Research on the Current Situation and Countermeasures of the External Communication of Chinese Traditional Culture in the New Era

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Abstract
Along with the rapid development of China's economy, Chinese traditional culture has been widely disseminated worldwide, and the number of its audience has been increasing. Nowadays, more and more foreigners are becoming interested in Chinese traditional culture. In the new era, effectively promoting Chinese traditional culture to foreign countries will be crucial in enhancing China's global influence, fostering mutual trust with other nations, and strengthening China's presence worldwide. However, influenced by the international exchange environment, exchange technology, exchange content, and other factors, Chinese traditional cultural exchange has been severely challenged. This paper investigates and analyzes the significance and current situation of Chinese traditional culture communication to foreign countries in the new era. It also proposes some countermeasures to address these issues, aiming to provide valuable insights for the development of Chinese traditional culture communication to foreign countries.

Keywords
New era, Chinese traditional culture, communication status, countermeasures

Introduction
The excellent traditional Chinese culture has a long history of 5,000 years and a profound heritage, and its content covers various fields such as politics, economy, philosophy agronomy, etc. It has a deep cultural heritage. This characteristic also determines the complexity of external communication. Simply implanting symbols in Chinese culture while ignoring the values and personality characteristics of the target audience will have the opposite effect, thus affecting people's understanding of Chinese culture. In the new era, how to promote the excellent Chinese culture to the world, as well as how to spread it, has become a common concern of the whole society.

1. The significance of the external communication of traditional Chinese culture in the new era

1.1 It is conducive to the manifestation of cultural self-confidence
Chinese traditional culture has a long history and has a profound historical heritage and historical value. There are many aspects of traditional Chinese culture that can reflect its confidence in culture, such as classic cultural relics and books, ancient costumes and dances, and some theories and norms that have been proven to be effective. Zhou Yu once said, "The establishment of cultural trust is closely related to traditional Chinese culture and red culture, as well as an expression of basic human values." The dissemination of excellent Chinese culture plays a pivotal role in enhancing and showing the cultural trust of Chinese people (Lian Shuang, 2020).
1.2 Favor the creation of cultural brands with Chinese characteristics

On the basis of showing Chinese cultural self-confidence, through the dissemination of Chinese excellent traditional culture to the outside world, it can be developed on a larger scale, and then create a cultural brand with Chinese characteristics. While promoting traditional culture to the world, every Chinese child is also constantly passing on the genes of Chinese culture and continuing the bloodline of Chinese excellent culture, which will help people to better show the unique cultural characteristics of China in the new era from the perspective of national culture. In addition, through the overseas dissemination of excellent traditional culture, it is possible to integrate the pluralistic cultural aesthetic needs that meet the needs of the people in the new era with modern elements into the process of cultural innovation, so as to create world-class national cultural brands, and to continuously create more cultural products with elements of excellent traditional culture, thus spreading traditional culture of Chinese specialties to the whole world. For example, in cultural communication abroad, foreign audiences are very interested in Chinese traditional martial arts culture, food culture, Chinese character culture, and other cultural content with Chinese characteristics. At the same time, the relevant personnel can also create more cultural communication values that have both the unique cultural flavor of China and the new era, so that the influence of Chinese characteristic cultural brands in the world can be further enhanced (Zhang Jiaxin, 2019).

1.3 Give full play to the unique style of Chinese outstanding culture

The rich connotation of Chinese excellent traditional culture is not only the main expression of China's "soft power", but also the concentrated reflection of the spirit of the Chinese nation and Chinese civilization. Especially in the new era, when the mutual influence and exchanges among countries and cultures are constantly being strengthened, the dissemination and development of Chinese traditional culture in the world have also made obvious achievements. For example, Chinese calligraphy culture, music culture, porcelain culture, traditional literature culture, and folk handicraft culture, in cultural exchanges with foreign countries and regions, have been favored by people in many countries and regions, showing the unique charm of the excellent traditional Chinese culture. With the growth of the Chinese-speaking population in various countries, various institutions represented by Confucius Institutes have also emerged rapidly around the world, setting off a "Chinese language fever", and many Chinese language teachers have brought Chinese culture to various parts of the world, showing the unique charm of Chinese culture to the world. In addition, due to the booming development of domestic and international tourism, our unique culture of food, architecture, tea ceremony, martial arts and so on has deeply attracted many foreign tourists and set off a "Chinese culture fever" in the world.

