

Global Transmission of Chinese Culture from the Perspective of Cross-cultural Communication

Yidan Zhou

School of English Language and Culture, Xiamen University Tan Kah Kee College, Zhangzhou, Fujian, China

Abstract: Chinese culture is widely acknowledged for its expansive history spanning millennia, its intricate complexity, and its immense diversity that encapsulates numerous traditions, customs, and languages. Despite this worldwide recognition, it is not unusual to encounter misperceptions and stereotypes that often paint Chinese culture in a limited or even distorted light. These biases can stem from a lack of exposure, cultural differences, or historical biases that hinder a deeper understanding of its true essence. To truly appreciate the richness and unique value of Chinese culture, it is imperative to develop an appropriate and thorough understanding of its various facets. This involves delving into its ancient history, exploring its art and literature, engaging with its people, and understanding its values and philosophy. Moreover, to disseminate Chinese culture to a wider audience, effective strategies must be implemented. By overcoming barriers and dispelling misperceptions, the beauty and uniqueness of Chinese culture can be shared with the world, fostering mutual understanding and respect among different cultures.

Keywords: Chinese Culture; Stereotypes; Core Values; Proper Understanding

1. China's Rise as an International Key Player

The rise of China as a major player in international relations has been a significant phenomenon in recent decades, and it has led to a corresponding increase in interest in understanding its unique culture.

China has experienced rapid economic growth over the past few decades, becoming the second-largest economy in the world ^[1]. This economic rise has given China greater

influence and power in international affairs. China has also been increasingly active in international organizations and institutions, such as the United Nations, World Trade Organization, and G20. It has been involved in numerous multilateral and bilateral agreements, trade deals, and foreign policy initiatives. Consequently, China is playing an increasingly important role in global issues such as climate change, peace and security, and development assistance. For example, China has been active in promoting the Belt and Road Initiative, a major infrastructure investment program aimed at enhancing connectivity and cooperation with partner countries. Besides fostering commercial and financial interdependence, it is also a platform to promote political coordination, people to people exchanges and mutual understanding among countries ^[1].

China has also been promoting its culture and history through cultural diplomacy. This includes the establishment of Confucius Institutes and cultural centers around the world, as well as the promotion of traditional arts, music, and festivals.

As China's international influence grows, there has been a corresponding increase in interest in understanding its culture, history, and society. People from all over the world are eager to learn more about Chinese traditions, values, and way of life. This is reflected in the increasing popularity of learning Mandarin Chinese, as well as the growth of Chinese literature, art, and cinema in the international arena.

Cultural exchange programs and tourism have played a crucial role in promoting mutual understanding between China and other countries. More and more people are visiting China to experience its rich culture and history, while Chinese tourists are also traveling abroad to learn about other cultures.

2. Common Misperceptions and Stereotypes

Chinese culture, with its rich history, diverse traditions, and unique characteristics, often captures the imagination of people worldwide. However, due to various factors, including limited exposure, cultural differences, and historical biases, there exist several common misperceptions and stereotypes about Chinese culture.

2.1 Mysticism and Superstition

One of the most enduring stereotypes about Chinese culture is that it is steeped in mysticism and superstition. This perception often springs from the ancient and enduring spiritual foundations of Taoism, Buddhism, and Confucianism, which have been deeply ingrained in Chinese society for millennia. However, this does not mean that Chinese culture is inherently mystical or superstitious. These religious and philosophical traditions, while spiritual in nature, also carry with them a profound rationality and practicality. They are not mere superstitions; rather, they are systems of thought that aim to guide people in achieving harmony, both internally and with the universe. For example, feng shui, a practice often associated with mysticism, is actually a sophisticated system of geomancy. Though the subject of Feng shui was once considered non-scientific, more recently, researchers have increasingly considered its scientific elements with contributions to modern architecture and urban planning [2]. It is based on the belief that the placement and arrangement of objects and spaces can affect the flow of energy, or chi, in a given environment. By understanding and manipulating this energy, feng shui practitioners aim to create a harmonious balance between humans and their surroundings, leading to improved well-being and prosperity. Similarly, other Chinese practices, such as acupuncture and herbal medicine, may seem mysterious to outsiders, but they are actually based on centuries of observation, experimentation, and rational thought. These practices have been refined and honed over time to become effective means of healing and maintaining health [3].

In essence, Chinese culture is not simply about mysticism and superstition. Rather, it is a rich and nuanced tapestry of spiritual beliefs and practices, many of which have practical and

rational explanations. Understanding this complexity is essential to truly appreciate the depth and beauty of Chinese culture.

