

China's Cultural Soft Power in International Communication: How to Make the World Listen to China's Voice

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Abstract: Chinese excellent traditional culture is an important part of Chinese culture and an important soft power of China in international communication. However, with the change of time and the process of globalization, Chinese excellent traditional culture faces some challenges in international communication. In order for China to let the world listen better to its voice, present a credible, lovely and honorable image of China, and show a real, three-dimensional and comprehensive China, China needs to find a communication method and future direction that suits its needs.

1. Introduction

The significance and importance of international communication in today's world cannot be ignored. With the acceleration of globalization, international communication has become an important issue for the international community. In the information age, the dissemination and exchange of information has become an important part of human social life. In international communication, information can be exchanged and interacted across national boundaries, across cultures, languages and geographies. This exchange of information and interaction helps to deepen understanding and trust among countries and to promote international cooperation and exchange.

International communication helps to promote economic cooperation among nations. In the context of globalization, economic ties between countries are becoming increasingly close. International communication facilitates trade between countries, promotes international investment, attracts foreign capital and contributes to economic growth. International communication helps to promote cultural exchanges. Different countries and regions have distinctive cultures, and through international communication, countries can understand and respect each other's cultures and promote cultural diversity and exchange. International communication also helps to promote international cooperation in science and technology. Science and technology is an important force for social progress, and through international dissemination, countries can share scientific and technological resources and jointly promote the development of science and technology.

2. Connotation and Characteristics of the Soft Power of Chinese Culture

2.1 Long History and Far-Reaching Impact

Soft power usually refers to the attraction, influence and appeal of a country or region in terms of culture, values and moral norms. For China, the soft power of Chinese culture refers to a national cultural force based on the excellent traditional Chinese culture, supported by modern culture, motivated by the great cause of socialism with Chinese characteristics, oriented towards the path of peaceful development of China, aiming at the great rejuvenation of the Chinese nation, referring to the world's diversity of cultures, and pursuing the common values of all mankind. It is an important manifestation of China's cultural productivity, cultural influence and cultural attraction, an important part of China's comprehensive national strength, and an important carrier for China's globalization and cultural exchanges and mutual understanding with the world.

China's cultural soft power has rich connotations and distinctive features. China's cultural soft power has a profound historical background. As one of the world's four great ancient civilizations, China has a long history of cultural traditions, including diverse systems of thought such as Confucianism, Taoism, Legalism, and Mohism, as well as rich art forms such as poetry, calligraphy and painting, music, dance, drama, and opera. These cultural treasures have not only inherited the wisdom and spirit of the Chinese nation, but have also become the common precious wealth of all mankind. As Mencius said, "Fullness is called beauty, and fullness with splendor is called greatness", Chinese culture, with its deep historical heritage, has enriched its own cultural soft power and exuded a unique splendor.

2.2 Emphasis on a harmonious balance of civilizations

Ancient Chinese philosophers embodied the concept of "unity of heaven and mankind" in their thinking, and the excellent traditional Chinese culture promotes values such as "benevolence", "peace" and morality, emphasizing the harmonious relationship between human beings and the balance between human beings and nature.[1]The idea of harmonious, balanced and all-round development is embedded in excellent traditional Chinese culture. On the basis of inheriting and carrying forward traditional culture, China has actively embraced modernization and, with the great cause of socialism with Chinese characteristics as its driving force, has continued to innovate and develop cultural contents and forms that meet the requirements of the times.[2]Whether it is modern science and technology, mass media, or network culture, animation and games, they have all become an important part of China's cultural soft power. "The excellent traditional Chinese culture will continue to be creatively transformed and innovatively developed", China's cultural soft power with its distinctive characteristics of the times, showing unlimited vitality.

China's cultural soft power has extensive international influence and is a source of inspiration and reference for solving the many challenges facing the world today. China actively participates in international cultural exchanges and promotes the common prosperity of the world's diverse cultures, with China's path of peaceful development as its direction, the great rejuvenation of the Chinese nation as its goal, the diversity of the world's cultures as its reference, and the common values of all mankind as its pursuit. Just like the ancient Silk Road, China's cultural soft power has not only had a far-reaching impact on the world in history, but also still has a wide international influence today.

