

RESEARCH ON THE INTERNATIONAL COMMUNICATION OF CHINESE CULTURE IN THE NEW MEDIA ERA: A CASE STUDY OF THE TANG POETRY ROAD IN EASTERN ZHEJIANG

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Abstract: In the era of globalization and rapid advancements in information technology, new media have significantly transformed modes of information dissemination and created novel opportunities for the international communication of Chinese culture. The Tang Poetry Road in Eastern Zhejiang, an essential carrier of Chinese poetic culture, embodies rich historical and cultural significance. Amidst the vigorous development of new media, exploring innovative communication strategies can not only allow both domestic and international audiences to appreciate this unique cultural heritage but also offer new approaches for promoting Chinese culture globally. This paper uses the Tang Poetry Road in Eastern Zhejiang as a case study to examine how to effectively leverage this cultural resource in the context of new media. It discusses how innovative communication methods, cross-border collaborations, and in-depth presentation strategies can enhance China's cultural soft power and facilitate the global introduction of traditional Chinese culture.

Keywords: New media; Chinese culture; International communication; Tang Poetry Road in Eastern Zhejiang

1 INTRODUCTION

With the acceleration of globalization and the rapid development of information technology, new media have profoundly transformed the methods and channels of cultural exchange. In this context, the international communication of Chinese culture has encountered unprecedented opportunities and challenges. New media platforms facilitate the more convenient and widespread dissemination of China's rich historical and cultural resources to the global audience. Central to the construction of the Tang Poetry Road in Eastern Zhejiang is cultural attraction, a core component of cultural soft power. The Tang Poetry Road in Eastern Zhejiang represents the cultural heritage left by Tang Dynasty poets in eastern Zhejiang, embodying the essence of Chinese culture through its poetry, historical context, local traditions, and folk culture. Traditional Chinese culture is the cornerstone of China's soft power, and promoting and disseminating this heritage is not only an effective means of enhancing China's cultural influence but also a vital aspect of the development of the Tang Poetry Road in Eastern Zhejiang.[1] Using this cultural route as a case study to examine its international communication practice within the context of new media is significant for exploring how Chinese culture can expand globally, thereby enhancing its cultural soft power.

2 NEW MEDIA AND CULTURAL COMMUNICATION THEORY

2.1 Definition and Characteristics of New Media

2.1.1 Digitalization and interactivity

Compared to traditional media (such as newspapers, radio, television, etc.), new media represent a new form of communication that primarily relies on the Internet and digital technologies. In the new media era, audience demand has shifted from being linear, one-dimensional, and passive to becoming non-linear, multidimensional, and interactive. The traditional print format of publishing can no longer satisfy these evolving audience needs. [2]A notable feature of new media is digitalization, wherein the generation, storage, transmission, and display of information occur in digital form. This digitalization enhances the efficiency and broadens the reach of information dissemination. Additionally, while traditional media typically involve one-way communication, new media emphasize user engagement and interaction. Through interactive means such as comments, sharing, and liking, audiences are not merely passive receivers of information but also active disseminators and feedback providers. This interactivity enhances the dynamic nature of information transmission and increases user engagement.

2.1.2 Multimedia and cross-platform communication

The multimedia capabilities of new media enable the transmission of information through various formats, including text, images, audio, and video, thereby enhancing the expressiveness and appeal of the content. Moreover, cross-platform communication allows information to be seamlessly transmitted across different platforms and devices—ranging from social media to video platforms, from website links to mobile applications, and from computer terminals to mobile devices. These cross-platform characteristics significantly expand the dissemination scope and influence of information.

2.2 Cultural Communication Theory

2.2.1 Cultural exchange and communication models

Cultural communication theory examines how cultural information is transmitted and exchanged between different groups and societies. Traditional cultural communication models include the linear communication model, the two-way

communication model, and the network communication model. The linear model emphasizes the unidirectional transmission of information from sender to receiver, while the two-way model highlights the interaction and feedback between the sender and receiver. The network communication model, suited to the new media context, underscores the complex interactions and information flows among multiple participants. These models are instrumental in understanding the flow patterns and influence mechanisms of cultural information across different communication channels.