2.2 Rigid Conformity to Tradition

Another common misconception about Chinese culture is that it is rigid and inflexible, with people adhering strictly to ancient traditions and customs. However, this stereotype fails to capture the dynamism and adaptability that characterize Chinese culture. It ignores the fact that Chinese culture has evolved and adapted over time, incorporating new ideas and practices. While traditional values and customs remain important, Chinese society is also open to innovation and modernization.

Firstly, Chinese culture is not static; it is constantly evolving and adapting. Throughout history, people have witnessed how Chinese culture has integrated with foreign influences, absorbing new ideas and concepts. This inclusiveness and openness are crucial to the continued prosperity and development of Chinese culture [4].

Secondly, while traditional values and customs remain significant in Chinese culture, this does not mean that Chinese society is closed off to new ideas and practices. In fact, Chinese society is receptive to innovation and modernization. With the advent of globalization and the proliferation of information technology, Chinese people have become more exposed to advanced ideas and successful practices from around the world, and they are willing to integrate these new elements into their own culture. For instance, in the realm of technology, China has emerged as a global leader in technological innovation and entrepreneurship. From the development of 5G technology to the application of artificial intelligence, from the rise of the internet economy to the exploration of digital currencies, China has demonstrated a strong sense of innovation and adaptability. This innovative spirit has not only propelled China's economic growth but has also contributed significantly to global technological progress.

Furthermore, in the realm of arts and culture, China is also exploring and innovating. Traditional arts such as Peking Opera, calligraphy, and painting are being combined with modern artistic techniques, resulting in

works that are both traditional and contemporary. Meanwhile, Chinese pop music, cinema, and animation are gaining popularity in international markets, attracting a growing number of foreign audiences.

Therefore, Chinese culture is not rigid or inflexible; it is a vibrant and innovative cultural system. It possesses a profound traditional foundation while being open to integrating new elements and ideas. This openness and inclusiveness enable Chinese culture to constantly adapt to changes and meet the demands of the times, serving as an important force driving social progress.

2.3 Collectivism and Lack of Individualism

When discussing Chinese culture, it is common to encounter the stereotype that it is inherently collectivistic, with individuals routinely sacrificing their own needs and desires for the greater good of the group. However, this portrayal fails to capture the intricate nuances and complexities of Chinese society, let alone the rich diversity of values and beliefs that coexist within Chinese culture. In fact, Chinese society values both collectivism and individualism, depending on the context and situation. Individuals are encouraged to pursue their dreams and ambitions while also contributing to the community and society. As a matter of fact, it is a misunderstanding to always oppose individuals and collectives. As is shown the story of Hua Mulan, the value concept of mutual compatibility between individualism and collectivism “completely transcends the previous view that the world is divided into two mutually exclusive cultural dimensions of individualism and collectivism” [5].

Firstly, it is true that collectivism plays a significant role in Chinese culture. The concept of “harmony” and the emphasis on family and community ties often encourage individuals to prioritize the group’s welfare. However, this does not mean that individualism is entirely absent. In fact, Chinese society values both collectivism and individualism, depending on the specific context and situation. In modern Chinese society, there is a growing recognition of the importance of individual freedom, rights, and self-fulfillment. People are increasingly encouraged to pursue their dreams and ambitions, to develop their own unique talents

and skills, and to make contributions to society based on their individual strengths. This trend is reflected in various aspects of Chinese society, from education to entrepreneurship to cultural expression. Education in China, for instance, has evolved to include a greater emphasis on developing students’ individual strengths and interests. Schools and universities offer a wide range of courses and extracurricular activities to cater to students’ diverse needs and aspirations. This not only helps students to develop their individual talents but also prepares them to make meaningful contributions to society.

In the field of entrepreneurship, Chinese society is also seeing a rise in the number of individuals who are starting their own businesses or pursuing innovative projects. These entrepreneurs are driven by their own passions and ambitions, and they are willing to take risks and invest their time and resources in order to achieve their goals. Their success not only benefits them personally but also contributes to the economic growth and development of Chinese society.

Moreover, in the realm of cultural expression, Chinese society is becoming more accepting of individuality and diversity. People are now more open to expressing their own opinions, beliefs, and preferences, and they are willing to experiment with new forms of art, music, and fashion. This diversity of cultural expression reflects the increasing emphasis on individualism in modern Chinese society.

Therefore, Chinese culture is not purely collectivistic; it values both collectivism and individualism, depending on the context and situation. While traditional values and customs remain significant, modern Chinese society is also recognizing the importance of individual freedom, rights, and self-fulfillment. This balance between collectivism and individualism enables Chinese society to maintain harmony and cohesion while also fostering individual growth and innovation.