2.3 Emphasizing comprehensive human development

Ancient Chinese culture focuses on the idea of cultivating one's moral character and ruling the country and the world, emphasizing the cultivation of the individual and the sublimation of the

personality. The concepts of "knowledge first" and "virtue in the world", promoted in traditional culture, emphasize the cultivation of all-round qualities and comprehensive abilities, and are very important in shaping the moral qualities and sense of responsibility of individuals. [3]The soft power of Chinese culture has profound significance for all humankind. China's cultural soft power not only inherits the traditional culture of the Chinese nation, but also integrates the excellent cultures of various nationalities in the world, and pursues the common values of all mankind as its pursuit, providing new wisdom and impetus for the cultural development of all mankind. As the Book of Rites says, "For the use of rites, harmony is precious", and China's cultural soft power, with its spirit of inclusiveness, harmony and innovation, provides profound insights into the cultural development of all mankind.

China's cultural soft power has demonstrated its unique charm and value by virtue of its profound historical background, distinctive contemporary features, wide international influence and profound significance for all mankind. In the context of the new era, we should pay more attention to giving full play to the role of China's cultural soft power, so that the world can know, understand and love China, and contribute Chinese wisdom and Chinese power to promoting the building of a community of human destiny and the progress of human civilization.

3. The Current Situation of China's Cultural Soft Power in International Communication

3.1 Monolithic communication discourse

With the acceleration of globalization, the position of cultural soft power in international competition has come to the fore, and Chinese culture, with its profound and far-reaching origins, has a unique attraction and cultural charm. In recent years, with China's rapid development, China's international discourse has realized a substantial increase, but its relatively weak position in the international discourse system has not yet undergone a fundamental transformation, and it still faces many challenges in the process of communication. Take film and television works as an example, in recent years, China's film industry is booming, although China has a large number of film and television production output every year, but really can go out of the country but very few, which is in stark contrast to the spread of Hollywood movies in the global context. The reason for this is that in addition to the lack of official promotion, the unfamiliarity of private film and television companies with the overseas market is also an important factor.

At the same time, China's international communication is still dominated by official discourse, and the main body of discourse communication is single. With the emergence of social media, although multinational enterprises, civil society organizations, digital platforms and vegetarian netizens have begun to step into the arena of giant international communication, they have not yet become the main body of international communication of "China's program". In the struggle for international discourse, both official mainstream media and unofficial civil society organizations and individuals are needed, and the diversification of communication subjects can improve China's international discourse. At present, the dilemma of our country's discourse system, which is "unable to speak its mind and unable to spread its message after speaking its mind", still exists.

3.2 Lack of depth and breadth of communication

With the rise of China, the dissemination of Chinese culture is receiving more and more attention. However, despite China's rich cultural resources, there are still shortcomings in its soft power dissemination. The spread of Chinese cultural soft power lacks depth and breadth. Although the Chinese Government has invested a great deal of money and manpower in foreign propaganda, its communication methods often remain at the surface level and lack depth and breadth. For example,

in respect of the promotion of Chinese language, although Chinese language education is now being carried out in more than 100 countries around the world, most schools only offer basic Chinese language courses, making it difficult for students to gain an in-depth understanding of Chinese culture.

The dissemination of Chinese culture also lacks breadth, being confined to traditional culture and art forms and ignoring the development and innovation of modern culture. The dissemination of the soft power of Chinese culture lacks effective communication channels. Although the development of modern technology has made the dissemination of information more convenient, the dissemination of Chinese culture in the international arena still faces great difficulties. On the one hand, there are relatively few channels for the international dissemination of Chinese culture, and there is a lack of communication platforms with international influence. On the other hand, due to language and cultural differences, it is difficult for Chinese culture to be understood and accepted in international dissemination. Chinese culture needs to find more effective channels of communication in order to better spread to the world. The spread of Chinese cultural soft power lacks sufficient creativity and attractiveness. In modern society, creativity and attractiveness of cultural products are very important. However, the international dissemination of Chinese culture often lacks sufficient creativity and appeal. Many cultural products are simply translated and copied, making it difficult to attract the interest of foreign audiences.