2.2.2 Media ecology theory

Media ecology theory posits that media are not merely tools for information dissemination but also crucial factors in shaping human cognition and the social environment. Different media forms exert varying influences on cultural communication. Media ecology explores how media affect cultural transmission and transformation by studying the interaction between media and the social environment. In the new media context, this theory particularly focuses on how digital media alter the production, dissemination, and consumption of information, and the far-reaching impacts on cultural exchange. For instance, the immediacy and interactivity of new media have reshaped the temporal and spatial dimensions of cultural communication and introduced new modes of cultural interaction.

2.2.3 The interaction between globalization and localization

The interplay between globalization and localization is a crucial issue in cultural communication. Globalization refers to the worldwide flow and diffusion of cultural information and products, while localization emphasizes the adaptation and integration of local cultures in this process. In the new media context, the interaction between globalization and localization becomes increasingly complex and frequent. Cultural products on new media platforms have the dual capacity to spread globally while also being localized and adapted to suit local cultural characteristics. Through this interaction, global and local cultures influence each other, leading to mutual development.

3 OVERVIEW OF THE TANG POETRY ROAD IN EASTERN ZHEJIANG

3.1 Historical Background of the Tang Poetry Road in Eastern Zhejiang

3.1.1 The development of Tang Poetry

The Tang Dynasty represents the golden age of ancient Chinese poetry. During this period, societal prosperity, economic growth, the widespread popularization of education, and the implementation of the imperial examination system fostered an environment where poetry became one of the primary cultural activities among literati and scholar-officials. Tang poetry, known for its rich imagination and high artistic expression, produced a vast collection of enduring works. These poems not only reflected the societal ethos of the time but also conveyed the poets' personal feelings and thoughts. The subjects of Tang poetry were diverse, encompassing landscapes and idyllic fields, frontier battles, love and friendship, and political sentiments. The beautiful natural scenery and profound cultural heritage of Eastern Zhejiang attracted numerous poets, leading to the formation of the distinctive cultural route known as the Tang Poetry Road in Eastern Zhejiang.

3.1.2 Culture and history of eastern Zhejiang

Eastern Zhejiang, primarily comprising the modern cities of Shaoxing, Ningbo, Taizhou, and other areas within Zhejiang Province, has long been an important cultural region in southeast China. For detailed information, please refer to the "Relics Map of the Tang Poetry Road in Eastern Zhejiang."^[3]

From a historical perspective, Eastern Zhejiang was a significant political and economic center as early as the Spring and Autumn and Warring States periods. It served as the capital of the ancient states of Yue and Wu Yue, as well as the Southern Song Dynasty, accumulating a rich cultural heritage over centuries. During the Tang Dynasty, Eastern Zhejiang was a crucial hub for north-south transportation and a sought-after destination for scholars and poets. Renowned literary figures such as Li Bai, Du Fu, Bai Juyi, and Meng Haoran visited Eastern Zhejiang, leaving behind numerous poems that vividly describe the region's landscapes and cultural customs. The Tang Poetry Road in Eastern Zhejiang not only traces the footsteps of these poets but also underscores the region's prominent role in the cultural history of the Tang Dynasty.

Eastern Zhejiang also boasts unique local cultures, such as water culture, silk culture, tea culture, and various forms of folk art, including wood carving, paper cutting, and silk painting. Notably, the West Lake culture, which integrates elements of landscape, gardens, architecture, and poetry, offers a unique aesthetic experience. Additionally, Eastern Zhejiang is home to many historical sites and cultural relics, including famous mountains, rivers, and lakes. Landmarks such as the Jade Emperor Pavilion from the Song Dynasty and the Da Yu Mausoleum provide invaluable physical resources for the study of Chinese history and culture.