Common misperceptions and stereotypes about Chinese culture often stem from limited exposure, cultural differences, and historical biases. Understanding the characteristics and complexity of Chinese history and society is crucial for overcoming these barriers and gaining a deeper understanding of Chinese culture. By engaging with Chinese people, experiencing their traditions and customs, and

learning their languages are all effective avenues to achieve this deeper understanding.

3. Major Beliefs

To get a proper understanding of Chinese culture, it is essential to understand its core values and beliefs. Chinese culture is rich in its history, traditions, values, and social norms, all of which have common core values and beliefs deeply intertwined with Confucianism, Buddhism, and Taoism, which together form the profound cultural foundation and spiritual pillar of the Chinese people. Confucianism emphasizes moral virtues such as benevolence, propriety, loyalty, and filial piety, promoting personal cultivation and social harmony. Buddhism focuses on karmic retribution, compassion, and spiritual liberation, while Taoism advocates following the natural way and governing without interference, aiming for harmony with the universe. These philosophical ideas have profoundly influenced Chinese values, ethics, and manifest in various aspects of Chinese life, including lifestyle, social interactions, and artistic creations. Chinese architecture is a typical example, which has been deeply influenced by Confucianism, Taoism and Buddhism since the Han Dynasty, which makes it express many abstract meanings and profound philosophies at the cultural level [6]. Therefore, understanding and carrying forward these core values and beliefs is crucial to appreciating and promoting Chinese culture.

3.1 Confucianism

Confucianism, a philosophical system originated by Confucius in the 6th century BCE, has exerted a profound and enduring influence on Chinese culture and society. Over the past century, the tradition of Confucianism, which had served as the ideological foundation of feudal Chinese society, has confronted the challenge of disintegration in the wake of the collapse of the feudal moral and social order. Joseph Levenson believes that Confucianism, once a vital force in society, has transformed into a cherished but intangible shadow within the minds of people, lingering after the dissolution of the society that once embraced it, however, in reality, "Confucian does not disappear and does exist in a form that utilize it in daily life without realization of the fact, as any other doctrines of vitality" [7]. It has played

a pivotal role in shaping the moral fabric of Chinese society. It emphasizes the importance of moral integrity, respect for authority, and the pursuit of harmony. The Five Constant Virtues of Confucianism: benevolence (ren), righteousness (yi), propriety (li), wisdom (zhi), and faithfulness (xin), have become the moral benchmarks for individuals in Chinese society. Confucianism has also had a significant impact on the educational system in China. Confucius himself was a renowned educator, and his teachings and methodologies have influenced educational practices for centuries. Confucianism advocates the importance of education for all, regardless of social status, and believes that education is the foundation for personal and societal development.

Confucianism upholds the importance of the family as the fundamental unit of society. It emphasizes filial piety, respect for elders, and the harmonious relationship between family members. These values have shaped the traditional Chinese family structure and continue to influence family relationships today.

Confucianism places a high value on the correctness of social relationships, advocating the practice of propriety (li) in all aspects of social life. This includes respecting social hierarchies, maintaining harmonious relationships with others, and conducting oneself with dignity and courtesy.

Confucianism has also influenced the principles of governance in China. It advocates the rule of virtue, where rulers should govern with moral integrity and benevolence. The philosophy also emphasizes the importance of justice and fairness in governance, which have been fundamental principles in Chinese political culture.

Generally speaking, Confucianism has had a profound and lasting influence on Chinese culture and society, shaping many facets of the civilization, either concrete or abstract. Its core values and principles continue to influence Chinese society today, placing emphasis on morality, social harmony, and respect for tradition and authority. It has profoundly influenced Chinese culture, society, and government.

3.2 Buddhism

Another important stream of thoughts derived from Buddhism. Since ancient times,

Buddhism has played a significant role as an integral component of the historic Silk Road. Its introduction to China during the Han Dynasty was a pivotal moment, as it sparked the translation of early Buddhist scriptures from Indian and Central Asian languages into Chinese. This endeavor contributed greatly to the establishment of the harmonious ideological blend of Confucianism, Buddhism, and Taoism in China ^[8]. Furthermore, Buddhist philosophy deeply permeated the core of Chinese culture, becoming an essential and inseparable aspect of the nation's cultural identity. Buddhism introduced new spiritual beliefs and practices to China, including the concepts of karma, rebirth, and the Four Noble Truths. These ideas have influenced Chinese people's views on life, morality, and spiritual practice.

Buddhism has had a significant impact on Chinese art and architecture. Buddhist temples, pagodas, and statues have become important cultural symbols in China. Buddhist art has also influenced Chinese painting, sculpture, and other forms of visual art. Buddhist philosophy has influenced Chinese thought and literature. Buddhist concepts such as emptiness (wu) and impermanence (wu chang) have been integrated into Chinese philosophy, and Buddhist sutras have been translated into Chinese and influenced Chinese literature.

