

Exploring Intercultural Communication Strategies for Chinese Culture Driven by Artificial Intelligence

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ABSTRACT

In the course of globalization, the iterative advancement of digital technologies has fundamentally reshaped the underlying logic of cultural dissemination. As a core technological engine, artificial intelligence has not only revolutionized the mechanisms for generating and distributing cultural content but also profoundly transformed how cognitive divides in intercultural dialogue are bridged. Currently, the international dissemination of Chinese culture faces three structural constraints: misinterpretation of cultural symbols, erosion of value recognition, and diminished channel effectiveness. Deep learning-driven semantic deconstruction capabilities, multimodal content production systems, and adaptive dissemination networks are emerging as novel solutions to transcend cultural boundaries. This paper, therefore, conducts a systematic exploration of an AI-empowered intercultural communication strategy matrix, aiming to construct a dissemination paradigm that integrates cultural adaptability with technological foresight. This approach offers actionable pathways to enhance China's global narrative capacity.

KEYWORDS

Artificial intelligence; Chinese culture; Intercultural communication; Communication strategy

1 Introduction

In the era of digital civilization, artificial intelligence profoundly reshapes the underlying logic of global cultural communication. While accelerating the flow of civilizational symbols, it also exposes structural dilemmas in meaning translation. China's international cultural communication currently faces a core contradiction: the coexistence of global visibility for material cultural symbols and deep-seated barriers to decoding its spiritual value system. This stems from three challenges in the process of technological mediation: the erosion of traditional ritual meanings, the absence of cross-contextual dialogue mechanisms, and the functional distortion of communication channels^[1]. The semantic encoding shifts and emotional recognition biases exposed by generative AI in cultural translation further highlight the disconnect between technological empowerment and value interpretation. This necessitates the urgent development of a dynamic adaptive mechanism for intelligent communication grounded in cultural agency, forming the practical foundation for this study's exploration of innovative intelligent communication strategies.

2 The Role of Artificial Intelligence in Promoting Cultural Dissemination

2.1 Functional Support in Overcoming Spatial, Temporal, and Cognitive Barriers

Artificial intelligence technology is fundamentally altering the spatial and temporal constraints and comprehension barriers inherent in cultural dissemination. Advanced language processing capabilities enable the high-quality mutual translation of cultural texts, allowing spiritual essences once confined to specific linguistic communities to transcend language barriers and achieve lossless transmission of meaning^[2]. Geographical borders or time zone differences no longer constrain the reach of cultural content. Digital communication networks enable traditional cultural assets to be presented to global audiences at any time. Cognitive systems with deep cultural analysis capabilities can identify and preserve metaphorical intentions within symbolic systems during translation, minimizing the loss of imagery caused by differences in expression. This foundational technological support creates new pathways for dialogue among diverse civilizations, enabling audiences with different cognitive frameworks to transcend the limitations of their respective perceptual systems and develop a more objective grasp of heterogeneous cultures.

2.2 Core Drivers of Innovative Communication Forms and Enhanced Interactive Experiences

Artificial intelligence is reshaping the pathways for generating cultural communication paradigms, propelling expression from flat displays toward multidimensional transformations. Immersive environment construction technologies based on virtual spaces enable audiences to actively participate in meaning-making processes within cultural contexts—rather than passively receiving information, such as through digitally reconstructed scans that recreate ancient architectural interiors. Generative technologies' mechanisms for deconstructing and reassembling cultural elements forge new symbolic systems where traditional and modern components collide and fuse^[3]. Dynamic interactive

scenario-building capabilities foster sustainable dialogue mechanisms in communication. Communicators can continuously adjust content logic based on real-time feedback, enabling audiences to deepen their comprehension of values through repeated interactive engagement. This continuously optimized interactive communication structure is reconstructing the fundamental ecological model of cultural transmission.

3 Challenges and Opportunities for Chinese Culture in Intercultural Communication

3.1 The Uniqueness of Chinese Culture and Barriers to Intercultural Communication

3.1.1 Cultural Differences and Barriers to Understanding

Chinese culture is built upon a unique philosophical tradition and social ethical structure, whose underlying logic may diverge significantly from mainstream Western cognitive systems. Chinese thought emphasises holistic intuition, dialectical unity, and historical continuity, whereas Western culture often prioritises logical analysis, individualism, and the spirit of contract. Such fundamental differences readily lead to meaning divergence in intercultural communication. For instance, concepts like the "balance of yin and yang" in traditional Chinese medicine, the "aesthetic of negative space" in Chinese painting, or the multifaceted social functions of Confucian "filial piety" are often simplified into mysticism, technical deficiencies, or authoritarian compliance when interpreted outside their original cultural contexts. Such self-centred tendencies in receiving cultural information diminish or distort core cultural values, severely hindering accurate understanding of the spiritual essence of Chinese civilization.

