Original Paper

A Study on International Communication Strategies of Chinese Culture Based on the 5W Model

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Abstract

Guided by Harold Lasswell's 5W model, this study explores the current status quo and bottlenecks of international communication of Chinese culture. A framework is constructed for the international dissemination of Chinese culture based on the 5W model and the following strategies are proposed: 1) Linkage and collaboration of multiple subjects to promote synergy, and highlighting the folk subjects "weak" communication force; 2) Fine-tuning universal values and distinctive cultures, and balancing traditional modernity with local characteristics; 3) Media integration to build a diversified communication system, and cross-border cooperation to broaden the communication channels; 4) Distinguishing the audiences to meet their different demand, and the establishment of audience feedback mechanism re-adjustment; 5) Constructing the evaluation system of communication effects, and launching the quantitative analysis to optimize communication strategies. By investigating these strategies, the study aims to address communication bottlenecks and promote the global dissemination of Chinese culture.

Keywords

5W Model, Chinese Culture, International Communication

1. Introduction

Chinese culture has a deep historical heritage and embodies the pursuit of common human values such as harmony, tolerance and win-win situation. The international dissemination of Chinese culture can help enrich the world's cultural diversity, promote intercultural dialogue and understanding, share Chinese wisdom and experience, and enhance country's soft power and international influence. The 14th Five-Year Plan in March 2021 proposed that the country should "innovate and promote international communication, disseminate China's voice by telling China's story online and offline, and promote people-to-people communication" (Xinhua, 2021), which put forward requirements for the

international dissemination of Chinese culture in terms of the channels and effects of dissemination. The report to the Party's 20th National Congress in October 2022 emphasized the importance of "adhering to the stance of the Chinese culture, distilling and displaying the spiritual symbols and cultural essences of the Chinese civilization, and accelerating the construction of the Chinese discourse and Chinese narrative system...... promoting Chinese culture to better reach the world" (Xinhua, 2022), providing guidance on ideas for better international dissemination of Chinese culture based on communication stance, contents and channels. At the 70th Anniversary of the Publication of the Five Principles of Peaceful Coexistence On June 28, the president put forward the suggestion of "carrying forward the spiritual connotation of the Five Principles of Peaceful Coexistence, and making unremitting efforts toward the noble goal of building a community with a shared future for mankind" (Xinhua, 2024), focusing on communication principles and strategies, and pointing out the goals and directions for the international dissemination of Chinese culture. The above documents and speeches emphasize the importance of communication contents, channels and effects in the international dissemination of culture from different perspectives.

A synchronic study focuses on analyzing communication practices, while a diachronic study focuses on sorting out communication history. The synchronic study comprehensively examines the strategic choices for Chinese culture to go global from different perspectives and levels, and provides guidance on the paths and strategies for realizing the international dissemination of Chinese culture. The research on strategic choices mainly explores the strategies of Chinese culture going out to the world from the perspectives of cultural soft power construction (Zhang, 2019) and cross-cultural communication (Zhang, 2016). For example, building a "four-dimensional integrated" system model of Chinese culture going out; proposing ways to show cultural charm and clear audience orientation (Huang & Su, 2020); identifying the basis of communication strategies, constructing micro-strategies and macro-systems and putting forward overall strategies (Fu, 2021). The path strategies are explored from different levels (Wu & Shi, 2008; Zhang, 2012; Wang & Geng, 2013; Yao & Zhang, 2019), focusing on value concepts, economic cooperation, humanistic exchanges, scientific and technological empowerment, and other levels of practice (Mao, 2024). These strategies emphasize that Chinese culture going out at the level of the theory of value in epistemology is the real realization of the true meaning of Chinese culture, and that the government should strengthen the cultural construction to shape the image of culture, and construct a discourse system with Chinese characteristics to enhance the power of cultural communication (Wang, 2020). The diachronic study more clearly examines the main line and vein of China's going out to the world, and provides rich experience and inspiration, mainly including a comprehensive combing through the history of overseas dissemination of Chinese culture before the Tang Dynasty (Wu, 1998), and an examination and presentation of the historical traces of China's going out to the world before the Xinhai Revolution (Peng, 1998).

Previous studies have broadened our communication ideas and provided us with experience, and there is no lack of studies on Chinese cultural communication from the perspective of media studies, which

mainly examines a specific part of the communication process (Yang, 2023), and rarely examines the international communication strategies of Chinese culture from the perspective of the whole chain of the communication process. At the same time, there are still problems such as lack of diversity of communication subjects, homogeneous contents, weak audience awareness, "one-size-fits-all" strategies, and limited communication effect (Yang & Ma, 2023). The 5W model is mainly used to analyze the structure and function of the communication process and examine the various links of information dissemination, and has gained wide application in mass communication (Rong & Zhang, 2022). In view of this, this study use the 5W model as the theoretical basis to explore the framework and practical strategies of Chinese culture international communication from five dimensions: communicator, contents, channel, audiences and effect, so as to provide reference for improving the effectiveness of Chinese culture international communication.

2. The Status Quo and Problems of the International Dissemination of Chinese Culture

In the age of globalization, dissemination of Chinese culture has made certain achievements in terms of the scope, depth and effect. However, due to the complexity of the international environment and the differences in world cultures, the international dissemination of Chinese culture is also facing a series of problems and challenges.