Buddhism has also influenced Chinese social and ethical values. Buddhist teachings emphasize compassion, non-violence, and self-cultivation, which have had a positive impact on Chinese society. Buddhist monasteries and temples have often served as centers of learning and social service.

Buddhism has coexisted and integrated with other religions in China, such as Taoism and Confucianism. This integration has led to the formation of unique Chinese religious traditions that incorporate Buddhist ideas and practices.

In summary, Buddhism has had a multifaceted impact on Chinese people and culture, influencing their spiritual beliefs, art and architecture, philosophy and literature, social and ethical values, and religious traditions. Originating in India, Buddhism was introduced to China in the 1st century AD and fused with native beliefs to form Chinese Buddhism. It emphasizes compassion, wisdom, and spiritual enlightenment.

3.3 Taoism

The third source of core values and beliefs is closely related to Taoism. The influence of Taoism on Chinese culture is vast and profound, spanning various aspects of society and culture. Taoism provides a philosophical foundation for Chinese culture, emphasizing harmony with nature, simplicity, and tolerance. The concept of "Tao" (the Way) as the ultimate principle of the universe guides many aspects of Chinese thought and practice. The Taoist principles of "Tao models itself after nature" and "Tao begets nature" reveal an ancient Chinese aspiration for an ecological society, where harmony with nature is paramount. The concept of "Tao is nature" underscores the importance of reverting to nature's ways. These ideas form the cornerstone of Taoist philosophical thought and ecological ethics, emphasizing the interconnectedness of nature and humanity ^[9]. Taoism is a major religious tradition in China, with millions of followers. Its practices, such as alchemy, meditation, and the pursuit of immortality, have shaped the spiritual landscape of the country.

Taoist ideas have had a significant impact on Chinese art and literature. Many artists and writers have been influenced by Taoist principles, incorporating themes of nature, simplicity, and inner peace into their works. Taoism advocates tolerance and harmony among people, promoting a spirit of "universal love" and respect for all. This has influenced Chinese society to value cooperation and peace, rather than conflict and competition. Taoism has shown a remarkable ability to integrate with other religions and philosophical systems in China. It has coexisted peacefully with Confucianism and Buddhism, sharing common values and practices while maintaining its distinct identity. Taoism has influenced Chinese culture beyond the borders of the country. Its ideas and practices have spread to other Asian countries, particularly in East Asia, where Taoist temples and practices can be found.

In summary, Taoism has had a profound influence on Chinese culture, shaping its philosophical, religious, artistic, social, and international dimensions. By promoting harmony, tolerance, and simplicity, Taoism has contributed to the unique character of Chinese culture and society. Focused on harmony with

nature, simplicity, and non-action, it has influenced Chinese art, literature, and religious practices.

4. Core Values

Deeply rooted in the teachings of Confucianism, Buddhism, and Taoism, the concepts of family, society, and the nation, known as “Guo” in Chinese, hold a uniquely profound place in Chinese culture. Confucianism emphasizes the importance of family as the fundamental unit of society, with filial piety and respect for elders as cornerstones. The family is seen as a microcosm of the larger society, where harmony and balance are essential. This philosophy emphasizes the role of education in shaping individuals and society, aiming for a just and ordered society through moral cultivation. Buddhism, on the other hand, focuses on the individual’s spiritual journey and liberation from suffering. However, it also acknowledges the importance of family and society as part of the spiritual path. Buddhist teachings emphasize compassion and kindness, promoting harmony within the family and society. Taoism, with its emphasis on the natural way and harmony with the universe, also has implications for the concept of family, society, and the nation. Taoism teaches that individuals should follow their natural inclinations and live in harmony with the universe, while also promoting social harmony and stability. Together with these major beliefs, the concepts of family, society, and “guo” shape the essence of Chinese society and values.

4.1 Family

The concept of family in Chinese culture is deeply ingrained and plays a pivotal role in shaping social values and individual identity. It is often viewed as the fundamental unit of society, with strong emotional and moral ties that bind individuals together. It is based on hierarchical relationships, with the father as the head of the household. Family values emphasize respect, obedience, and filial piety. In Chinese culture, the family is not just a biological unit; it is also a social, cultural, and economic institution. The traditional Chinese family structure is often hierarchical, with elders respected and younger generations expected to follow their guidance. This respect

for elders and ancestors is deeply ingrained in Chinese culture and is reflected in many aspects of daily life. Another key aspect of the family concept in Chinese culture is the emphasis on filial piety. This involves respecting, caring for, and honoring one’s parents and ancestors. Filial piety is considered a virtue that contributes to social harmony and stability. It is also seen as a way of repaying the love and care that parents have given to their children.