3.3 The Impact of the Algorithmic Cocoon of Artificial Intelligence

In today's era of informationization and big data, the rapid development of artificial intelligence and algorithmic technology has brought great changes to the international communication narrative. However, this change is not entirely positive, and it also brings many challenges and problems. Among them, the "algorithmic cocoon" phenomenon has attracted the most attention, which has not only hindered the diversified development of international communication narratives, but also weakened the authenticity and fairness of global information exchange to a certain extent. The so-called "algorithmic cocoon" refers to the drive of artificial intelligence and algorithmic technology, information dissemination is increasingly dependent on algorithmic recommendations, network platforms according to the user's interests and habits, tailored to their personalized exclusive information, and the user in the process of receiving information is often only concerned about the content that matches their own interests, and fall into the "information silo," thus leading to the limitations of the access to information and one-sidedness. To a large extent, this phenomenon stems from the excessive catering to user behavior by algorithms, which makes users fall into a "cocoon" composed of their own interests, making it difficult for them to access diversified, comprehensive and objective information.

From the perspective of international communication, the algorithmic cocoon has had a serious impact on the global exchange of information. It has limited the dissemination of information pluralism in our country. [4]In the era of traditional media, journalists and editors followed strict journalistic ethics and norms, striving to report events objectively and truthfully.[5]However, in the algorithmic cocoon, users' concerns and interests have become an important criterion for news screening, which makes it impossible to disseminate some objective and truthful information, and it may even be misunderstood and misrepresented. This undoubtedly poses a serious threat to the objectivity of international communication narratives and makes it difficult to realize pluralism and inclusiveness in the true sense. The algorithmic cocoon has exacerbated the asymmetry of information dissemination, which is increasingly data-driven under the impetus of artificial intelligence and algorithms, while the acquisition and processing of data may lead to information asymmetry. On the one hand, certain countries or forces may use the algorithmic cocoon to manipulate the international communication narrative and influence public opinion and public opinion in other countries by

precisely pushing information; on the other hand, weaker countries and groups may be at a disadvantage in the dissemination of information, and it is difficult for their voices and narratives to be disseminated and paid attention to. Under the influence of artificial intelligence and algorithmic cocoon, China's international communication narrative still faces many challenges. In order to realize the authenticity and fairness of global information exchange, we need to make joint efforts in technological innovation and social guidance to break the limitations of the algorithmic cocoon and promote the diversified development of international communication narratives. As the ancient Greek philosopher Heraclitus said, "Everything flows and nothing abides." In the torrent of information dissemination, let us work together to meet the challenges and pursue truth and justice.

4. Utilizing Different Communication Strategies to Communicate China's Voice to the World

4.1 Collaborative communication through extensive cooperation among multiple actors

In today's context of globalization, the importance of international communication has become increasingly prominent. In this process, the coordinated communication of multiple subjects has become an important force in promoting the development of international communication. This paper will analyze the in-depth analysis of multi-actor collaborative communication in order to reveal its unique value in today's international communication. Multi-subject communication refers to the process whereby, in addition to traditional communication subjects such as governments and the media, diversified communication subjects such as enterprises, non-governmental organizations and individual citizens participate together in international communication and achieve the goal of international communication through synergistic cooperation. This mode of communication breaks through the traditional government-led mode of international communication and makes international communication more dynamic and diversified.

Wideness of information dissemination. In the synergistic dissemination of multiple subjects, different dissemination subjects can, according to their own characteristics and advantages, disseminate information to different fields and groups, thus enabling internationally disseminated information to reach a wider audience. For example, after the Wenchuan earthquake in 2008, China's non-governmental organizations (NGOs), through cooperation with international NGOs, disseminated information on earthquake relief to all parts of the world, greatly increasing the international community's attention to and assistance for China's disaster, and reflecting China's solidarity and love of "one side in need, eight sides in need". The coordinated dissemination of multiple subjects has fully utilized the resources and advantages of each subject to form a synergy and improve the effectiveness of dissemination.