2.1 The Status Quo of the International Dissemination of Chinese Culture

In recent years, the international dissemination of Chinese culture has made remarkable progress, showing the extensive coverage and profound influence of Chinese culture (Ye & Wu, 2024). Firstly, with the in-depth implementation of the "Belt and Road" initiative, cultural exchanges and cooperation between Chinese and countries along have become more and more frequent. Confucius Institutes, Chinese cultural festivals, art exhibitions and other forms of cultural activities have been successfully organized all over the world, which have effectively expanded the international popularity and influence of Chinese culture. Secondly, both traditional Chinese culture represented by traditional Chinese medicine, martial arts, Taiji, and opera, and contemporary culture represented by high-speed railways, Tiktok, and Taobao, have further deepened foreign people's cognition of Chinese cultural symbols. Thirdly, the rapid development of artificial intelligence and digital technology has provided new opportunities for the international dissemination of Chinese culture. Through social media, online video platforms, online games and other channels, Chinese cultural products such as film and television works, music and literature have been able to transcend geographical restrictions and achieve global reach, thus achieving more extensive and in-depth dissemination. Fourthly, accompanied by the world's "Chinese fever", the increase in the number of international students, foreign tourists, immigrants, and the share of cultural products in the world market, Chinese cultural attraction has thus been significantly strengthened, generating the interest in and demand for learning about Chinese culture, and providing potential market demand for the international dissemination of Chinese culture. Fifthly, the in-depth study of Chinese culture by a large number of sinologists as well as the foreigners'

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fondness for Chinese culture through short videos have provided the foundation of the dissemination of Chinese culture in depth and breadth.

Nonetheless, the international influence of Chinese culture still needs to be improved, and such problems as low recognition abroad, limited and uneven influence still exist, which limit its development in a wider scope and a deeper level (Wei, 2023). Firstly, although the international dissemination of Chinese culture has covered many countries and regions, it mainly remains in output and introduction. For example, some cultural dissemination activities still stay at the surface level, failing to deeply dig and show the profound heritage and unique charm of Chinese culture. Besides, cultural differences, language barriers, cultural discounts and stereotypes also cause Chinese culture to be superficial and thus lead to a low recognition. Secondly, under the international communication landscape dominated by the West, the international voice of Chinese culture still remains weak. The restricted ways to understand Chinese culture and feedback channels by foreigners, coupled with the strong dominance of Western values and ideological differences, result in the unique values and aesthetic tastes of Chinese culture not yet being fully demonstrated and recognized, leading to the limited influence of its values. Thirdly, due to the influence of communication strategies and policies, the international influence of Chinese culture is unbalanced, with a greater impact on cultural resources and markets than on the cultural environment and media, and a greater impact on countries along the "Belt and Road" and their young people than on Western countries, their adolescents and the elderly.

2.2 Problems Facing the International Dissemination of Chinese Culture

In the process of dissemination, the international dissemination of Chinese culture faces a series of problems and challenges, which will be analyzed mainly from the various links of the dissemination process.

2.2.1 Poor Linkage and Collaboration and Weak Non Governmental Entities

The linkage capacity of the dissemination main body is weak (Chen & Qin, 2023), the power of non government entities is relatively weak, and the folk participation still needs to be strengthened (Ye & Wu, 2024). Despite the diversification of Chinese culture's international the subjects of media, strong communication dominated by the government is still the mainstay, and the subject consciousness and power of civil organizations and institutions are weak, failing to achieve transnational people-to-people communication; individual spontaneous communication is intermittent and amateurish, and has yet to be guided professionally; Chinese enthusiasts or learners have not yet fully mobilized and given play to the effect of interpersonal exchanges, and the localization and professionalization of communication have yet to be developed.

2.2.2 Incohesive Value Consensus and Unbalance between the Traditional and the Contemporary

There is insufficient exploration of the universal values, inadequate interpretation of the cultural loaded words with Chinese characteristics, contempt for contemporary culture and popular culture while emphasis on traditional culture and refined elite culture. And there is also a poor balance between the localized adaptation of communication contents for the target countries and the highlighting of China's

distinctive culture. Especially, there is insufficient refinement and interpretation of the contemporary connotation of the communication contents, little attention to contemporary culture (Ye & Wu, 2024), low technological added value, low creativity, resulting in shallow and vulgarized contents. For example, the shallow contents due to cater to the audiences and the vulgarization of the contents for the sake of attracting the audiences (Tian, 2020), have given rise to the audiences' insufficient interactivity and poor experience.

2.2.3 Relatively Single Communication Channels and Low Media Integration

Insufficiently diversified communication channels, low media integration, and poor international media access, result in discrepancies between communication channels and the preferences for media use by foreigners. And communication methods are not flexible enough. Due to the complexity of the global communication environment, the diversity of cultures, the preference for transnational media reliance and the iteration of international communication technology, as well as the limitations of cultural communication methods among different countries (Shi, 2024), it is difficult to fully differentiate communication according to transnational audiences, which will ultimately lead to a significant reduction in the effectiveness of communication.

