

Exploration on Enhancing the International Communication Power of Traditional Chinese Culture from a Linguistic and Cross - Cultural Perspective

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ABSTRACT

In the context of increasingly deepening globalization, enhancing the international communication power of traditional Chinese culture is of great significance for strengthening the country's cultural soft power. Based on the cross - cultural perspective, this paper, combined with relevant theories such as English linguistics and translation, deeply analyzes the current situation and existing problems of the international communication of traditional Chinese culture. It explores effective paths to enhance the international communication power of traditional Chinese culture from aspects such as language use, translation strategies, and communication channels, aiming to provide useful references for promoting traditional Chinese culture to the world.

KEYWORDS

Cross - culture; Traditional Chinese culture; International communication power; English linguistics; Translation theory

1 Introduction

Culture is the spiritual lifeblood of a country and a nation. Traditional Chinese culture has a long history and is extensive and profound, containing rich wisdom and values. In the context of globalization, strengthening the international communication of traditional Chinese culture is an important way to enhance the international community's understanding and recognition of China and improve the country's cultural influence. However, due to the huge differences between Chinese and Western cultures, the international communication of traditional Chinese culture faces many challenges. The cross - cultural perspective provides us with a new perspective to examine this issue, which requires us to fully consider the differences between different cultures in the communication process and use appropriate language and communication strategies to achieve effective cultural communication.

As an international language, English plays an important role in cultural communication. English linguistics and translation theories provide theoretical support and practical guidance for the international communication of traditional Chinese culture. Therefore, exploring the path to enhance the international communication power of traditional Chinese culture in combination with these theories is of important theoretical and practical significance.

2 Current situation and problems of international communication of traditional Chinese culture from a cross - cultural perspective

In recent years, the international communication of traditional Chinese culture has achieved certain results. The extensive establishment of Confucius Institutes around the world has built an important platform for the communication of Chinese language and culture. By 2023, more than 500 Confucius Institutes have been established in more than 150 countries and regions around the world. Various cultural exchange activities such as "Chinese Culture Year" and "Happy Spring Festival" have been held around the world, attracting a large number of international audiences and letting more people understand the charm of traditional Chinese culture. In addition, with the development of new media, short videos, social media and other platforms have become new channels for the communication of traditional Chinese culture. Some traditional Chinese festivals, handicrafts, food, etc. have gone to the world through these platforms and are loved by many international netizens. However, there are still many problems in the process of progress.

2.1 Serious cultural misunderstanding

Due to the great differences between Chinese and Western cultures, many elements of traditional Chinese culture are misunderstood in the communication process. For example, "dragon" in Chinese culture is a symbol of auspiciousness and authority, while in Western culture, "dragon" usually represents evil and terror. This difference in cultural connotation leads to deviations in the understanding of Chinese "dragon" culture by international audiences.

2.2 Homogenization of communication content

In the communication process, the focus is often on the display of some superficial elements of traditional Chinese culture, such as martial arts, Peking Opera, food, etc., while the excavation of its deep-seated values and spiritual connotations is insufficient, resulting in serious homogenization of communication content, which is difficult to meet the diversified needs of international audiences.

2.3 Uneven translation quality

Translation is a bridge for cultural communication, but at present, the translation quality of many traditional Chinese cultural works is not high, with problems such as literal translation and rigid translation, which cannot accurately convey cultural connotations. For example, in the translation of some Chinese classical poems, due to the translators' lack of in-depth understanding of traditional Chinese culture, the translated works lose their original charm and artistic conception, affecting the acceptance of international audiences.

2.4 Inaccurate communication channels

Although communication channels are increasingly diversified, many communication activities lack accurate positioning of target audiences, resulting in poor communication effects. For example, when communicating traditional Chinese culture to young people, traditional methods such as lectures and exhibitions are still used, which are difficult to attract their attention.

3 Theoretical analysis of the problems

3.1 English linguistics theory

First of all, pragmatics studies the use of language in actual contexts, emphasizing that the meaning of language depends not only on the language itself but also on the context. In cross-cultural communication, the use of language must conform to the pragmatic habits of the target culture, otherwise, it is easy to cause misunderstandings. For example, in English culture, people pay attention to direct expression in communication, while in Chinese culture, people tend to express indirectly. Therefore, when translating the content of traditional Chinese culture into English, we should fully consider the pragmatic habits of English, so that the translated content conforms to the expression habits of the target audience.

Secondly, in discourse analysis theory, discourse analysis focuses on the construction and function of language in specific social and cultural contexts. In cross-cultural communication, communicators need to construct an appropriate discourse system to adapt to the social norms and values of the target culture. Through discourse analysis, we can understand the discourse habits and preferences of audiences from different cultural backgrounds, so as to formulate more effective communication strategies.

3.2 Translation theory

The "functional equivalence theory" put forward by American translation theorist Eugene Nida holds that the purpose of translation is to enable target language readers to get similar feelings to source language readers. In translating the content of traditional Chinese culture, we should not only pursue literal equivalence but also pay attention to the equivalence of cultural connotations. For example, "Tai Chi" is translated as "Tai Chi". Although it is not completely equivalent in literal terms, it can allow international audiences to accurately understand the connotation of this traditional Chinese martial art.

The skopos theory holds that the purpose of translation determines the methods and strategies of translation. In cross-cultural communication, the purpose of translation is to let international audiences understand and accept traditional Chinese culture. Therefore, translators can appropriately adjust and adapt the translated content according to this purpose. For example, when translating Chinese folk stories, some complex plots can be simplified to make them more in line with the reading habits of international audiences.