Furthermore, the family in Chinese culture is often seen as a source of support and comfort. In times of difficulty or need, family members are expected to come together and help each other. The family is also a place where traditions and values are passed down from generation to generation, ensuring continuity and stability within society. In modern China, while the family structure and values have undergone some changes due to urbanization, industrialization, and globalization, the concept of family remains important. Many Chinese people still value family ties and strive to maintain close relationships with their relatives, even if they live far away. The family continues to play a significant role in Chinese society, providing a sense of belonging, support, and identity for its members.

4.2 Society

When discussing the concept of society in Chinese culture, it is often described as a harmonious community bound together by strong values, traditions, and a sense of collectivism. Chinese society is deeply rooted in history and culture, emphasizing the interconnectedness of individuals and their responsibilities towards the whole.

The Chinese concept of society values harmony and stability. It believes that individuals should strive to maintain balance and unity with their community, rather than seeking personal gain or individuality at the expense of others. This is reflected in the emphasis on family ties, community responsibilities, and respect for elders and ancestors. Moreover, Chinese society is characterized by a strong sense of collectivism. Individuals are expected to prioritize the needs and interests of the group, rather than their own. This collective spirit is fostered through the education system, social norms, and

cultural traditions. In addition, Chinese society values tradition and respect for elders. It believes that traditions and customs should be upheld and passed down from generation to generation. Respecting elders and ancestors is considered a virtue that contributes to social harmony and stability. Overall, the concept of society in Chinese culture is one that emphasizes harmony, stability, collectivism, tradition, and respect. It is a community where individuals work together to uphold social norms, maintain balance, and contribute to the welfare of the whole.

4.3 Guo

In Chinese culture, the concept of “guó” holds profound significance and plays a vital role. The basic meaning of “guó” is “land, territory, nation,” which is closely tied to the concept of a country’s geographic boundaries in ancient times. Over time, its meaning has expanded to represent broader concepts such as “state,” “government,” and “political entity,” reflecting the evolution of China’s political system and cultural traditions. But a more commonly used combination among Chinese people is “guójiā”, a unique term of country bearing the mark of family, which is quite different from the term “country,” “nation,” or “state” in English. Traditional Chinese society established the national concept of integration of “guó” (country) and “jiā” (family), where there is consistency between family and country in terms of structure and ethical concepts ^[10]. As a cultural symbol, “guó” embodies the essence of Chinese culture and its rich historical significance. It represents the importance that ancient Chinese people placed on cultural inheritance, encouraging individuals to actively learn, preserve, and promote Chinese culture.

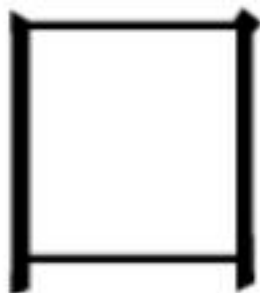


Figure 1. The Outer Frame of Guó

In the character “guó,” the outer frame (Figure 1) represents the country, occupying a prominent position. This reflects the traditional

Chinese concept that the nation is always viewed as the supreme power. This idea aligns with the ancient political philosophy of “mandate from heaven and the will of the people,” emphasizing that personal interests should be subordinate to the overall interests of the nation. The character “guó” is one of the most prominent symbols of national pride and self-confidence in Chinese culture. It represents a nation with a long history and splendid civilization, reflecting the importance that ancient Chinese people placed on national pride and self-confidence. This pride also encourages individuals to possess patriotism and contribute to the prosperity and development of their country.

In the character “guó,” the component inside the frame (Figure 1) represents virtues and moral standards, accompanying the outer frame. This embodies the importance of “virtue accompanying jade” in traditional Chinese culture, emphasizing that individuals should possess noble qualities and good moral cultivation. By studying and understanding the principles embodied in the character “guó,” individuals can enhance their self-cultivation. These principles cover various aspects such as politics, morality, culture, and nationality, helping individuals better understand themselves, improve themselves, and become more outstanding and comprehensively developed individuals.

The concept of “guó” in Chinese culture carries profound meanings and plays a crucial role, encompassing cultural connotation, historical significance, national supremacy, national pride and self-confidence, emphasis on moral qualities, and promotion of self-cultivation. It is an indispensable part of Chinese culture and essential to shaping the spiritual outlook and cultural traditions of the Chinese nation.

Collectively, these three philosophical traditions have shaped the Chinese understanding of family, society, and the nation. They emphasize the importance of harmony, balance, and moral cultivation, aiming for a just and ordered society where individuals, families, and the nation can thrive together.