2.2.4 Ignored Audience Differentiation and Misaligned Supply and Demand

Insufficient segmentation of basic audiences and insufficient attention to potential audiences have led to an imbalance in the supply and demand of cultural products, biased positioning and disconnected interests. Audiences are divided into basic and potential audiences according to their daily habits and reception of certain media contents. The combination of non-localization of translations and insufficient exploration of universal values has led to cultural discounts, cultural misinterpretation and even cultural exclusion. There is an imbalance between supply and demand in the cultural market, which is still dominated by supply and has not yet entered the stage of actively discovering or creating demand. There is also the problem of biased positioning, which is in the low-level framework of entertainment and imitation (Tian, 2020), and is out of touch with the interests of the foreigners, resulting in the loss of the expected and potential audiences.

2.2.5 Defective Assessment System and Inadequate Feedback Analysis

The assessment system has yet to be perfected, and the lack of timely collection of feedback and statistical analysis of data hinder the adjustment of cultural communication strategies and optimization of paths. Poor selection of communication contents, inappropriate choice of means and methods, and insufficient research on audience needs, cultural differences, language barriers and acceptance psychology have a direct impact on audience analysis and expected results. Studies have shown that there are cultural conflicts and cultural exclusion among different countries, and even ethnic exclusion among different national cultures (Shi, 2024), so it is urgent to pay attention to the feed-forward, fine-tune the strategies and optimize the effectiveness.

Facing the great changes that have not been seen in a century, the international communication of Chinese culture is faced with a series of problems, such as communicators, communication contents,

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channels, audiences and communication effects, and there is an urgent need to explore the ways and strategies of the international communication of Chinese culture.

3. A Framework for the International Communication of Chinese Culture Based on the 5W Model

The 5W model was proposed by Harold Lasswell in his book of *The Structure and Function of Communication in Society*, that is, who said what to whom through what channels to achieve what effect. This 5-step formula of communication process deduces the control analysis, contents analysis, media analysis, audience analysis and effect analysis of communication. The 5W model includes: 1) Who, looking into the control analysis of factors that initiate and guide the act of communication; 2) Says What, focusing on the contents analysis; 3) In Which Channel, examining the media analysis of the broadcasting, newspapers, movies and other communication channels; 4) To Whom, focusing on the audience analysis of the target reached by the media; 5) With What Effect, examining the effect analysis of the impact on the audiences (Lasswell, 2013). The above five elements constitute the key links in the communication process, and examining the whole process of communication can clearly and systematically control the whole picture of communication and ensure the practicability and effectiveness of communication behaviors. In the past, related research on international communication of Chinese culture often analyzed specific communication issues from the micro level, such as means of communication, contents selection, audience feedback, and lacked a macroscopic exploration of the relationship between communication issues (Ye & Wu, 2024).

This study follows the basic logic of the 5W model, focuses on the dynamic audience feedback and the optimization cycle of the effect, and constructs a framework for the international communication of Chinese culture, as shown in Figure 1. The communicators are governments, organizations, individuals; the contents of communication is Chinese culture; the channel of communication is media integration; the audiences is the target of communication; and the effect is the breadth and depth of international communication of Chinese culture, as well as the evaluation and feedback of the audiences. The study of the five elements of the communication process can help Chinese culture continue to optimize its international communication paths along the cyclic pattern of "subject collaboration - selected delivery - through the media - reaching the audiences - optimized feedback", and ultimately allow the audiences to "know, realize, respect, and then understand, empathize, and identify" Chinese culture.
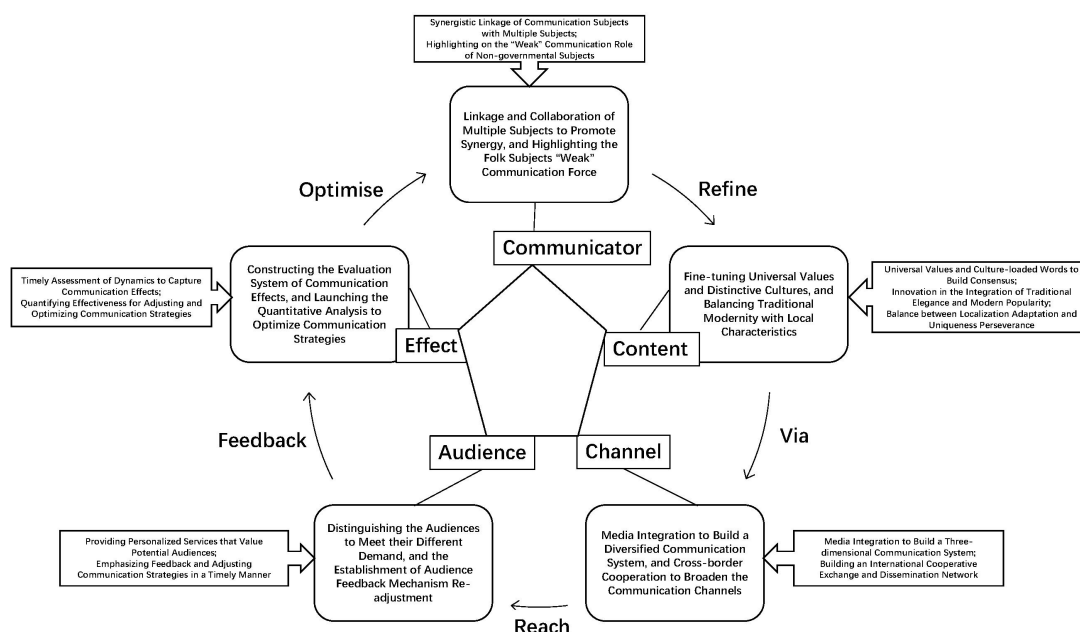
Figure 1. Framework for the International Dissemination of Chinese Culture based on the 5W model

The following is an exploration of the communication strategies framework in conjunction with the 5W model and communication theory.