Today, in the all-media era, telling China's story and spreading China's voice cannot be confined to the mainstream media's "one-upmanship", but lies in the synergistic dissemination of multiple subjects, each of which can go for different ways of dissemination according to its own needs, such as the traditional media, online media, social media, platform media, institutional media, and self-media, etc., which make the international dissemination of communication richer and more diversified, and it is easier to be accepted by all countries [6,7]. This makes the international communication methods more diversified and easier to be accepted by the audience. A "chorus" of blossoming flowers will be formed. Collaborative communication by multiple subjects has multiple values in international communication, such as extensiveness, optimization of communication effects and enrichment of communication methods. We will continue to strengthen the top-level design, integrate various media platforms and media resources to form a large matrix of external communication, develop synergistically, and tell and sing a brand new chapter of China's story in the new era.

4.2 Building a new pattern of international communication system to realize empathetic communication

Empathic communication refers to the process of communication, through emotional resonance and emotional interaction, to strengthen the emotional connection and psychological fit between China and foreign countries, and to enhance the understanding and trust between the two sides. In international communication, empathic communication is of great importance and practical significance. Empathic communication helps to break down cultural barriers. Due to cultural differences, there are difficulties in understanding and communication barriers between different countries. Through empathic communication, the distance between different cultures can be narrowed through emotional resonance. People's emotional resonance can make it easier for both sides to understand each other's cultures, values and ways of thinking, and promote communication and interaction between them. Empathic communication helps to promote friendship and cooperation between China and foreign countries. Emotional empathy can build a foundation of friendly relations and trust between China and foreign countries. Through empathic communication, emotional identity and mutual respect can be cultivated, making both sides more willing to communicate and cooperate with each other. In international communication, empathy communication can provide a good basis for exchanges and cooperation between China and foreign countries in political, economic and cultural fields.

Empathy communication helps spread Chinese culture. Chinese culture has rich connotations and unique values, but due to language and cultural differences, spreading Chinese culture has some difficulties in the international arena. Through empathic communication, Chinese culture can be spread better through emotional resonance. People's emotional resonance can make foreigners more willing to accept and understand Chinese culture, and promote the spread of Chinese culture in the international arena.[8]For example, at the opening ceremony of the 2022 Beijing Winter Olympics, the guide card in the hands of the site guide is a "snowflake", and each delegation symbolizes a small snowflake of the Olympic family. When the "snowflake" floats down on the stage, each is "different"; as they continue to converge in the center, and eventually become a "big snowflake", this "community" is the "community" of the Olympic family. The "community" is "harmony". The "big snowflake" symbolizes China's philosophy of "harmony and communion, beauty and commonality", implying that people should work together to move towards a better future. In addition, the panda as the prototype of the "ice dun dun", is the most familiar cultural symbols of the Chinese people, pandas as a medium, can reduce cultural discounts, to achieve the best dissemination effect. At the same time, the giant panda symbolizes the new era of China and the symbolism of caring for the ecology, peace and tolerance, resilience, hand in hand, which is similar to the world's ecological civilization construction, the concept of humanism. At the same time, the designers chose ice shells, colorful rings and other modern and high-tech decorative elements, which coincide with the theme of "hand in hand towards the future" of people around the world. These elements not only meet the aesthetic needs of foreign audiences, but also reflect the unique cultural characteristics of our country.

Through empathic communication, communication and interaction between different cultures can be enhanced and cultural integration promoted. Empathy communication can help enhance international friendship and cooperation and promote mutual benefit and win-win situations among different countries. In terms of spreading Chinese culture, empathy communication can help enhance China's soft power and make the world better understand and recognize Chinese culture. Empathic communication has importance and practical significance in international communication. By strengthening emotional empathy between China and foreign countries, cultural barriers can be broken down, friendship and cooperation can be enhanced, and the dissemination of Chinese culture in the international arena can be promoted at the same time. Therefore, in international

communication, it is important to focus on the practice of empathy communication to provide a better platform and opportunity for enhancing emotional resonance and communication between China and foreign countries.