5. The Significance of Understanding Chinese Cultural Properly

While the rise of China as a major player in

international relations has led to a greater interest in understanding its unique culture, getting a proper understanding of Chinese culture becomes tricky issue. The significance of understanding Chinese culture properly in cross-cultural communication is profound and multifaceted.

Chinese culture is deeply rooted in its history, traditions, values, and social norms. Proper understanding of this culture can help individuals and organizations bridge the cultural differences that often arise in cross-cultural communication. It reduces misunderstandings, prevents conflicts, and fosters a more harmonious and effective communication environment; it enables people from other cultures to appreciate and respect its uniqueness; the mutual understanding also fosters a sense of inclusiveness and empathy, promoting more positive and productive cross-cultural interactions.

In the globalized business world, understanding Chinese culture is crucial for successful business transactions with China and Chinese businesses. Knowledge of Chinese etiquette, business practices, and communication styles can help foreign businesses establish trust, build relationships, and negotiate effectively with Chinese partners. Proper understanding of Chinese culture encourages cultural exchange and the sharing of ideas, traditions, and experiences. This exchange enriches both cultures, leading to a broader perspective and deeper understanding of the world. Understanding Chinese culture also improves cross-cultural communication skills. It teaches individuals how to adapt their communication style to Chinese audiences, use appropriate language and terminology, and avoid cultural taboos or sensitive topics. This adaptability and sensitivity are crucial for successful cross-cultural communication. In a world that is becoming increasingly interconnected, understanding and respecting different cultures is essential for promoting global harmony and cooperation. Proper understanding of Chinese culture contributes to this goal by fostering mutual understanding, respect, and inclusiveness among people from different cultural backgrounds.

Understanding Chinese culture properly in cross-cultural communication is crucial for bridging cultural differences, enhancing mutual understanding, facilitating business

transactions, promoting cultural exchange, improving communication skills, and promoting global harmony. It is an essential skill for anyone involved in international relations, business, or any form of cross-cultural interaction.

6. Global Transmission of Chinese Culture and Effective Strategies

The increasing popularity of Chinese culture on the global stage is a significant phenomenon that reflects the growing international influence of China. This trend is driven by multiple factors, including the rapid development of China's economy, the promotion of "One Belt, One Road" initiative, and the proactive efforts of individuals and institutions to spread Chinese culture worldwide.

Traditional media outlets, such as television, radio, and newspapers, have played a crucial role in introducing Chinese culture to the world. Chinese dramas, movies, and documentaries have gained popularity overseas, introducing aspects of Chinese history, traditions, and values to international audiences.

With the advancement of technology, digital platforms have become a major channel for spreading Chinese culture. Streaming services, such as Netflix and Amazon Prime, have made it easier for international audiences to access Chinese content. Additionally, digital tools like AR and VR have provided immersive experiences for viewers to learn about Chinese history and culture. Social media platforms, like Weibo, TikTok, and YouTube, have allowed Chinese individuals and institutions to directly engage with international audiences. These platforms have facilitated the sharing of Chinese cultural content, from short videos to live streams, enabling a more direct and interactive cultural exchange.

6.1 Successful Examples

In recent years, there have been an increasing amount of successful examples of Chinese cultural exports. Chinese films have made remarkable progress in international markets. Standout examples such as "Wolf Warrior II" and "Ne Zha" have achieved global success, introducing Chinese themes, values, and unique visual styles to an international audience. These films often seamlessly blend

traditional Chinese elements with modern storytelling techniques, creating a compelling narrative that appeals to a diverse range of viewers. For instance, “Wolf Warrior II,” a contemporary military action film, gained a favorable reception among Chinese and foreign movie-goers and earn a high score on review aggregation platforms ^[11]. This film not only showcases China’s military prowess and patriotism but also incorporates elements of action and adventure that resonate with international audiences. The film’s powerful storytelling and breathtaking action sequences have made it a hit both domestically and internationally. Similarly, “Ne Zha” (Nezha: Birth of the Demon Child”) tells a timeless tale of rebellion and self-discovery, rooted in traditional Chinese mythology. The film’s innovative animation techniques and vibrant visuals present the story in a captivating manner, capturing the imagination of both young and old audiences worldwide ^[12]. By combining traditional Chinese culture with modern filmmaking techniques, these films have broken down cultural barriers and introduced Chinese cinema to a global audience. They have not only showcased China’s rich cultural heritage but also demonstrated the country’s ability to produce world-class entertainment that resonates with a global audience.