3.1 Two-level Dissemination: Elite Leadership, Universal Participation

According to the law of two-tier communication, we should take advantage of civil diplomacy to cultivate "spokespersons" for Chinese culture (Teng, Yang, & Yuan, 2017), give play to the role of leaders in leading and recommending, and implement guided communication strategies, so as to realize the ambassadors' pilotage and the people's relay. First of all, as "cultural ambassadors", cultural celebrities, artists, scholars and internet celebrities with international vision and influence are selected, cultivated, dispatched. Through speeches, writings, interviews, cultural product experiences and other forms of promotion, they can shape the image of a positive, open and modern China, and expand the dissemination and influence of the "China's Story". Secondly, enterprises, NGOs and ordinary people are encouraged to use social media and video platforms to share China's stories, forming a cultural communication boom with the participation of diversified subjects. In addition, the role of localized communication subjects is brought into full play, with the help of foreign celebrities, sinologists, foreign internet celebrities, overseas Chinese and international students to realize localized interpersonal communication.

3.2 Agenda Setting: Selective Mining, Creative Presentation

It is necessary to dig deep into the essence of traditional Chinese culture, explain and renew its contemporary values, take into account cultural uniqueness and innovation, study and develop globally appealing cultural products through technology, and reinterpret ancient arts and realize cultural innovation. On the one hand, the communication contents are enriched and refreshed. It is essential to

"implement the competitive advantage strategies of 'doing something, not doing something', make full use of our unique resources, and form relative potential advantages and development advantages" (Liu, 2020), select cultural contents with unique Chinese characteristics, and dig deep into the spiritual connotation and contemporary value, highlight the characteristic advantages and enrich the connotation of the times. For instance, poems and songs, painting and calligraphy, traditional festivals, combined with the spirits of the times, renew contemporary connotations, so as to make the ancient culture renewed and conveyed new meanings. On the other hand, values can be endowed and transmitted. It is essential to distinguish between Chinese themes and world themes, actively publicize China's unique and excellent culture, and let Chinese culture appear more often in the image of world themes to be accepted and recognized by the world (Shu & Wang, 2013), i.e., Chinese culture going out at the level of the value theory described by Wang (2020). For example, we can combine modern technology, like artificial intelligence, VR/AR technology, and digital exhibitions, with innovative expressions, such as movies, music, literature, games, and art exhibitions, and create distinctive cultural products with an international outlook and universal value, so as to enhance the attractiveness of cultural contents.

3.3 Cross-border Media Integration: Media Fusion, Three-dimensional Communication

It is vital to integrate traditional and emerging media, promote the transformation of "traditional media" to "multi-media integration" (Li & Yin, 2024), promote the cooperation and the operation of communication media across cultures, borders and regions, give full play to the mechanism of "crowdsourcing" and the empowerment of science and technology, as well as innovate communication methods to realize multi-media interaction and global reach. The first is multi-media integration. It is necessary to integrate and fuse traditional media and emerging media resources, build a full media matrix with multi-channel communication networks, and form an all-round, three-dimensional, multi-platform linkage cultural communication system. This system includes the use of traditional media (TV, radio, newspapers) to expand their influence, and relies on new media (Internet, social media, video platforms, mobile applications) to achieve rapid dissemination and wide coverage. The second is cross-border cooperation. It is necessary to expand international cooperation and exchange channels, strengthen cooperation with international cultural organizations, cross-border cooperation in the operation of communication media, and promote the global dissemination of Chinese culture through strategic planning and elaborate design using international mainstream media platforms. The third is "crowdsourcing" empowering the new. It is reasonable to use the "crowdsourcing" mechanism, with the help of artificial intelligence, mobile communication technology and digital technology, leverage the Internet and social media platforms through science and technology, to realize the modernization of dissemination channels. We should empower the media with new ideas, create a cross-platform interactive experience, and enhance the interactivity, accessibility and coverage of cultural information.

3.4 Use and Fulfillment: Precise Positioning and Multiple Coverage

Combined with the selective process of the audiences and the theory of use and satisfaction, we should

precisely locate the needs of the target audiences, implement differentiated communication strategies, personalized satisfaction, and stimulate cultural empathy to achieve audience segmentation and cultural empathy. The first is audience research. In-depth research on the religious beliefs, values and acceptance habits of target audiences in different countries and regions, classified research should be conducted; the interests and preferences of target audiences in different countries and media dependence should be comprehensively analyzed; differentiated cultural communication strategies should be formulated. The second is matching needs. It is important to customize the communication contents and cultural products according to the audience needs, use big data and artificial intelligence for accurate push, personalized recommendation of cultural contents that meet the target audience preferences, attract the audience selective attention, and realize the accurate docking of cultural contents and audience interests. The last is cultural empathy. It is necessary to focus on cross-cultural exchanges, look for commonalities between different cultures, implement localization strategies for cultural products and services. This can help audiences make selective understanding, attract and cultivate potential audiences around the world, stimulate emotional resonance and cultural empathy among audiences, assist audiences to complete selective memory, and promote cultural identity through emotional resonance.