3.2 The Cultural Value of the Tang Poetry Road in Eastern Zhejiang

3.2.1 Historical and cultural heritage

From the perspective of historical heritage, the Tang Poetry Road in Eastern Zhejiang, as a route frequented by Tang poets, preserves a vast array of valuable cultural relics. Notable among these are West Lake, the Keyan Scenic Spot, and the Orchid Pavilion, which are surrounded by pavilions, courtyards, ancient temples, bridges, and villages, all of which reflect the poetic and artistic creations of literati from the Song Dynasty. These relics not only serve as witnesses to material culture but also as tangible manifestations of Tang Dynasty poetry culture. The Orchid Pavilion site, for instance, is famously associated with Wang Xizhi's "Preface to the Orchid Pavilion," a landmark in the history of Chinese calligraphy during the Eastern Jin Dynasty. Similarly, the Keyan Scenic Spot, where Su Dongpo sought refuge

on several occasions, has left a rich legacy of poetic heritage. These cultural relics reflect the spiritual pursuits of ancient Chinese scholars and serve as invaluable physical resources for studying the development of Chinese history and culture.

The value of these relics extends beyond their historical significance to include the cultural and spiritual connotations they embody, offering significant academic research value. The landscapes and relics along the Tang Poetry Road in Eastern Zhejiang, linked through poetic literature, exemplify the unique aesthetic integration of nature, humanity, and art in traditional Chinese culture. This aesthetic blend, which incorporates various art forms such as landscape architecture, poetry, calligraphy, and painting, has created a distinctive cultural landscape in Eastern Zhejiang. Through the investigation and study of these relics, we can gain a deeper understanding of the living environments and creative contexts of Tang poets, revealing the regional characteristics and cultural connotations of Tang poetry. This understanding is crucial for a comprehensive appreciation of traditional Chinese culture.

3.2.2 The integration of poetry and local culture

Eastern Zhejiang has long been celebrated as a land of “poetry, calligraphy, and painting.” The region is home to numerous classic poetic works, which are closely intertwined with the unique local natural landscape and cultural customs, vividly reflecting local traditions and social life. By extracting regional cultural elements and their corresponding graphic symbols and colors, and transforming the poetic imagery into visual language through visual communication, the essence of the subject matter is captured through line drawing and block fabric techniques, with the texture of the Eastern Zhejiang landscape presented in harmony with the poetic environment. This approach allows for the modern aesthetic reconstruction of the landscape paintings depicting the Tang Poetry Road in Eastern Zhejiang. [4] This deep integration of poetry and regional culture exemplifies the traditional Chinese aesthetic concept of “poetry and painting as a unified whole.”

The poets of the Tang Dynasty and the local culture of Eastern Zhejiang formed a symbiotic relationship. On one hand, the natural and cultural landscapes of Eastern Zhejiang not only became subjects of poetic works but also evoked deep emotional resonance in the poets, providing them with rich material for their creations. On the other hand, the poets’ works elevated the cultural significance and renown of Eastern Zhejiang. Poets such as Su Dongpo and Wang Anshi frequently extolled the famous landscapes of West Lake and the Orchid Pavilion, blending natural scenery with inner emotions to create memorable poems, which significantly contributed to the cultural prestige of Eastern Zhejiang. Today, these poetic works remain a vital part of the local culture of Eastern Zhejiang, offering valuable resources for contemporary audiences to understand and appreciate the region’s cultural heritage.

Furthermore, these poetic works have profoundly influenced and shaped the local cultural atmosphere. The calligraphy of the Orchid Pavilion, the gardens of West Lake, and the folk art of Shaoxing were all inspired and nurtured by these poems. These local cultural forms, in turn, serve as vivid carriers of poetry, creating a cultural ecology in which they mutually reinforce each other. This rich cultural heritage and the close integration of poetry with local culture reflect the deep interconnection of “poetry, calligraphy, and painting” in traditional Chinese culture. The enduring combination of poetry and local culture not only enriches the connotations of traditional Chinese culture but also provides a unique lens through which to understand and appreciate it. By deeply studying the Tang Poetry Road in Eastern Zhejiang, we can better protect and transmit this cultural heritage, providing robust support for the international dissemination of Chinese culture.