2. The Current Situation of the External Communication of Chinese Traditional Culture in the New Era

2.1 Opportunities for foreign dissemination of traditional Chinese culture

2.1.1 China's development has attracted a large number of foreign audiences

Along with the continuous enhancement of China's comprehensive national strength, it has attracted the attention of the world in many aspects. In addition to important political, economic, and technological issues, the most popular is the cultural field, especially Chinese dress, drama, and tea culture, which are favored by foreign audiences. More foreign readers have begun to pay attention to and learn about traditional Chinese culture, which shows that traditional Chinese culture has gone out of the country and entered the vision of foreign readers. At the same time, China has also taken various forms of cultural exchanges to show the charm of Chinese culture to the world, so that the image of China in the international arena has been further improved.

2.1.2 Building communication platforms to help foreign communication

In foreign communication, it is necessary to actively build foreign communication platforms to better enable foreign audiences to understand Chinese culture. In the "Belt and Road" construction, Chinese culture festival, etc., to carry out multi-level, multi-people participation in exchange activities, to expand the traditional culture of the communication space. TikTok, the most influential short video platform in China, has rapidly gained popularity abroad in recent years. At present, a group of well-known domestic network anchors has begun to shoot small videos on traditional cultural subjects such as Chinese dress and cheongsam, which have spread rapidly through this platform, effectively promoting traditional Chinese culture and contributing to the influence of Chinese culture in the world.
2.2 Difficulties in the External Communication of Chinese Excellent Traditional Culture

2.2.1 Difficulties in the external communication of traditional culture
Edward Hall puts the semantics expressed in communication according to the communication environment and the language of communication, which can be divided into high and low categories. High-context culture refers to the fact that a large amount of information either exists in specific situations or is internalized by individuals, and only a very small part of it can be clearly expressed, emphasizing that semantic communication depends on the context in which it takes place; while the situation in low-context culture is just the opposite. China is a typical high-context culture, which often needs to be combined with the communication context in order to interpret the meaning of words in daily communication. Chinese people have their own cultural heritage, which allows them to interpret the connotations of traditional culture; however, some Western countries belong to low-context cultures, whose meaning expressions are often hidden in explicit discourse symbols. In addition, their cultural concepts are very different from ours, so the lack of ideological consensus and the cultural differences in context can easily lead to the problem of poor communication. This cultural difference hinders the further development of Chinese outstanding culture to the international level, and only when some kind of cultural consensus is formed among the transmitters can traditional culture be better disseminated in the world.

2.2.2 Improvement is needed in the expression of communication content
For a long time, China has been trying to improve its foreign communication ability and actively promote the excellent Chinese culture to the world, and some results have been achieved, but in terms of the expression of communication connotation and the way of communication, it still needs to be constantly strengthened. For example, as far as the traditional culture of the ancient Chinese language is concerned, when it is exchanged with foreign countries, the translation of some ancient words into foreign languages often produces semantic deviations, making it difficult to correctly disseminate their deeper meanings. Another significant problem is that when traditional culture is communicated to foreign countries, its contents are self-talking, which do not match the reading and viewing needs of foreign audiences, and its connotations cannot be fully understood by the audience, which is unfavorable to the communication of Chinese traditional culture to foreign countries. The essence of Chinese traditional culture is very rich, as long as the connotation can be explored and expressed in new forms, and constantly make great efforts in the content and expression of communication, in order to raise the influence of Chinese traditional culture in foreign countries to a higher level.

