

Research on the Practice of Spreading Chinese Traditional Culture Abroad through Non-Mainstream Media

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Abstract: *This paper investigates the practice of spreading Chinese traditional culture abroad through non-mainstream media. In the context of globalization, non-mainstream media has become a significant mode of communication. Compared with traditional media, non-mainstream media is closer to people's lives and can resonate more deeply with audiences. Besides, the content on non-mainstream media platforms is diverse and can present traditional culture in more appealing, refined, and creative ways, satisfying the audience's demand for unique content. Hence, non-mainstream media is seen as a positive and effective tool for spreading awareness and acceptance of traditional culture, which contributes positively to enhancing cultural exchange and understanding internationally. However, currently, China's cultural industry is at a disadvantage, with our transmission technology lagging significantly from Western nations like the U.S., and our cross-cultural communication concepts tend to be outdated. Thus, this paper further explores effective strategies to enhance China's international transmission capability in the concrete practice of telling the China story well.*

Keywords: *Chinese traditional culture; cultural transmission; non-mainstream media*

1. Introduction

This paper delves into the topic of "Spreading Chinese Traditional Culture Abroad through Non-Mainstream Media" to analyze the current global reach of Chinese traditional culture via unconventional media channels.

China, steeped in history and tradition, houses a rich cultural heritage, something the world has continued to marvel at over centuries. Nevertheless, in the modern era, it is imperative to utilize technological advancements and unconventional media channels as effective tools for global communication, education, and cultural propagation. Non-mainstream media---such as TikTok, YouTube, digital blogs, online platforms, and other social media---hold massive potential when it comes to showcasing the intricacies and nuances of Chinese traditional culture to a global audience.

The research aims to explore and demonstratively prove how these platforms can provide an innovative perspective on spreading the essence of Chinese culture and traditions to the global community. Furthermore, it intends to provide practical strategies and suggestions for effectively utilizing these tools for cultural promotion.

It also examines the challenges faced in this domain and possible solutions to overcoming them. Through comprehensive and thorough research, this paper provides valuable insights and contributions to the arena of cultural propagation and preservation amidst the ongoing technological revolution and digital age. It helps shed light on how technology can effectively be harnessed to enhance cultural awareness and appreciation.^[1]

2. Review of Current Research Status at Home and Abroad

2.1 Domestic Research Status

From a domestic standpoint, there has been extensive research related to the overseas transmission of Chinese traditional culture. In recent years, as non-mainstream media such as the internet and cell phones have gradually matured, research linking them to the transmission of excellent Chinese traditional culture is still in its early stages. In summary, domestic academia's research on the overseas

transmission of traditional culture through non-mainstream media mainly focuses on the following areas:

2.1.1 Research on the opportunities, challenges, and solutions in the process of Chinese traditional culture's overseas transmission

The external transmission of Chinese traditional culture has always been an important topic of study for scholars. There are abundant related works, literature, and policies. Based on a certain historical background, scholars have elaborated on the opportunities and challenges encountered in the external transmission of Chinese traditional culture from different perspectives, and proposed countermeasures to address these challenges. For example, the article "Issues and Countermeasures Facing the Current 'Going Global' of Chinese Culture — On the Significance of Implementing the Opinions on Carrying Forward and Developing Chinese Excellent Traditional Culture for the Overseas transmission of Chinese Culture" by Zeng Hongjun and Zeng Hongwei, delves into the problems existing in the external transmission of Chinese culture from the aspects of cultural resources, language media, and the breadth and depth of cultural communication. They combine the current state of communication to propose suggestions for improving the current status of the external transmission of Chinese traditional culture through regaining cultural confidence, translating the achievements of Chinese culture, and utilizing the national foreign language education system and platforms. There are many similar articles, such as Chai Xin's "Research on the Strategies for the External transmission of Chinese Traditional Culture".^[2]

2.1.2 Research on the overseas transmission of Chinese traditional culture from a cross-cultural perspective

The second category of articles mainly discusses the overseas transmission of Chinese traditional culture from the perspective of cross-cultural communication. For example, in the article "Analysis of the Overseas transmission of Chinese Traditional Culture from the Perspective of Intercultural Communication" by Liu Xinmei, Zhao Yuxi, and Liu Qian, they briefly analyze the overseas transmission of Chinese traditional culture from the perspective of intercultural communication, and research its paths and strategies. There are many studies of this kind, which will not be elaborated further.