3.5 Cultivation Analysis: Feedback Loop, Continuous Optimization

Based on the theory of culmination analysis, it is indispensable to establish a monitoring and evaluation system for the effects of cultural communication, follow up and examine the influence of communication contents on audience cognition, attitudes and reactions in a long-term and subtle way, and then optimize the communication strategies by combining with the feedback information, so as to realize the effect evaluation and cyclic optimization. On the one hand, communication effects should to be evaluated. Through surveys, interviews and messages, we strengthen interaction with international audiences, regularly collect and analyze feedback data from overseas audiences, and assess the coverage, acceptance and influence of cultural communication activities. On the other hand, strategies should to be adjusted. According to the evaluation results, it is essential to timely adjust the communication strategies and cultural contents, continuously improve the relevance and effectiveness of cultural communication, reduce cultural discounts, and form a closed-loop optimization mechanism to achieve specific communication goals and effects.

4. 5W Strategies for the International Communication of Chinese Culture

Based on the path of the 5W model, the international communication strategies of Chinese culture should to be explored in terms of the five elements of the communication process.

4.1 Linkage and Collaboration of Multiple Subjects to Promote Synergy, and Highlighting the Folk Subjects "Weak" Communication Force

The main communication bodies will work together in a multifaceted manner, give full play to the characteristics and advantages of their respective roles to form communication synergy; emphasis will

be placed on marketization and privatization, downplaying the direct "strong" communication of the governmental communication bodies and highlighting the subtle "weak" role of the nongovernmental communication bodies, so as to facilitate the communication between China and foreign countries.

4.1.1 Synergistic Linkage of Communication Subjects with Multiple Subjects

It is necessary to improve the mechanism of linkage and cooperation among communication subjects, promote "the transformation of communication subjects from 'government subjects' to 'multi-subject symbiosis'" (Li & Yin, 2024), and "enhance the synergy of China's international cultural dissemination". It is essential to stabilize government support and provide policy basis for overseas cultural dissemination (Duan, 2021), follow the market law of enterprise cultural product supply to realize the reorganization and allocation of resources, give full play to the public welfare pro-people role of NGOs to make the people's hearts closer; We should attach importance to personal cultural experiential sharing, and play the function of interpersonal dissemination of public opinion leaders by leading to the whole society and bringing up the whole world. As the leader of cultural communication, the government, with its authoritative, organizational and strategic characteristics, can efficiently integrate resources and provide policy support and financial guarantee for cultural communication through formulating cultural foreign policies, holding large-scale cultural exchange activities and establishing cultural funds. Enterprises, as providers and servicers of cultural products, characterized by flexibility, innovation and marketability, can adjust their communication strategies according to market demand and audience preferences, and achieve a win-win solution for both cultural communication and commercial interests through commercial channels, such as product design and brand marketing. As a third-party force and a bridge, non-governmental organizations (NGOs), characterized by public welfare, independence and non-administration, are able to reach out to the grassroots and get close to the audiences, and through organizing public welfare activities and cultural exhibitions, realize the precision and depth of cultural communication. Individuals, as UGC creators, characterized by spontaneity, diversity and extensiveness, are able to combine their personal styles with their daily sharing and cultural experiences to form a variety of windows showcasing Chinese culture. Governments and individuals are the gatekeepers of Chinese culture going abroad, and they should follow objectivity, ethics and authenticity, give full play to their roles to jointly promote the diversity of forms, richness of contents and effectiveness of cultural communication.

4.1.2 Highlighting on the "Weak" Communication Role of Non-governmental Subjects

Under the diversified cooperation of dissemination subjects, the governmental actors have been diluted; the political color of dissemination work has been weakened; social forces have been widely mobilized, and civil and non-governmental subjects have been highlighted, with weak dissemination as the mainstay, and a focus on folk and marketization. Combining the characteristics, styles and advantages of different non-governmental communication subjects, and on the basis of balancing the supply and demand of cultural products, it is important to take the initiative to discover or create audience demand, link up with multiple parties, integrate resources and form synergy. This can get close to the audiences

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in a flexible, diversified, daily, informal and grounded form, and display the unique charm of Chinese culture to the world, so as to promote the widespread cognition of culture and its subtle influence. Enterprises can spread Chinese culture through cultural products and services, brand storytelling, and overseas cooperation and investment. They can develop consumer products, software applications, games that incorporate Chinese elements so that audiences can naturally come into contact with and experience Chinese culture. They can also tell stories about the history of the brand, traditional craftsmanship, innovative ideas that are related to Chinese culture to enhance the brand's attractiveness and cultural affinity. Besides, they can also cooperate with overseas organizations to set up cultural exchange programs, Chinese language training and translations and make use of the business network to promote Chinese culture. Non-governmental organizations can promote Chinese culture through cultural exchanges and cultural consulting services. International cultural festivals, art performances, film screenings can be organized to enhance foreign people's understanding of and interest in Chinese culture; cultural workshops, online courses can be provided to cultivate foreigners' language skills and cultural literacy; and professional academic exchanges, historical interpretations, and etiquette guidance can be also conducted to serve individuals and organizations interested in gaining a deeper understanding of Chinese culture. Individuals can promote Chinese culture through social media interactions, travel and cultural exchanges, and creative artistic expressions. The public can share Chinese lifestyles, cultural practices, festivals and celebrations through blogs, videos and live broadcasts, attracting fans worldwide; Chinese people living abroad can introduce Chinese culture through daily exchanges and participate in local community activities, to promote two-way cultural exchanges; and artists can create works integrating Chinese and Western elements, and take part in international art festivals, paintings exhibitions, music festivals to showcase the unique charm of Chinese culture.