2.2.3 Unstandardized use of media technology and platform management
In the past, the communication media and platforms generally had problems such as untimely information dissemination and single objects. Based on the emergence of emerging media such as network fusion media, microblogging, and jitterbugging, there are still many shortcomings in independent communication, such as imperfect management systems, unstandardized communication methods, lack of scientific and technological talents, and low communication efficiency. The rapid progress of cultural communication means and technology can promote cultural communication in time and space as well as inter-regional cultural exchanges. At present, in the foreign cultural communication of Chinese culture, due to the improper use of modern network technology, the lack of a variety of media platforms, as well as the uniqueness of the way of cultural content dissemination, which makes the audience know little about the excellent Chinese culture, and simply understand the traditional Chinese culture as the martial arts, tea ceremony, Peking Opera, and other superficial appearance, which causes China’s foreign cultural communication industry to lag behind to a certain extent.

3. Effective Ways to Communicate Chinese Traditional Culture to Foreign Countries in the New Era

3.1 Enhance the awareness of dissemination
To promote the wide dissemination of Chinese outstanding culture in the world, it is necessary to make the general public consciously enhance this concept. The first is to enhance learning, inheritance, and promotion of traditional culture. Schools, communities, and other organizations can set up traditional culture learning centers, and through various activities, cultivate and lead the public's awareness and understanding of traditional culture, so that the awareness and action of learning excellent culture can be truly implemented in learning and life. Second, cultural confidence should be strengthened. In the process of national and ethnic growth, cultural trust is the most basic, deepest, and longest-lasting motivation, and we should maintain respect for and pride in China's outstanding cultural traditions, and have strong
confidence in the vitality and development of our nation. Therefore, it is of great significance to strengthen the cultural confidence of the Chinese nation to promote the inheritance and innovation of the excellent culture of the Chinese nation, to improve the vitality of our national culture, and to promote our national culture to go out of the country and to the world. Thirdly, it is necessary to enhance the awareness of the external communication of traditional culture and take the initiative to take up the heavy responsibility of external communication. Doing a good job of external communication is not only the responsibility of the national government, everyone can act as a communicator, spread the traditional Chinese culture in various ways, and show the luster and charm of Chinese culture to the world (Chen Weilin, 2021).

3.2 Speak well about the contents of Chinese excellent traditional culture
Chinese culture contains great national spirit and profound national sentiment. In the context of the new era, the connotation of Chinese excellent culture must be interpreted and disseminated scientifically in a way that is easy to understand and pleasing to the public. First, new methods should be used to tell the Chinese story and carry forward traditional Chinese culture. Not only should ordinary forms of recording be used, but also forms that foreign audiences can understand and are willing to receive, so as to enhance the dissemination capacity and influence of Chinese outstanding traditional culture in the world.

For example, in Henan TV’s broadcast of the Wonderful Night series in recent years (Zhou Wan, 2020), the Chinese national treasures of the Women’s Good Owl Zun and the Jiahu bone flute, two cultural relics, were creatively applied to the stage to make them more vivid and closer to life. The beauty of China was depicted in an artistic way, and the program was widely acclaimed both domestically and overseas (Wang Bing, 2019). Secondly, communicators should discover and promote traditional culture that can reflect the trend of cultural diversification in today's world, promote cultural exchanges and cooperation among countries, show the modern implications of traditional Chinese culture, and expand the influence of Chinese culture in the international arena. In addition, the Beijing Winter Olympics is also based on the internal consistency of the Olympic and Chinese culture, integration of Chinese characteristics, and national spirit, reflecting the values of the world as one family, the Chinese national treasure pandas and ice and snow activities are integrated into the “Ice Dun Dun” animal image (Guo Hui & Pang Xiaofeng, 2021).

3.3 Improving the effectiveness of new media and excellent traditional culture in foreign communication

3.3.1 Multiple Reconciliation Paths
The important features of the diversified reconciliation path are that there are various contents and forms of effective coordination and various ways of coordination. For example, the "New Year in the Palace" digital immersive cultural activity held in the Palace Museum allows visitors to enjoy this immersive cultural experience when digitalizing culture for foreign dissemination. This road of cultural harmony also welcomes contemporary culture, is a new medium, with a tolerant attitude, to all kinds of excellent culture reorganization, transformation, and other means of communication formed by a composite form of foreign cultural exchange (Deng Dehua, 2020).