3.1.2 Language Barriers and Misinterpretation of Communication Content

Language is not merely a symbolic system but also a carrier of cultural values. Chinese's unique ideographic writing system, high context dependency, and poetic expression tradition face distinct conversion challenges in cross-linguistic communication. Numerous keywords embodying Chinese philosophical concepts, aesthetic sensibilities, and historical allusions possess an inherent degree of untranslatability. For instance, "ren" encompasses ethical, political, and self-cultivation dimensions; 'shanshui' refers both to natural landscapes and projections of spiritual realms; and "yuanfen" embodies the dialectical unity of chance and necessity. Their English equivalents fail to fully convey the philosophical depth and cultural associations of the original concepts. Some translations prioritize readability through semantic compression, leading to distortions like equating "qi" with material 'energy' or reducing the "chivalrous spirit" to violent narratives. The transmission of high-density cultural symbols—such as proverbs and opera lyrics—suffers even greater loss. For instance, the historical spirit of perseverance implied in "He who has not been to the Great Wall is not a true hero" is entirely lost in literal translation ^[4].

3.2 The Strengths of Chinese Culture in Intercultural Communication

3.2.1 Cultural Inclusivity and Global Appeal

The core characteristics forged through China's historical evolution constitute its unique appeal in the era of globalization. Chinese culture values the principle of "harmony without uniformity," emphasizing the coexistence of diversity and mutual learning through inclusivity. Amidst the clamour of civilizational conflict theories and challenges to global governance, this philosophy—which prioritizes coordination over confrontation—demonstrates profound contemporary relevance. The traditional Chinese ethical concept of balancing family responsibilities with social obligations offers a unique perspective for rethinking extreme individualism. The aesthetic of negative space in ink wash painting, the philosophy of harmony between heaven and humanity in garden design, and the seasonal health preservation principles in culinary culture all embody ecological wisdom for sustainable development through tangible forms. Contemporary China's organic integration of classical philosophical insights with modern innovative practices has further generated a distinctive "cultural increment." From integrated urban-rural development practices to high-tech-enabled revivals of traditional crafts, a discourse system with heightened contemporary relevance has emerged. These value explorations—rooted in local contexts yet addressing universal human challenges—gain the foundational capacity and diffusion potential to transcend cultural boundaries amid global societal transformation and prevailing value anxieties.

3.2.2 The Catalytic Role of Emerging Media in Chinese Cultural Dissemination

The revolutionary advancement of digital media platforms has created breakthrough channels for Chinese cultural dissemination. Short-video applications leverage visual-first principles to overcome textual comprehension barriers,

enabling cultural elements like calligraphic brushwork, intangible heritage techniques, and martial arts movements to achieve symbolic expression transcending language. This stimulates visual synesthesia, thereby strengthening foundational understanding. Within the interactive spaces of social media, overseas users' engagement with Chinese culture—such as creating derivative Chinese-style music or learning basic Chinese greetings—not only expands the reach of dissemination but also naturally triggers the formation of niche communities, creating vibrant carriers of cultural interest. Intelligent recommendation systems significantly enhance dissemination precision. By continuously learning user preference maps, they target culturally receptive audiences with highly relevant content like Peking Opera excerpts and tea ceremony documentaries, effectively addressing the challenge of reaching niche cultural products. Virtual reality museums and online cultural heritage databases transcend temporal and spatial constraints, transforming artefacts from static objects into interactive story carriers.

The intercultural dissemination of Chinese culture currently navigates a complex landscape of both opportunities and challenges. Its profound philosophical depth and unique modes of expression constitute inherent advantages for dissemination, yet also create natural divides requiring technological bridges. Digital media platforms offer unprecedented access channels, yet these advantages remain unrealized if content itself cannot overcome misinterpretation and degradation. Therefore, AI-driven dissemination strategies will elaborate on a tiered, AI-empowered strategic matrix.

4 AI-Driven Intercultural Communication Strategies for Chinese Culture

4.1 Content Customisation, Customisation and Personalised Dissemination Strategies

AI-driven content creation and precision distribution form the prerequisite for effective cultural communication. Content customization strategies based on deep user insights demand a thorough understanding of target markets' cultural and psychological landscapes and reception habits. By analyzing audiences' historical cultural consumption behaviours, social interaction trajectories, and emotional feedback data through algorithmic systems, multidimensional dynamic user profiles must be constructed^[5]. For instance, content targeting East Asian audiences might emphasize the aesthetic and spiritual convergence in calligraphy and Zen philosophy, while approaches for Western youth could reimagine traditional mythological symbols through video game aesthetics. Semantic network technology identifies associative logic among cultural elements, assisting human decision-makers in crafting dissemination plans where thematic relevance, narrative pacing, and audiovisual intensity align with audience expectations. Intelligent distribution systems continuously learn from user feedback to deliver culturally layered content sequences: initial artisan craftsmanship videos spark interest, mid-stage documentaries build cognitive frameworks, and later forum discussions deepen value recognition. This tiered, progressive, personalized cultural delivery avoids cognitive overload from one-size-fits-all dissemination, significantly enhancing the likelihood of deep value alignment.