Multiple dissemination bodies can collaborate with each other to form a diversified cultural export system. The government provides macro-guidance and resource support, enterprises and non-governmental organizations are responsible for concrete implementation and market-oriented operation, and individuals add vivid and authentic colors to cultural output with their unique perspectives and influence. Through linkage and collaboration, we can help Chinese culture cross geographic and cultural boundaries and truly reach out to the world stage.

4.2 Fine-tuning Universal Values and Distinctive Cultures, and Balancing Traditional Modernity with Local Characteristics

The quality and attractiveness of communication contents are directly related to message acceptance and influence. The selection, presentation, integration and innovation of contents, as well as their technological empowerment and differentiated balance are the keys to effective international dissemination of Chinese culture.

4.2.1 Universal Values and Culture-loaded Words to Build Consensus

Through the deep exploration of universal values and culture-loaded words, we should enrich the

cultural connotation and the spirit of the times, enhance the cultural values and attractiveness, promote the formation of value identity and consensus on value recognition, and help audiences know about Chinese culture and understand Chinese values, so as to realize the consensus on values between China and foreign countries. The Global Civilization Initiative, first proposed by the President in his keynote speech at the High-Level Dialogue between the CPC and World Political Parties in March 2023, emphasized that "we should jointly advocate the promotion of the common values of all mankind, and that peace, development, fairness, justice, democracy, and freedom are the common pursuit of the people of all countries" (Xinhua, 2023). Universal values reflect the moral and ethical bottom line or the basic common values shared by the citizens of the global village (Schwartz, 1992), and it is appropriate to seek the commonalities between Chinese values and the common values of all mankind (Xiao, 2023). The concepts of "benevolence", "harmony", "mediocrity" and "etiquette" deeply rooted in Confucianism, Taoism, and Buddhist wisdom, as well as the modern Five Principles of Peaceful Coexistence and the concept of a community with a shared future for mankind, not only embody the deep heritage of Chinese civilization, but also provide wise solutions to global issues, by helping audiences to find shared values and generate empathy (Guan, 2011), and thus realize value recognition. By telling the story of the ancient Chinese people's pursuit of the unity of man and nature, the concept of harmonious coexistence between human beings and nature can be conveyed, so as to enhance the audiences' understanding of and identification with Chinese values. Culture-loaded words refer to words, phrases and idioms that signify something specific to a certain culture (Liao, 2020), such as Yin and Yang, the five elements, the Twenty-Four Solar Terms, oracle bone inscriptions, kung fu and so on, which are the centralized embodiment of the Chinese culture and the most central form of external expression (Zheng, 2016). These words enable audiences to deeply understand each other's differences, to avoid misunderstanding in the dialogues (Guan, 2011), and to realize that the existence is reasonable, thus acknowledging the value differences. Taking "Spring Festival" as an example, it not only represents a specific festival, but also conveys the importance and respect of Chinese people for New Year's prayers, family reunions and traditional customs.

4.2.2 Innovation in the Integration of Traditional Elegance and Modern Popularity

"Adhering to the combination of 'promoting tradition' and 'based on contemporary times'" (Shen & Xu, 2019), it is necessary to "use modern fashion elements to disseminate traditional excellent culture" (Shu & Wang, 2013), to realize the innovative integration of traditional elegant culture and the modern popular culture. On the one hand, traditional arts and wisdom such as myths, operas, Chinese paintings and ancient architecture are the treasures of Chinese civilization, which can show the profound heritage and unique aesthetics of Chinese culture. We should combine with modern technology through unique perspectives, novel expressions and rich forms of expression, such as developing online games combining traditional stories, creating Peking Opera performances with virtual reality experiences, creating fusion of traditional elements in modern art works, restoring ancient architecture with digital technology, to meet the diversified needs of audiences. On the other hand, China's modern

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achievements in scientific and technological innovation, pop culture, sports and athletics reflect the openness and progress of contemporary Chinese society, and are more likely to resonate with young audiences around the world. It is appropriate to use forms, carriers, topics and other elements that foreigners enjoy, and make good use of the world's popular language to tell China's stories, so as to make Chinese culture liveable, vivid and concrete, and help to shape an active, positive and modern image of China.

4.2.3 Balance between Localization Adaptation and Uniqueness Perseverance

Taking into account the needs of differentiated audiences, it is necessary to appropriately localize and adjust the contents of communication, and in order to avoid the generation of homogeneous international contents, it is also necessary to differentiate and balance the contents of communication. On the one hand, localization means that while maintaining the core values of Chinese culture, it is necessary to adhere to differentiation and diversification, respect and adapt to the cultural background, aesthetic interests, acceptance habits and cultural consumption psychology of the target audiences, and carry out appropriate localization and adaptation, so as to make the communication contents more closely related to the target audiences, reduce the cultural gap, and improve the acceptance and sense of identity of the audiences. On the other hand, when spreading modern international common theme contents such as family, friendship, dream, courage, although they can transcend cultural boundaries, be understood and accepted by audiences in different countries and regions, and easily produce emotional resonance, they are easily annihilated due to the large number of homogenized contents. Therefore, they should adhere to and highlight the uniqueness of Chinese culture on the basis of appropriate localization, so as to form a distinctive brand recognition.