2.1.3 Research on the overseas transmission of Chinese traditional culture from the perspective of detailed cultural content

The third category of articles conducts research by refining Chinese traditional culture into specific cultural content. For example, Wen Bo and Jiao Yanju's "On Three Key Points of the Overseas transmission of Traditional Martial Arts Culture" analyzes the basic ideas of the overseas transmission of traditional martial arts culture. Similarly, Liu Xiaoping's "Research on the Path of Overseas transmission of Chinese Tea Culture" and Wang Xuming's "Overseas transmission and Promotion of Chinese Painting Art in the New Media Era" respectively discuss the content of Chinese tea culture and Chinese painting, two excellent traditional Chinese cultural symbols.^[3]

2.1.4 Research on the transmission of Chinese traditional culture in the context of new media

The fourth category of articles focuses on the background of the new media era, analyzing the influence, problems, and solutions faced by traditional cultural transmission. For example, Liu Hui and Zhang Junlong's "Expanding the Path of Traditional Cultural Inheritance and Innovation Utilizing New Media" points out the problems of fragmented governance, single subject, and low public participation in the inheritance and innovation of traditional culture. They also propose specific paths to improve the effectiveness of traditional cultural inheritance and promote the formation of a "new ecology" for traditional cultural inheritance.

From the current domestic research status, many experts and scholars have focused on the research of traditional culture transmission in the context of non-mainstream media, while there is relatively less interpretation of the external transmission of Chinese traditional culture in the context of the prevalence of non-mainstream media. This provides ample space for research on this topic.

2.2 Research Status Abroad

Foreign research mainly focuses on two levels: the study of Chinese traditional culture and research at the higher education level related to traditional culture. There are very few articles discussing the external transmission of traditional culture and non-mainstream media, and even fewer studies on the

external transmission of Chinese traditional culture through non-mainstream media. For example, the article "An Application and Study of Chinese Traditional Culture in Modern Art" by foreign scholar Wei Wang analyzes the formation history of the splendid culture of the Chinese nation and its relevance to art design, concluding that only by drawing on traditional culture and basing on the national culture can art design have higher value and status in the world. Similarly, Jawad Al-Frijawy's article "The Value and World Impact of Chinese Traditional Culture in the Context of Cultural Globalization" discusses the important impact of Chinese traditional culture on the modern world under the background of cultural globalization. Furthermore, Chunyan Wu's article "Research on Education Function of Chinese Traditional Culture of Self-cultivation in Ideology and Politics" mainly discusses the philosophical connotations of traditional self-cultivation culture in China and the connections between ancient and modern China and the West, thereby enhancing the effectiveness of ideological and political education for college students. Quan Li's article "Research on the integration of Excellent Chinese traditional culture into Ideological and Political education in Colleges and Universities" analyzes the necessity and approaches of integrating excellent traditional Chinese culture into ideological and political education in universities.^[4]

Overall, foreign scholars have recognized the promotion of Chinese excellent traditional culture overseas and have put forward some feasible methodological suggestions. This provides valuable inspiration and experience reference for the research on the overseas transmission of Chinese traditional culture through non-mainstream media.

3. Research Significance

1) Theoretical Significance

Research on the overseas transmission of Chinese traditional culture through non-mainstream media explores the significant implications of using non-mainstream media for the external transmission of Chinese traditional culture. It provides a theoretical basis for the transmission of Chinese traditional culture through non-mainstream media and supplements the current lack of theoretical research on this topic.

2) Practical Significance

Chinese traditional culture itself is an important component of international communication content and serves as a cornerstone for enhancing cultural soft power and establishing an external discourse system. In recent years, with a series of strategic measures issued by the Chinese government to promote the "globalization" of Chinese culture, China has been actively introducing itself to the world during the process of external communication. It is promoting unique and excellent cultural products to various parts of the world, striving to spread Chinese traditional values and cultural concepts, and creating a favorable international public opinion atmosphere for the economic and social development of China and its external exchanges. However, it must be acknowledged that compared to Western developed countries, there is still a significant gap in the development and transmission of Chinese culture. The economic "Out-performance" of China compared to its cultural influence globally further underscores the disproportionate relationship between the influence of Chinese traditional culture worldwide and China's rapid economic development in the global economic environment.^[5]

As domestic and international economic situations continue to evolve, the overseas transmission of Chinese traditional culture should also keep pace with the times, innovate ideas and methods, actively strive for China's voice in global affairs, and contribute to the maintenance of international interests and the shaping of a positive national image. Non-mainstream media, with its characteristics of strong timeliness, rapid transmission, wide coverage, rich and diverse content, and suitability for fragmented transmission, can help enrich the forms of external transmission of Chinese traditional culture. Therefore, emphasizing the overseas transmission of Chinese traditional culture through non-mainstream media platforms is of practical significance.

4. Significance, Troubles, and Effective Strategies

1) The Overseas Transmission of Chinese Traditional Culture is of Significant Importance for Nation Branding

Nation branding refers to the comprehensive impression and evaluation of a country among the public of other countries, including judgments on its comprehensive national strength, social system,

national development, international status, and more. Nation branding directly affects a country's position and role in the international community and is an important aspect of national soft power. The construction of nation branding includes: (1) mutual assistance and integration of traditional media and new media, domestic media and overseas media; (2) public relations and the reporting of media events (national image promotion films); (3) cultural product transmission of national symbols; (4) establishment of strategic cooperation and friendly relations. Traditional culture is a unique symbol and cultural symbol of a country. Through overseas transmission, it can deepen the international community's understanding and recognition of China, help change the stereotyped impression of the country, and assist in shaping a more diverse, attractive, and highly cultural image.^[6]

Furthermore, Chinese traditional culture embodies the excellent traditions and values of the Chinese nation, such as filial piety, respect for elders, and reverence for teachers. These traditional cultural values and ethics can be disseminated internationally, contributing to the enhancement of China's moral influence in the world. Additionally, Chinese traditional culture boasts a rich array of artistic forms, such as Peking Opera, Chinese painting, traditional music, and more. These artistic expressions showcase the creativity and aesthetic ideals of the Chinese people and can facilitate the expansion of international cultural exchanges, fostering greater understanding and friendship between different cultures.