4 Paths to enhance the international communication power of traditional Chinese culture

4.1 Accurately use language to reduce cultural misunderstandings

Based on pragmatics and discourse analysis theory, language should be used accurately in cross-cultural

communication to reduce cultural misunderstandings. First of all, attention should be paid to context adaptation. When communicating traditional Chinese culture, we should fully consider the context of the target culture, including social and cultural background, values, customs, etc. For example, when introducing Chinese "filial piety" culture to audiences in English-speaking countries, we should combine the understanding of family concepts in English culture and explain it in a language they can accept to avoid misunderstandings caused by cultural differences. Secondly, it is necessary to construct an appropriate discourse system. According to discourse analysis theory, construct a discourse system that conforms to the characteristics of the target culture. For example, when communicating China's concept of "harmony without uniformity" to the international community, we can combine the current international concept of multicultural coexistence and express it in international discourse, making it easier for international audiences to understand and accept.

4.2 Optimize translation strategies to accurately convey cultural connotations

Based on the functional equivalence theory and skopos theory, optimize translation strategies to accurately convey the connotations of traditional Chinese culture.

First, adopt a combination of foreignization and domestication in translation methods. Foreignization translation can retain the characteristics of traditional Chinese culture, allowing international audiences to feel the unique charm of Chinese culture; domestication translation can make the translated content more in line with the expression habits of the target culture, facilitating the understanding of international audiences. For example, in the translation of "dumpling", "jiaozi" is a foreignization translation, retaining Chinese characteristics; while translating "dragon" as "loong" is an attempt of domestication translation to avoid the negative association of "dragon" by Western audiences.

Secondly, strengthen the cultivation of translators' cultural literacy. Translators are an important bridge for cultural communication, and their cultural literacy directly affects the quality of translation. Therefore, it is necessary to strengthen the training of translators in traditional Chinese culture, improve their ability to understand and grasp traditional Chinese culture, so that they can accurately convey cultural connotations. For example, when translating Chinese classical poems, translators need to deeply understand the cultural images and emotions contained in the poems to translate works with charm.

4.3 Innovate communication content and explore deep-seated values

First, it is necessary to deeply explore the deep-seated values of traditional culture. Traditional Chinese culture contains rich philosophical thoughts, moral concepts and humanistic spirits, such as "harmony between man and nature", "benevolence" and "integrity". In the communication process, we should deeply explore these deep-seated values and combine them with hot issues concerned by the international community, such as environmental protection and social harmony, so that international audiences can realize the practical significance of traditional Chinese culture. Second, create personalized and differentiated communication content. According to the needs and interests of different target audiences, create personalized and differentiated communication content. For example, for young people, animation, games with the theme of traditional Chinese culture can be produced; for scholars, academic seminars on traditional Chinese culture and related academic works can be held and published.

4.4 Expand communication channels to achieve accurate communication

First, make use of new media platforms. New media platforms have the characteristics of fast communication speed, wide coverage and strong interactivity, and are important channels for communicating traditional Chinese culture to international audiences. We can use short video platforms such as TikTok and social media platforms such as Facebook to produce vivid and interesting content of traditional Chinese culture to attract the attention of international audiences. For example, some Chinese craftsmen show their production process through TikTok, allowing more international netizens to understand the exquisite traditional Chinese handicrafts.

Second, strengthen cooperation with international organizations and institutions. Cooperation with international organizations and institutions can expand the communication scope of traditional Chinese culture with the help of their platforms and resources. For example, cooperation with UNESCO to carry out traditional Chinese culture protection and communication projects can improve the international influence of traditional Chinese culture.

Third, accurately locate target audiences. Through market research and other methods, understand the cultural background, interests and hobbies of audiences in different countries and regions to achieve accurate communication. For example, when communicating traditional Chinese culture to Southeast Asian countries, we can combine the similarities between local culture and Chinese culture, such as the influence of Confucian culture, and formulate targeted communication strategies.

The communication practice of Confucius Institutes is one of the important examples to enhance the international communication power of traditional Chinese culture. As an important platform for the international communication of traditional Chinese culture, Confucius Institutes have adopted a variety of language and translation strategies in the process of traditional culture communication. For example, in the teaching process, teachers will combine pragmatics theory and adopt appropriate teaching methods and language expressions according to students' cultural background and language level. In terms of textbook translation, attention is paid to functional equivalence to make the textbook content in line with students' understanding habits. However, Confucius Institutes also have some problems in the communication process, such as the communication content is too focused on language teaching, and the excavation of cultural connotations is not in - depth enough. To solve these problems, we can optimize the curriculum setting and add more content about the deep - seated values of traditional Chinese culture in combination with discourse analysis theory.

5 Conclusion

Enhancing the international communication power of traditional Chinese culture is a systematic project that needs to start from many aspects. From a cross - cultural perspective, combining English linguistics and translation theories, accurately using language, optimizing translation strategies, innovating communication content and expanding communication channels can effectively improve the international communication effect of traditional Chinese culture. Through continuous exploration and practice, traditional Chinese culture will shine more brilliantly on the international stage and make greater contributions to promoting world cultural exchange and integration.

In future research, we can further explore the acceptance psychology of audiences from different cultural backgrounds towards traditional Chinese culture, so as to provide a basis for formulating more accurate communication strategies. At the same time, with the continuous development of science and technology, we can also explore methods and paths to enhance the international communication power of traditional Chinese culture by using new technologies such as artificial intelligence.

Funding

This thesis is a phased research result of the project "A Study on Multimodal Discourse Analysis and International Communication Effectiveness of Port City Promotional Videos" of Liaoning University of International Business and Economics in 2025 (NO: 2025XJLXQN016)

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