4 THE MAIN INTERNATIONAL COMMUNICATION PATH OF THE TANG POETRY ROAD IN EASTERN ZHEJIANG UNDER THE BACKGROUND OF NEW MEDIA

4.1 New Media Platforms and Communication Modes

4.1.1 Social media

While Chinese culture is rich and valuable, its global influence depends on effective dissemination. It should not remain confined to self-appreciation but must engage with a broader audience. In modern society, where the “survival of the fittest” rule prevails, Chinese culture must develop internationally recognized symbols and brands and embrace modern technology to secure a place in the global cultural landscape.[5] In the context of new media, information about the Tang Poetry Road in Eastern Zhejiang—including poetry works, historical stories, and cultural activities—can be shared on domestic platforms like Weibo and WeChat, as well as international platforms such as Facebook and Twitter. This strategy can attract attention from both domestic and international users, guiding them towards a correct and comprehensive understanding of Chinese culture. Social media’s interactive features, such as commenting, sharing, and discussion, facilitate the exchange of ideas, enhance cultural identity, and promote widespread dissemination of content. Additionally, WeChat can be used to publish in-depth cultural articles and related information, increasing user engagement and attracting more international interest.

4.1.2 Video platforms

Video platforms offer rich multimedia options for showcasing the Tang Poetry Road in Eastern Zhejiang. Short videos, documentaries, and virtual travel videos can be produced and shared on YouTube, TikTok, and Bilibili to highlight the region’s natural beauty and cultural heritage. The success of such visual presentations was demonstrated in the “Looking at Beijing” project, launched in 2011. This cultural experience and short film creation initiative, organized by the Institute of International Communication of Chinese Culture at Beijing Normal University, aimed to build a video

platform for experiencing Beijing culture and facilitating cultural exchange. The project, which evolved into the "Looking at China" initiative, demonstrated the power of video in cultural communication.[6]

These visual formats provide a dual sensory impact, appealing to both sight and sound, which can more effectively capture global audiences' interest. Moreover, video content tends to encourage sharing and forwarding behaviors, increasing its reach and influence. Advances in technology, including big data analysis tools and algorithm-driven content recommendations, further enhance the impact of video platforms.

4.2 Content and Forms of Communication

4.2.1 Poetry works and historical stories

The core content of the Tang Poetry Road in Eastern Zhejiang revolves around the poetry works and historical stories associated with the Tang poets who visited the region. New media platforms can publish selected Tang poems accompanied by modern interpretations and analyses, helping both domestic and international audiences understand and appreciate these classical literary works. The historical context, creative experiences, and stories behind the poets' works can be illustrated through visual aids, bringing history and culture to life and deepening users' comprehension.

4.2.2 Multimedia display

Multimedia displays are a crucial aspect of new media communication, enriching content through various formats such as images, videos, and animations to enhance visual appeal and user engagement. High-quality photographs can showcase the natural landscapes, historical sites, and cultural activities along the Tang Poetry Road in Eastern Zhejiang, capturing users' visual interest. Dynamic imaging technology can produce and share short videos, documentaries, and virtual travel experiences, thereby improving the communication effect. Additionally, animations can recreate the life and creative processes of Tang Dynasty poets, making the content more engaging and interactive.