Since the turn of the millennium, the trend towards music globalization has gradually intensified, and as the music industry and new media continue to mature, Chinese national music elements have obtained increasing acceptance and appreciation from a broader range of audiences. In the context of globalization, the promotion and dissemination of Chinese music on an international scale do not simply depend on Chinese people. The process actually involves active participation of musicians and music lovers from many different countries. Professor Sun Run, a visionary educator at Beijing Language and Culture University, is currently leading the way in China. Her groundbreaking ensemble of foreign student guzheng players has not only served as a beacon for disseminating Chinese traditional culture but also constructed a vital bridge fostering mutual comprehension across distinct civilizations ^[11]. Chinese singers like Jay Chou have achieved immense success globally through their musical works

that incorporate Chinese cultural elements. Jay Chou’s albums excelled both domestically and overseas, each of which reportedly exceeded 2 million in sales. He was once said to be the number one favorite star among people aged 8–25 across seven East Asian and Southeast Asian countries ^[14]. Such achievements demonstrate the strong international appeal of musical works that integrate Chinese cultural elements. Musical works that incorporate Chinese cultural elements are experiencing continuous growth in sales in overseas markets. These works have not only succeeded in the Chinese market but have also won the love and support of numerous fans worldwide. This trend indicates that Chinese cultural elements possess strong international value and appeal. Chinese literature has a long history and rich tradition. Ancient Chinese literary classics and excellent poetry have always been successfully translated into various languages. Pearl S. Buck translated *Shui Hu Zhuan* (one of the four classics in ancient Chinese literature) with the title “All Men Are Brothers”, based on a famous saying from Confucius, which she believed captured the spirit of the righteous bandits in the novel. With a deep understanding of Chinese culture, Pearl S. Buck reserved more accurate cultural terms and delivered a more exotic version of Chinese classic. Her translation allowed Western readers to appreciate the themes and characters of *Shui Hu Zhuan* without being confused by the literal translation of the title ^[15]. Xu Yuanhong is renowned for his translation of Tang poetry, including *Books of Poetry of the Tang Dynasty*. His translations concept of three beauties aim to capture not only the literal meaning but also the artistic beauty and cultural essence of the original poems ^[16]. In recent years, Chinese authors have gained international recognition through their works, which explore themes of history, society, and human nature. Works like *Big Breasts and Wide Hips* by Mo Yan and *Life and Death Are Wearing Me Out* by Yu Hua have been translated into multiple languages and received critical acclaim worldwide. Another successful example is the translations of *The Three-Body Problem* written by Liu Cixin. This Chinese science fiction won the 2015 Hugo Award for Best Novel, with over 200,000 copies in English already sold, hundreds of times the average sales volume of Chinese novels in the

USA ^[17]. Its translation strives to retain the numerous cultural elements embedded in the original text, including Chinese history, philosophy, science, and society. By maintaining the authenticity of these elements, the translations enable foreign readers to gain a deeper understanding of Chinese culture.

6.2 Effective Strategies

The increasing popularity of Chinese culture on the global stage is a testament to the richness and diversity of Chinese cultural heritage. Media, technology, and social media have played crucial roles in spreading Chinese culture worldwide, enabling more people to appreciate and understand the unique beauty of Chinese traditions and values. Only by leveraging a combination of traditional and digital media and emerging technologies can Chinese culture be effectively transmitted to a global audience in ways that are engaging, accessible, and impactful.

In addition to that, the importance of promoting cultural sensitivity, respect for diversity, open-mindedness and curiosity in cross-cultural communication for effective transmission of Chinese culture cannot be overstated. Cultural sensitivity fosters an understanding of other cultures' values, beliefs, and practices, which is essential for building trust and avoiding misunderstandings. By respecting diversity, spaces will be created where everyone feels valued and can contribute, leading to richer cultural exchanges. A culture of respect and understanding can mitigate tensions and conflicts, promoting a more peaceful and harmonious global community.

Open-mindedness and curiosity encourage people to explore new ideas and perspectives, broadening their horizons and enriching their cultural experiences. When people are open to new ideas, they are more likely to innovate, leading to cultural advancements and economic growth. Curiosity about other cultures can lead to meaningful conversations and connections, helping to build bridges between people from different backgrounds.

Promoting cultural sensitivity, respect for diversity, open-mindedness and curiosity, are all essential for effective cross-cultural communication and the transmission of Chinese culture. These initiatives not only enrich cultural exchanges but also contribute

to global peace, harmony, and prosperity.

7. Conclusion

From the perspective of cross-cultural communication, understanding Chinese culture properly and its global transmission is paramount. Proper understanding of Chinese culture ensures that it is represented accurately in global contexts. This avoids misinterpretations, stereotypes, and distortions that can hinder meaningful cross-cultural exchange.