4.3 Holding high the banner of the community of human destiny to realize precise communication

The year 2023 will mark the 10th anniversary of the Belt and Road Initiative. As an innovative global public product with Chinese characteristics, the Belt and Road Initiative needs to show the world its unique Chinese concepts and Chinese characteristics, and express the Chinese cultural concept of harmony and integration, which is very different from the traditional cultural concept of the Belt and Road Initiative. The Belt and Road Initiative needs to demonstrate to the world its unique Chinese concept and Chinese characteristics, and express a Chinese cultural outlook that is very different from the traditional cultural outlook, so as to further promote the recognition and acceptance of the concept of building a community of human destiny. As a major national strategy of China, the Belt and Road Initiative's international communication is crucial. Precision communication strategy is one of the important aspects, which requires us to highlight the core values and purposes of the Belt and Road Initiative through deterministic and concise content when conveying information to the outside world. A precise communication strategy needs to clearly highlight the core values of the Belt and Road Initiative. The Belt and Road Initiative advocates peace, cooperation, mutual benefit and win-win, and promotes the development and prosperity of countries along the route. In precise communication, we should highlight this core value and attract the attention and participation of more countries and people by communicating the opportunities and benefits brought by the initiative.

The Belt and Road Initiative covers a wide range of areas and is complex and varied, and if it is too cumbersome in terms of content dissemination, it may lead to confusion and bewilderment in conveying the message. Therefore, we should streamline and refine the content, focusing on precise and concise expression to ensure that the recipient quickly understands and receives the information conveyed. Precise communication strategies should also focus on diversity and innovation. With the development of information technology, the means and methods of communication are changing rapidly. We can utilize the Internet, social media and other emerging media platforms for content dissemination. By producing exquisite promotional videos, opening special websites and organizing online forums, we can attract a wider audience and enhance the effectiveness of communication. At the same time, we can also utilize cross-cultural exchanges and make the international community better understand and identify with the Belt and Road Initiative through performing arts and cultural exhibitions. Precise communication strategy is a very important part of the international communication strategy under the Belt and Road Initiative. By clearly highlighting the core values, being concise and innovative, we can better convey the concepts and objectives of the Belt and Road Initiative, and promote the understanding and participation of countries in the Initiative. This will help promote the smooth implementation of the Belt and Road Initiative and achieve more results.

Establishment of a model for cooperation among national networks. "The Belt and Road Initiative involves a number of countries and regions, and the transmission and processing of information has become crucial. [9]Through the establishment of a cooperation mechanism, countries can share timely information on projects, progress and achievements under the Initiative. This will help to increase understanding and recognition of the Initiative by all parties, leading to broader consensus and cooperation. The international communication cooperation mechanism provides a platform to promote media cooperation and the establishment of communication channels. By jointly organizing international media exchanges and cooperation activities, national media can learn from each other, exchange experiences and jointly promote the publicity and dissemination of the Belt and Road

Initiative. At the same time, transnational media cooperation projects can be developed in the course of the implementation of the Initiative, and cross-border media communication channels can be jointly created to enhance the efficiency and impact of information transmission. The international communication cooperation mechanism also provides a platform for countries to strengthen humanistic exchanges and cultural dissemination. Cultural differences and diversity exist among different countries, and through the international cooperation mechanism on communication, countries can strengthen cultural exchanges and enhance mutual understanding and awareness. This will help promote friendly relations among different countries and create a favorable international environment conducive to the implementation of the initiative. Through the establishment of a cooperation mechanism, countries can share information and resources, promote media cooperation and the establishment of communication channels, and strengthen humanistic exchanges and cultural dissemination. This will help increase understanding and recognition of the initiative by all parties and promote win-win cooperation.

5. Conclusion

The dissemination of outstanding traditional Chinese culture in the world is of great practical significance. The promotion of the fine traditions of Chinese culture can showcase China's history, culture and national spirit, enhance understanding and friendship between China and foreign countries, improve China's international image and soft power, as well as promote the diversity and development of world culture. Therefore, we should actively adopt the correct ways and means of dissemination: including innovative means and integration methods, focusing on cultural exchanges and cooperation, strengthening education and inculcation, and upholding the concepts of "peaceful coexistence, equal treatment, harmony and differences, and common development". Through these ways and means, the soft power of the excellent traditional Chinese culture will be further enhanced, so that the world can better understand and appreciate the excellent traditional Chinese culture, and the world can listen to the voice of China.

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