Through in-depth exploration of the intrinsic values of Chinese culture, innovative fusion of traditional elegance and modern popularity, and differentiated balance between localization and internationalization, the attractiveness and influence of the communication contents can be effectively enhanced to promote the wide dissemination of Chinese culture and in-depth exchanges on a global scale.

4.3 Media Integration to Build a Diversified Communication System, and Cross-border Cooperation to Broaden the Communication Channels

In the era of globalized information explosion, the diversity and extensiveness of communication channels are of paramount importance, and the selection, layout and optimization of communication channels are the key to ensuring that information is effectively delivered and reaches the audiences.

4.3.1 Media Integration to Build a Three-dimensional Communication System

It is essential to integrate traditional media and new media to build a diversified and three-dimensional system of communication channels, give full play to the effect of multimodal communication and broaden the scope of communication. Along with the development of science and technology, communication channels have become increasingly rich, and the integration of traditional media and new media has become a trend. On the one hand, traditional media such as newspapers, radio and

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television still have wide coverage and authority. For example, the international channel of CCTV (China Central Television) and China Daily are important windows for spreading Chinese culture overseas. We can give full play to the "1+6+N" model of the flagship media of international communication with Chinese characteristics (Jiang & Zhang, 2019), and effectively enhance the international visibility and influence of Chinese culture by opening Chinese culture columns in international mainstream media, produce and broadcast TV programs on Chinese culture, and issue magazines on Chinese culture. On the other hand, new media platforms such as the Internet, social media and mobile applications have become an emerging force in cultural communication with their instantaneous, interactive and personalized features. Platforms such as TikTok and Bilibili attract large numbers of overseas audiences. They can open official accounts, publish Chinese culture-related graphics, videos, live broadcasts and other contents, such as traditional handicraft displays and real-time live streaming of festivals, to flexibly present diversified Chinese culture, and realize precise delivery and personalized services with the help of big data, artificial intelligence, algorithmic recommendation and other technologies, so as to improve the relevance and effectiveness of communication and effectively attract the attention of the younger generation.

4.3.2 Building an International Cooperative Exchange and Dissemination Network

It is indispensable to strengthen cooperation with international media, enhance exchanges with international cultural institutions, build international communication networks, and jointly promote the dissemination of Chinese culture. The first is cooperation with international media. It is necessary to establish cooperative relationships with globally renowned TV stations, radio stations, online media, and co-produce or broadcast programs and contents with Chinese cultural themes. Through co-production, copyright exchange, program broadcasting and other means, we will leverage the advantages of their global networks to enhance the visibility of Chinese culture around the world. The second is exchanges with international cultural institutions. It is essential to carry out cooperation projects with UNESCO, museums, art centers and other cultural institutions, actively participate in various international cultural exchange activities, hold Chinese cultural exhibitions, academic seminars, art festivals, film festivals and other activities, aiming to display the unique charm and diversified styles of Chinese culture, enhance mutual understanding and friendship, and promote the international dissemination, exchange and mutual appreciation of Chinese culture. The third is establishing an international communication network. It is indispensable to establish a global system of Chinese culture dissemination networks, such as setting up Chinese cultural centers and Confucius Institutes overseas to provide local people with platforms and opportunities to learn about Chinese culture. At the same time, we should strengthen contact and cooperation with overseas Chinese associations and Chinese-language media, so as to form communication synergy and jointly promote the international dissemination of Chinese culture.

Through the construction of a diversified system of communication channels and the strengthening of cooperation and exchanges with international media and cultural institutions, it is possible to broaden

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the channels of communication, expand the scope of communication, learn from the experiences of other countries in cultural communication in interactive exchanges, and promote the optimization and upgrading of its own communication strategies.

4.4 Distinguishing the Audiences to Meet their Different Demand, and the Establishment of Audience Feedback Mechanism Re-adjustment

Through the segmentation of target audiences, we can understand their cultural background, interest preferences and acceptance habits, formulate personalized communication strategies, set up a timely feedback mechanism for audiences, constantly adjust and optimize communication contents, improve their relevance and enhance their attractiveness.

4.4.1 Providing Personalized Services that Value Potential Audiences

It is necessary to "establish the concept of localized cultural communication" (Yang, 2020) by knowing, understanding and researching the audiences, and cater to the needs of different audiences by means of accurate position and personalized delivery. Audiences is an active participant of communication with independent consciousness and self-judgment, not a passive receiver of information, and is in the main position in communication activities, determining the basic direction of communication activities. For the basic audiences who is the main marketing target of information dissemination and advertisement promotion, since different cultural backgrounds, historical traditions, social structures, religious beliefs and values may present different characteristics in terms of interest preferences, acceptance habits and information needs, we should accurately locate the needs of the basic audiences, avoid cultural conflicts, promote cultural empathy, and steadily maintain the adhesion of the basic audiences. For potential audiences who are not actively looking for a certain information or product but coming across the relevant contents by chance for some reasons, the contents and methods of communication should be adjusted in a timely manner in order to attract and retain potential audiences, and efforts should be made to develop them into the basic audiences and expand the coverage of communication.