3.3.2 Skill Integration Route
The skills integration route is for scientists and technicians to properly present the outstanding traditional culture through the new modernized media, so as to achieve the functional integration between the two. After these cultural heritages are digitized, they are displayed in overseas digital museums, so that overseas Chinese traditional culture viewers can enjoy the fascinating elegance of Chinese culture "without leaving home". On this basis, combined with the development trend of the digital era, the traditional cultural industry of foreign communication innovation, provides strong technical support and guarantees the dissemination of Chinese traditional culture (Liu Jiaying, 2019).

3.4 Broadening the channels of traditional culture dissemination to the outside world
Compared with traditional mass media, the emergence of artificial intelligence, social media, and other emerging technologies has made the dissemination of traditional Chinese culture in the world faster and more efficient. Therefore, it is very necessary to reasonably utilize modern technology to carry on the inheritance and development of Chinese outstanding culture. It is hoped that with the help of new media, such as WeChat, Microblog, Twitter, Jitterbug, etc., we can understand Chinese traditional culture and open up new communication channels with the help of new media means to expand the dissemination scope of traditional culture, and then enhance the influence of Chinese culture. For example, Li Ziqi has become popular on YouTube for her videos of traditional Chinese idyllic life and traditional food, more than 17.7 million subscribers at present on YouTube, and is known as an "international purveyor of Chinese culture" and one
of the most popular Chinese video bloggers in the world; Lv Qianqian had brought the Ningbo Ancient Town Lion Dance performance to global netizens on several live broadcasting platforms of China Global Television Network; Hua Chunying, spokeswoman of China's Ministry of Foreign Affairs, posted this activity to Twitter, which greatly increased the number of clicks on this activity, which is also a vivid demonstration of the spread of Chinese traditional culture on new media platforms (Zhang Tengzhi, 2018).

3.5 Strengthen the construction of communication personnel team

In the environment of the new era, to improve the communication level of traditional culture, it is necessary to have a high-quality personnel team, without the support of this team, it is impossible to achieve good communication results. For this reason, it is necessary to strengthen the team construction of national traditional culture transmission. On the one hand, it is necessary to play a good role in leadership, leaders should improve their own media quality, improve the understanding of traditional culture, and give full play to their own initiative to take the initiative to promote and disseminate traditional culture. Only under the leadership of the leading cadres, the general public can really participate in the inheritance of traditional culture, so as to achieve the purpose of inheritance. On the other hand, literary and art workers should continue to improve their cultivation and creative ability, and in a grounded and vital way, create a number of excellent traditional cultural works that can integrate mainstream values into them and are in line with the needs of the times and the needs of the people, and in this way, continuously enhance the influence of China's traditional culture. When a batch of high-quality, high-level, and high-content traditional cultural works are widely disseminated, their influence will inevitably expand. In addition to this, the talent training system should be improved continuously, taking the improvement of the efficiency of traditional culture dissemination as the main direction of the work, continuously improving the quality of talent training, especially to cultivate a team of high-quality talents with professional dissemination ability, and providing high-quality talents for the dissemination of China's traditional culture (Li Dongsheng, 2018).

4. Conclusion

To summarize, in the new era, to promote the excellent traditional culture to the world, first of all, we must establish cultural self-confidence, and the task in this era is to grasp the core value of socialism with Chinese characteristics, to excavate and promote the excellent traditional culture, and to enhance the cultural identity of our country. At the same time, to promote Chinese traditional culture to the world, it is necessary to increase the research and use of new media technology to inherit the national spirit, shape the cultural personality, and promote the development of cultural industries. It is necessary to strengthen the training of talents concerning the external communication of excellent traditional culture, establish diversified organizations for the external communication of excellent traditional Chinese culture, and cultivate excellent talents for external communication, which is the core vitality of the current external communication of traditional Chinese culture. By grasping the core lifeblood of the dissemination of Chinese traditional culture to the outside world, we can further strengthen China's cultural "soft power" and continue to improve the international influence of Chinese traditional culture.

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