4.2.3 Interaction and participation

Interaction and participation are key strengths of new media communication, allowing users to feel more involved and connected through various interactive methods. For instance, the 2020 song *A Sprig of Plum Blossom* achieved notable success on international Spotify music charts and inspired many overseas users to create imitations and reinterpretations.[7] Such interactive communication methods enable overseas audiences to experience the unique charm of Chinese culture in a personal and immersive way, promoting cross-cultural understanding and communication. Establishing discussion boards and interactive communities on social media platforms can encourage users to share their insights and experiences related to the Tang Poetry Road in Eastern Zhejiang, fostering greater interaction and exchange. Moreover, virtual reality and panoramic photography technologies can be employed to create virtual tours of the Tang Poetry Road, allowing users to engage with the content online and stimulating their interest in tourism and cultural identity.

5 STRATEGIES FOR INTERNATIONAL COMMUNICATION OF THE TANG POETRY ROAD IN EASTERN ZHEJIANG UNDER THE BACKGROUND OF NEW MEDIA

5.1 Enhancing the Quality and Attractiveness of Communication Content

5.1.1 Deepening cultural connotations

The Tang Poetry Road in Eastern Zhejiang is rich in historical and cultural significance, which can greatly enhance the depth and appeal of communication content. Detailed introductions to the living conditions, creative motivations, and historical contexts of the Tang poets can help international audiences better appreciate Tang poetry. [8] Additionally, uncovering cultural stories and historical events along the Tang Poetry Road can captivate audiences through vivid storytelling. Creating biographical documentaries about famous Tang poets can further highlight the allure of Tang poetry by presenting their life stories.

At the same time, the historical and cultural connotations of the Tang Poetry Road in Eastern Zhejiang should be adapted to the modern context. The integration of traditional and modern cultures is essential for constructing a comprehensive and multidimensional image of Chinese culture. This approach not only fulfills the need for China to present itself comprehensively but also meets the demand of overseas audiences for a deeper understanding of Chinese culture. When using new media to spread Chinese culture, it is crucial to adhere to the principle of "selecting the essence and discarding the dross," filtering out superficial or vulgar elements and focusing on content that best reflects the depth and uniqueness of Chinese culture. The selected cultural content should be adapted to modern communication environments and audience needs, presenting traditional cultural elements innovatively and harmonizing them with contemporary trends.

5.1.2 Innovating communication forms

To foster a better understanding of Chinese culture within the international community, it is necessary to move beyond the emphasis on form over substance, tradition over modernity, and identity over diversity. A multidimensional, rich, and diverse cultural communication model must be developed.[9] Innovation in communication forms can significantly enhance the interest and appeal of content, attracting more attention and participation from international audiences. As public aesthetic standards rise, high-quality visuals can help content stand out amidst the information overload. Furthermore, multi-sensory storytelling and the inclusion of English subtitles can break language barriers, engaging overseas audiences through a combination of text and imagery.[10]

Thus, media communication in the new media era should combine text, images, audio, and video to create multimedia works with rich content and striking visual effects to improve communication outcomes. Virtual reality (VR) technology can be employed to create virtual tourism experiences along the Tang Poetry Road, allowing audiences to immerse themselves in the natural beauty and cultural heritage of Eastern Zhejiang through VR devices. Additionally, interactive games based on Tang poetry can spread the culture of Tang poetry through an "edutainment" approach, increasing audience engagement and participation.

5.2 Enhancing Interaction and Participation

5.2.1 Building online communities

Online communities are vital platforms for enhancing user interaction and participation. By establishing and maintaining online communities, more users interested in the Tang Poetry Road in Eastern Zhejiang can be brought together. Special groups can be set up on social platforms like Facebook and WeChat to regularly publish relevant content and organize online discussions and exchanges. Dedicated forums and blogs on cultural websites can encourage users to share their experiences and insights, promoting interaction among users. Positive engagement with users through social media platforms can help shape a favorable image and reputation for Chinese culture, thereby enhancing its influence in international cultural communication.