With a proper grasp of Chinese culture, people from different backgrounds can develop a deeper mutual understanding. This understanding is crucial for breaking down barriers, fostering trust, and promoting effective communication and cooperation. Proper understanding of Chinese culture encourages cultural exchange and dialogue. It enables people to share their own cultures while learning from Chinese traditions, practices, and values. This exchange is essential for promoting cultural diversity and mutual respect. As China's economy continues to grow and expand globally, proper understanding of Chinese culture becomes increasingly relevant for business and economic relations. It helps individuals and organizations navigate cultural differences, establish trust, and facilitate successful business transactions. Understanding Chinese culture properly contributes to global peace and development. It fosters mutual understanding and respect between cultures, which are essential for building harmonious international relations and addressing global challenges.

Understanding Chinese culture properly and its global transmission is crucial for effective cross-cultural communication. This increased understanding, in turn, has fostered closer ties and cooperation between China and other countries; it enables us to break down barriers, foster mutual understanding, and promote cultural exchange and dialogue, which are essential for building a more inclusive and harmonious world.

References

- [1] Fabio M. Parenti. The Different Development Models of China and the West. In: Lujun Chen and Karl-Heinz Pohl (eds). East-West Dialogue. Palgrave

- Macmillan, Singapore, 2023.
- [2] Michael Y. Mak and Albert T. So. Scientific Feng Shui for the Built Environment. *Australasian Journal of Construction Economics and Building*, 2011: 92-93.
- [3] William CS CHO. Scientific Evidence on the Supportive Cancer Care with Chinese Medicine. *Chinese Journal of Lung Cancer*, 2010, 13(3):190-194.
- [4] Victor H. Mair and J. Hickman. *Reconfiguring the Silk Road*. University of Pennsylvania Press, 2014.
- [5] Shuguang W, Zongying L and Junyi L. Hero Hua Mulan with a Thousand Faces: Why Chinese Stories Can Move the World? Evidence From a Global Cross-Cultural Interview Survey. *Contemporary Social Science*, 2023, 8(4):121-132.
- [6] Zhang Zhen. The Foundation of Chinese Architecture Culture—The Confucian, Dao, Buddhism and the Chinese Architecture Culture. *Huazhong Architecture*, 2003, 21(2):13-15.
- [7] Liu Liping. On the Relationship between Confucianism and China's Soft Power: An Analysis Based on Empirical Study of the Influence of Confucian on Religious Belief and Experience of Contemporary Chinese People. *Management Science & Engineering*, 2012, 6(1):93-100.
- [8] Zhang Jun, Hu Xiaoxin. The Principles and Strategies of the Translation and Edition of Chinese Buddhist Classics under the Background of the "Belt and Road": Take Pure Land of the Patriarchs as an Example. *Chinese Studies*, 2024, 13(2):13.
- [9] Xinhua H. Natural Ethics, Resource Optimization and Ecological Return—On the Ecological Society Thoughts in Tao Te Ching. *Academics*, 2015(05):319-323.
- [10] Wang Ligang. The Historical and Cultural Origins of the Chinese Concept of Family. *The Family Education of China*, 2022, 04:78-82.
- [11] Wang Cong-Cong and Ruan Xiao-tong. A Comparative Analysis of Chinese and Foreign Press Reports on Chinese Films—a Case Study of Reports on Wolf Warrior 2. *Journal of Arts & Humanities Studies*, 2019, 1:30-33.
- [12] Chai Boyu. The View of Chinese Culture and the Imbalance of Cultural Industry's development from "Nezha: Birth of the Demon Child". *Journal of Contemporary Educational Research*, 2021, 005(001):60-64.
- [13] Bei Peng. Chinese music under the background of cultural globalization. *International Communication of Chinese Culture*, 2022, 9:99-108.
- [14] Wu Zhiyan, Janet Borgerson and Johnathan Schroeder. Jay Chou, Pop Star: Chinese Aesthetics and Contemporary Trends. In: *From Chinese Brand Culture to Global Brands*. Palgrave Macmillan, London, 2013.
- [15] Li Jiya. The Accuracy and Defamiliarization Translation Strategy of Pearl S. Buck on All Men Are Brothers. *Studies in Literature and Language*, 2020(3):40-44.
- [16] Xie Xiao. A Study on Xu Yuanchong's Translated Poem on the Height from the Perspective of Three Beauties. *Overseas English*, 2012(2):154.
- [17] Liu Ge and Yun L. The Overseas Reception of Chinese Science Fiction Works from a Perspective of Western Interpretation Preference—A Case Study of Reader's Reception of Liu Cixin's the Three-Body Problem in the USA. *Contemporary Social Sciences*, 2018(6):90-101.