4.2 AI-Driven Integration of Cultural Creative Industries and Communication

Artificial intelligence is deeply involved in the entire process of creative development and dissemination of cultural products, giving rise to new cultural formats. Generative technologies expand the contemporary presentation dimensions of traditional cultural resources. Intelligent design tools can transform bronze ware patterns into modern architectural applications, while music algorithms fuse guqin melodies with electronic beats to create intercultural auditory works. These technological innovations convert static cultural resources like intangible cultural heritage into dynamic experiential material libraries, greatly enriching disseminable content assets. In expanding the dissemination chain, extending from content generation to constructing consumption scenarios is crucial. Virtual digital avatars serve as 24/7 museum guides, augmented reality applications project detailed tea ceremony explanations onto tea ware via smartphone scans, and blockchain technology ensures efficient cross-border licensing of cultural IP. Care must be taken to prevent technology from overshadowing its purpose—the creator's central role in mastering tools remains unshakable. Deep integration between creative and dissemination ends elevates cultural resource value, unlocking from individual actions to industrial-scale systemic solutions.

4.3 Integration of Cross-Platform and Multi-Channel Dissemination Strategies

Addressing the fragmentation of global dissemination platforms requires building an intelligent, multidimensional distribution matrix. The core lies in reshaping cultural content formats according to platform attributes. Short-video platforms focus on three-minute rhythms to showcase the dynamic formation process of paper-cutting; knowledge communities use in-depth Q&A to analyze the philosophical essence of "The Doctrine of the Mean"; while gaming platforms embed interactive festive folklore quest chains—enabling the same cultural core to adapt its expression across

diverse environments. An AI central system serves as the critical coordinator, uniformly processing multilingual resource pools, automatically cropping and generating derivative versions tailored to different platform specifications, and simultaneously tracking cross-platform user interaction heatmaps to recalibrate strategic focus dynamically. More importantly, it establishes cross-platform user referral mechanisms, such as embedding QR codes for immersive learning apps at the end of viral opera clips on TikTok. This multi-platform coordination system enables a spiral deepening of cultural cognition throughout the dissemination process: fragmented exposure builds foundational recognition, multi-channel repetition reinforces memory retention, ultimately triggering proactive exploration to complete value internalization.

4.4 Building Intercultural Dialogue and Interaction Platforms

AI-powered conversational technologies break through the bottleneck of one-way communication, cultivating in-depth cultural dialogue spaces. Intelligent assistants integrated with intercultural knowledge graphs can serve as round-the-clock conversational partners—for instance, providing animated demonstrations of character creation rules for Chinese writing queries, or offering comparative interpretations linking the Mid-Autumn Festival moon imagery to Greek lunar mythology. This process transforms passive information reception into active understanding and exploration. Establishing large-scale cross-language dialogue systems holds strategic significance, with the breakthrough lying in developing cultural context awareness modules. These modules can cautiously explain characteristics of Chinese religious beliefs based on users' religious contexts and adjust narrative anchors for the "Silk Road" narrative according to a country's historical knowledge reserves. More crucially, offline cultural exchange activities are mapped by AI systems into online dialogue derivatives. Following live broadcasts of physical Dunhuang exhibitions, virtual communities enable international audiences to collaborate via digital avatars in restoring murals and sharing personal cultural associations. Central to this is employing natural language analysis to identify cultural communication barriers within vast social discussions instantly. Upon detecting negative sentiment toward "Chinese-style collectivism" within a group, the system automatically retrieves videos showcasing spontaneous collective creations like street dance flash mobs to correct perceptions, transforming potential conflict points into opportunities for deep dialogue. The intelligence level of this bidirectional interaction mechanism determines whether Chinese culture can become a persistently active discourse unit within intercultural cognitive networks.

5 Conclusion

AI-empowered intercultural communication fundamentally represents a profound transformation toward constructing a framework for bidirectional civilizational dialogue. Key technological breakthroughs not only enhance cultural adaptation precision but, more critically, establish a dynamic cultural understanding mechanism. By intelligently parsing the multidimensional meanings of cultural symbols, algorithm-assisted content production effectively reconciles the tension between locality and universality. The collaborative dissemination model across diverse platforms shifts Chinese culture from unidirectional display toward co-constructed shared values.

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