

Global Communication for Civilizational Exchange and Mutual Appreciation

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Abstract: As the world undergoes unprecedented changes in a century, the International situation is also evolving at an accelerated pace. At a time when digitalization and intelligence are highly developed, it is all the more important for countries to close humanistic exchanges and promote mutual appreciation of civilizations through global communication.

Keywords: Global Communication; Civilizational Exchange; Mutual Appreciation

Introduction

The situation is changing, and as the German sociologist Beck put it, the world has now entered the "Uca era", and will face a more obvious picture of mobility, uncertainty, complexity and ambiguity, which urgently requires various ways to promote the global countries towards a "community of human destiny".

1. Self-shaping and other-shaping communication

In global communication, the image of each country is also particularly important, so the international image cannot be shaped without two aspects, one is self-imaging communication, the other is other-imaging communication, one cannot be without the other. Self-shaping refers to the active construction and dissemination of one's own image to audiences in other countries, while other-shaping refers to the shaping of one's image by audiences in other countries. In the process of communication, as stated in the Method Theory, the subject of communication must have the intention to communicate his or her own purpose, and the audience will actively accept and explore the intention of the communicator in the process of communication, but the purpose of the communicator is inversely proportional to the effect of the communication received by the audience. Therefore, in the process of global communication, it is necessary to have both self-branded communication and other branded communication, combining the two to create overseas 'opinion leaders' to shape the country's image, thus producing positive communication effects and being recognized and accepted by audiences in other countries.

The Beijing Winter Olympics in China 2022 has attracted the attention of the world and has been praised by various countries. In such a sporting event, China's image and charisma of China, which is evident everywhere in its global-oriented communication, serves as a good example of global communication. For example, the opening ceremony featured a countdown to the 24 solar terms, and the closing ceremony featured a fond farewell of the willow; for example, China placed red lanterns and spring scrolls in the hotels where the athletes stayed, symbolizing traditional culture and folklore; for example, the poem "I am fortunate to know your peach blossom face, from now on the paths are full of warm spring" quoted by Yuzuru Hanyu, a Japanese figure skater. The poem "I'm glad to know your peach blossom face, since then the paths have been warmed by spring". Through cultural presentations, heartfelt services and heartfelt narratives, the image of China as an ancient cultural and civilized country is presented to audiences all over the world. For example, the Russian figure skater Shcherbakova, after winning the women's single free skating competition, posted a photo of herself with an ice dun on INS and gave it to her coach and sister. As foreign "opinion leaders", they brought the Chinese Olympic mascot and the national connotation behind the mascot to a wider audience, thus playing an exemplary and spreading role, shaping a credible, respectable and lovable image of China through his portrayal.

As the father of the modern Olympic Games, Byrd Kubitan, said: the Olympics is not just a competition, but a cultural exchange and integration from the heart. It is believed that only through global communication can we truly "reach for the future together".

2. Intercultural and transcultural communication

Cultural exchange in global communication also relies on the transformation of cultural communication methods. Intercultural communication, which aims to spread and conquer culture, is a straightforward and rigid way of communicating in order to spread culture to a designated area and to be effectively received by the target audience. Transcultural communication refers to the "community of human destiny" as the core, so as to promote equal exchange and mutual appreciation between cultures and civilizations.

In the face of the current global communication situation, I believe that there is a greater need to turn intercultural communication into transcultural communication. In India, for example, the language they often use is English, and their mother tongue is rarely used, leading to the gradual decline of their mother tongue culture. This is why there is a need to reduce intercultural communication, to respect the cultures of all nations, and to communicate through transcultural communication so that there is a mutual appreciation between cultures and civilisations. For example, the Japanese anime "*Big Fish and Begonia*", the Chinese TV series "*Legend of Zhen Huan*" and the South Korean variety show "*Running man*" all incorporate their own national culture in their artistic expressions, which are disseminated to various countries through multilingual language translations, artistic expressions and equal and respectful cultural communication to achieve transcultural communication between large countries, thus learning from each other and thus providing a vehicle for understanding the cultural connotations of other countries.

In 2021, for example, the Chinese bronze group sculpture "Divine Encounter - Dialogue between Confucius and Socrates" was finally inaugurated on the site of the ancient marketplace in Athens, a sculpture that brings together the ideas of the "ideal state of mankind" and the "commonwealth of the world" that Plato and Confucius of China had proposed more than two thousand years ago, at the same time in ancient Greece. "Through this common ideal of humanity, this cultural work has become a landmark of cultural exchange between Greece and China. It is believed that this kind of transcultural communication will be better recognized by people all over the world, thus realizing the vision of "one world".

3. Strategic communication and intelligent communication

In global communication, through the times and technological changes, communication between countries also relies on strategic communication and intelligent communication. The US had first proposed a definition of strategic communication in the Strategic Communication Report, stating that strategic communication is an important component of national security and requires multi-sectoral coordination. And later the US revised and improved the definition of strategic communication in the White House National Strategic Framework. Therefore, strategic communication is the process by which a government or organization mobilizes and coordinates resources and delivers messages and exerts influence on specific audiences in order to achieve national strategic interests and strategic objectives. Intelligent communication, is the process of combining media messages with technology based on smart technology, so as to achieve the process of information dissemination purposes.

Important global decisions and agendas have always been dominated by the West, and thus the Western media hold the power of international discourse, opinion and guidance. In the Russo-Ukrainian war, some countries used robotic water armies to post massive, ritualistically biased posts to shift the direction of international public opinion, thus playing a disorienting role, making certain countries "lose their voices" in the public opinion arena and directly confusing international opinion. This is why strategic communication is such an important part of the international discourse and has a direct impact on a country's global image, so correct, positive and active strategic communication should not be ignored in any country around the world. Also in 2019, considered by the public to be the first year of 5G, from the application of technologies such as cloud computing and artificial intelligence, and nowadays meta-universe, robot writing, ChatGPT and other multi-smart technologies are gradually moving towards the development of human-machine collaboration. In the market research agency Apptopia announced the 2022 global application downloads in the top ten list, TikTok with 672 million downloads ranked at the top of the list. The historic breakthrough, a prominent representative of the global rise of new media platforms represented by non-US and others, relies on the development of intelligent communication technology to achieve global communication based on core technologies such as algorithms. Strategic communication is the basis of an international image, then smart technology in intelligent communication, but also the core basis of a country going out for cultural exchange.

4. Cultural exchange and mutual appreciation of civilizations

On 27 March 2014, General Secretary Xi first put forward the core concept of "exchanges and mutual understanding of civilizations" in his speech at UNESCO headquarters, stressing that "civilizations are enriched by exchange and enriched by mutual appreciation. The exchange and mutual appreciation of civilizations is an important driving force for the progress of human civilization and the peaceful development of the world". All countries around the world should join hands to promote cultural exchange and mutual appreciation of civilizations.

For example, the Confucius Institutes in China have been set up in many countries to spread traditional Chinese culture; for example, countries along the Belt and Road are working together on economic, political and cultural exchanges; and countries around the world are joining hands to tackle global climate change, which truly shows us a "community of human destiny". Of course, there is no shortage of problems such as war, disease and the new Cold War, but in the same global village, we believe that only together we can embrace the post-epidemic era, and only cultural exchange and mutual appreciation of civilizations can make the world's cultural gardens bloom.

Conclusion

Cultural exchange and mutual appreciation of civilizations is the common way of development for all countries, and we believe that under the evolution of the new pattern of global communication, all countries in the world can show their unique charm to the times and make the spiritual home and living home of human civilization richer and better.

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