5.2.2 Combining offline activities with online promotion

Combining offline activities with online promotion can enhance users' sense of participation and experience, thereby improving communication effectiveness. Themed cultural events related to the Tang Poetry Road in Eastern Zhejiang, such as poetry recitations, calligraphy exhibitions, and cultural lectures, can be organized to attract international audiences. These events can be live-streamed on social media and video platforms, allowing international audiences who cannot attend in person to participate and thus increasing the events' influence. Additionally, real-time interaction through social media during these events, such as responding to users' questions, can further enhance users' sense of participation and engagement.

5.3 Cross-Cultural Communication and Cooperation

5.3.1 Collaborating with international cultural institutions

Collaboration with international cultural institutions can leverage their platforms and resources to expand the reach and influence of the Tang Poetry Road in Eastern Zhejiang. Partnerships with foreign museums, libraries, and cultural centers can facilitate themed exhibitions and cultural exchange activities. Collaborations with internationally renowned universities and research institutions can support research projects and academic exchanges related to Tang poetry, thereby enhancing the academic influence of the Tang Poetry Road. Additionally, reference can be made to the communication model used for public electronic displays. For instance, on January 17, 2011, *China's National Image Film -- Characters*, produced by the Information Office of the State Council of China, was broadcast 15 times an hour, 300 times a day, on the large electronic screen in New York's Times Square. By February 14, the film had been broadcast 8,400 times in total. Such methods of publicizing China's national image to a global audience illustrate the use of new media communication techniques to achieve targeted international communication objectives.[11]

5.3.2 Utilizing transnational media platforms

Transnational media platforms wield substantial international influence. Partnering with these platforms can effectively disseminate the cultural content of the Tang Poetry Road in Eastern Zhejiang and broaden its international perspective. For example, the documentary "Four Seasons of China" used the British presenter Jiang Senhai to interpret the Chinese wisdom embedded in traditional culture from a Western perspective, making Chinese culture accessible and engaging for Western audiences.[12] Similarly, collaborating with globally recognized media outlets like the BBC and CNN to produce and air special programs and documentaries on the Tang Poetry Road in Eastern Zhejiang can significantly boost its international visibility. Additionally, managing official accounts on international social platforms like YouTube and Instagram, with regular publication of high-quality content, can attract and sustain the attention of global audiences.

5.4 Evaluation and Feedback Mechanism

5.4.1 Establishing an evaluation system

A robust evaluation system is necessary to monitor communication effectiveness and user needs through data analysis and feedback. New media platforms' analytical tools can track metrics such as clicks, shares, and comments to assess the impact of communication content. Collecting feedback from international audiences via surveys, online comments, and user messages can provide insights into their preferences and needs.

5.4.2 Continuously optimizing communication strategies

Cross-cultural data analysis platforms should clarify communication objectives and strategies, tailoring communication methods to the characteristics of different countries and audience segments. These platforms can facilitate targeted, segmented, and categorized communication, enhancing the coverage and impact of Chinese cultural dissemination. Based on evaluation results and user feedback, communication strategies can be continuously refined to improve effectiveness.[13] Big data analysis tools and algorithm-driven recommendations on video platforms can provide real-time insights into audience engagement, such as viewing duration and geographical distribution, allowing for timely

adjustments to content themes and formats. Furthermore, optimizing communication methods and interaction mechanisms according to the specific characteristics of different platforms and user needs can increase user participation and satisfaction.

6 CONCLUSION

In the era of globalization and digitalization, the international transmission of culture has become increasingly crucial. New media, as an efficient and interactive communication tool, offers a new platform and opportunity for the global dissemination of Chinese culture. The Tang Poetry Road in Eastern Zhejiang, as an essential component of Chinese history and culture, not only showcases its unique cultural value but also fosters cultural exchange and mutual understanding between China and other countries through new media channels. This paper provides both theoretical and practical insights into enhancing the international influence of Chinese culture by examining the Tang Poetry Road in Eastern Zhejiang within the context of new media. Future research and practice should build upon this foundation, continuing to explore and innovate to promote the widespread dissemination and deep exchange of Chinese culture worldwide.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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