Most importantly, the overseas transmission of traditional culture can also stimulate the development of the tourism industry. Tourism activities themed around Chinese traditional culture attract a significant number of overseas tourists, bringing economic benefits to the country and enhancing its international image.

It is evident that the overseas transmission of Chinese traditional culture holds significant importance for nation branding. By promoting Chinese traditional culture, it is possible to change the stereotypical impressions of the country, enhance its moral influence, foster cultural exchanges and friendship, and positively contribute to the development of the tourism industry.

2) Technical weaknesses, outdated concepts, and low media literacy among audiences have constrained the overseas transmission of Chinese traditional culture through non-mainstream media

The transmission of Chinese traditional culture on non-mainstream media requires the use of modern technology and digital media techniques. However, due to uneven and lagging technological development, limited technical tools and platforms have restricted the effectiveness and presentation of traditional culture transmission. Currently, China's cultural industry is at a disadvantageous position, and in terms of communication technology, we are still some distance away from major Western countries such as the United States.

Simultaneously, the concept of cross-cultural communication is relatively outdated. Some aspects of Chinese traditional culture are not in line with modern values and concepts. The antiquity of these traditional ideas and concepts often fails to resonate with young people and international audiences in contemporary society, limiting the transmission of traditional culture on non-mainstream media. Some domestic social platforms may appear innovative initially, but in reality, they are often derived from abroad.^[7]

Furthermore, the use and transmission of non-mainstream media require a certain level of media literacy, including familiarity with digital media and the ability to access and evaluate information. However, due to historical and cultural reasons, some audiences have relatively low understanding and usage of non-mainstream media, affecting the effectiveness of disseminating Chinese traditional culture on these platforms. The openness of media culture in the new media context and the low threshold of the internet promote the exchange of human culture. Through various non-mainstream media platforms on the internet, we can easily access a variety of information compared to the past. However, there is an uneven distribution of media literacy among audiences in developing countries, making it difficult for some to have the ability to correctly use mass communication resources.

3) Increasing investment in innovation and education is an effective strategy for telling China's story well through non-mainstream media in external communication practices

In contrast to domestic transmission, external communication presents significantly different challenges and requires higher levels of specialization and expertise from cultural industry professionals and media practitioners.

In terms of technological innovation, there should be increased focus on research and innovation in traditional cultural transmission technologies to enhance the quality and functionality of technical tools

and platforms. For example, developing interactive applications, virtual reality, and augmented reality technologies can present Chinese traditional culture in more vivid and diverse ways. Additionally, innovation in content forms and methods is necessary when disseminating Chinese traditional culture through non-mainstream media. This includes using multimedia formats such as audio, video, images, and animation, as well as employing engaging and dynamic narrative styles to attract audiences.

Regarding education and training, efforts should be made to strengthen audience media literacy education to enhance their understanding and usage capabilities of non-mainstream media. Promoting digital literacy courses and providing relevant training can better involve audiences in non-mainstream media transmission, increasing their understanding and acceptance of Chinese traditional culture. Moreover, in external communication, interdisciplinary communication professionals need to be cultivated to enhance China's international communication capabilities. This involves familiarity with foreign audiences, understanding of Chinese culture, language proficiency, and proficiency in using new media. Universities, as the main entities for talent cultivation in the external transmission of Chinese traditional culture, should establish clear objectives for talent cultivation related to the international transmission of Chinese culture, reform education models, and talent cultivation mechanisms for overseas communication, accelerate the cultivation of high-quality interdisciplinary talents for external transmission, and provide human resources for the strategic goal of building a cultural power.

In terms of cooperation and exchange, collaboration with relevant educational institutions, media organizations, and cultural organizations in other countries should be conducted. Through the implementation of collaborative projects, experiences, resources, and technologies can be shared to jointly promote the international transmission of Chinese traditional culture through non-mainstream media.^[8]

Furthermore, promoting innovative educational content in the education sector by integrating Chinese traditional culture into school curricula and conducting cultural exchange activities is crucial. By educating young people, a deeper understanding of Chinese traditional culture can be fostered, enhancing their sense of identity and willingness to inherit traditional culture.

5. Conclusion

It is hoped that this paper can assist various stakeholders in clarifying the characteristics of Chinese traditional culture, integrating resources for external communication, identifying the direction of external communication, promoting reforms in the external communication mechanism, and thereby better telling the story of China through non-mainstream media, increasing international audiences' understanding and recognition of Chinese traditional culture.

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