, short video live broadcasts and other forms of media can enhance the sense of scene, emotional engagement and audio-visual effects of international communication.

4.5. Building an international communication matrix to create a "national team" of cohesion and solidarity

Human society is now shifting from a "digital existence" to a "platform existence", and platform refers to the new field of international communication and the infrastructure that plays a pivotal role in the networked existence.[3]In recent years, China has made remarkable progress in the field of international communication, forming a diversified and three-dimensional communication platform system.These platforms cover not only overseas social platforms developed by the company itself, such as TikTok, but also mainstream overseas social platforms that we have stationed on, such as Facebook, Twitter and YouTube.In addition, China's mainstream media have also made active efforts to independently develop news clients, such as China Daily and CGTN, which provide rich and timely news information and in-depth reports for global audiences.For example, People's Daily and other mainstream media have utilized social media to "borrow a boat to go out to sea", and issued China's voice on international social media platforms such as Facebook, YouTube, and Twitter, etc. In addition, while taking advantage of overseas media platforms to "borrow a boat to go out to sea", it is also necessary to focus on building independently mastered media platforms to "build a boat to go out to sea" to ensure independent control. In addition, while riding on overseas media platforms to "borrow ships to go to sea", it is also necessary to focus on building independently mastered media platforms to "build ships to go to sea", in order to ensure independence and controllability.There is also a need to optimize the international communication team and train international communication talents. The cultivation of international communication talents should be a long-term systematic project, with measures such as specialized training in institutions of higher learning, systematic training for existing practitioners, and global recruitment of talents, in order to further promote the "chorus" of foreign propaganda.

5. Conclusions

The exchange and mutual understanding of world civilizations and the formation of a community of mankind, thus moving towards the common values of all mankind, will always be the imperishable test question of the times.How to promote Chinese culture in civilization exchanges and mutual understanding, so that Chinese culture to go out, but also a long-term examination paper.In the great wave of the times, we should open up multiple perspectives and follow the diversified media closely, so that we can take advantage of the ship of world cultural exchanges and mutual understanding to raise the deep kernel of Chinese culture, and let the world hear China's voice, see China's image, and understand China's story.

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