4.4.2 Emphasizing Feedback and Adjusting Communication Strategies in a Timely Manner

It is essential to establish an effective audience feedback mechanism to adjust the communication strategies in time to achieve iterative optimization. Factors such as audience interests, preferences and acceptance habits directly affect the design and implementation of communication strategies, and it is necessary to establish an effective audience feedback mechanism to quickly match the needs of the audiences. The first is demand research. Before the communication activities, we can collect and analyze audience needs and expectations through questionnaires, interviews and other methods, to provide feedback support for the development of communication strategies. The second is contents customization. According to the results of the research, we can customize the communication contents that meets the interests and acceptance habits of the audiences, and flexibly adjust the communication plans to attract and retain the audiences. The third is interactive feedback. During the communication process, we can collect feedback through social media comments, online surveys, offline activities, and other means of positive interaction with the audiences and timely response. The last is adjustments of

strategies. Based on the results of audience feedback, we can adjust the communication strategies with localized adaptation of contents, precise selection of channels, and appropriate timing, so as to gradually optimize and build a communication system adapted to the needs of different audiences.

Deeply understanding and accurately reaching the target audiences are the key to enhancing the effectiveness of communication. Taking into account both universality and specificity, studying the audiences and balancing supply and demand can show not only the unique charm of Chinese culture, but also should respect for and integrate local cultural characteristics, so as to realize deeper cultural exchanges and mutual understanding.

4.5 Constructing the Evaluation System of Communication Effects, and Launching the Quantitative Analysis to Optimize Communication Strategies

Evaluation of communication effects is an important basis for testing the success of communication strategies. Building a communication effect evaluation system to quantify the effectiveness of communication and continuously improve and optimize communication strategies accordingly is the key to enhancing the effectiveness of Chinese culture's international communication.

4.5.1 Timely Assessment of Dynamics to Capture Communication Effects

It is necessary to establish a scientific system for evaluating the effectiveness of communication, "taking the timeline as the main line, taking into account the present and the future, and establishing a set of scientific systems that contain short-, medium- and long-term objectives that are both stable and uniform, and relatively open and flexible", so as to quantitatively evaluate the effectiveness of communication in due course. First of all, the objectives of dissemination should be clearly defined. The goals of Chinese cultural communication include enhancing international visibility, strengthening cultural identity, and promoting cultural exchanges and cooperation. Clear objectives are the prerequisite for the construction of an evaluation system, and it is advisable to set specific and measurable objectives to facilitate the evaluation of subsequent effects. Secondly, evaluation indicators should be set. Based on the communication objectives, a series of quantifiable evaluation indicators should be set, covering multiple dimensions, such as audience coverage (how many people have been reached), audience participation (interaction rate, retweets, number of likes, frequency of media reports), changes in audience attitudes (whether there is an increase in positive perceptions of China), and consumption of cultural products (overseas sales of Chinese movies, books, etc.). This can visually reflect the breadth and depth of communication activities and provide data support for evaluating the effectiveness of communication. Meanwhile, long-term indicators, such as the ranking of Chinese culture's international influence and the number of China-related international activities, are also needed to assess the long-term effects of cultural communication. Finally, multi-dimensional analysis is necessary. It is necessary to collect data from social media, questionnaires, media report, and use data analysis tools such as SPSS and Python to process and analyze the collected data to objectively reflect the communication effect. At the same time, it is necessary to conduct qualitative analysis through audience feedback, social reaction and cultural identity to understand the audience acceptance of the

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contents, preferences and suggestions for improvement, so as to comprehensively assess the communication effects.

4.5.2 Quantifying Effectiveness for Adjusting and Optimizing Communication Strategies

It is necessary to continuously improve and optimize communication strategies based on evaluation results to enhance communication effectiveness. Firstly, data-driven decision-making should be strengthened. Based on the evaluation results, we use data analysis methods to explore the highlights and shortcomings of our communication activities. Based on the data feedback, we can analyze which communication strategies is more effective and which needs to be improved, adjust the communication strategies in a timely manner, optimize the contents, channels and methods of communication, and ensure that the communication activities always focus on the needs of the audiences and cultural characteristics. If the effect of communication in a specific region is not satisfactory, the cultural adaptation and localization of the region can be enhanced. Secondly, a feedback mechanism should be introduced. As mentioned above, the audience feedback mechanism should be fully utilized to regularly collect the opinions and suggestions of the target audiences and adjust the contents and methods of communication in a timely manner. Regular symposiums, online surveys, social media interactions, and feedback from offline activities can be used to understand audience acceptance and satisfaction with the communication contents and provide strong support for the continuous optimization of the communication strategies. Thirdly, short-term evaluation should be combined with long-term tracking. By combining short-term and long-term tracking, we can fully grasp the overall picture of the communication effect and ensure that the communication activities are always advancing towards the established goals. The adjustment and optimization of communication strategies are a continuous process, and a tracking mechanism should be set up. In building the evaluation system, attention should be paid not only to short-term immediate effects such as the speed of communication and the amount of exposure, but also to long-term cumulative effects such as the enhancement of cultural identity and the shaping of international image.

Evaluation and optimization of communication effects is the key to ensuring the success of communication activities. By combining quantitative evaluation and multidimensional analysis to fully grasp the overall picture of communication effects, as well as by strengthening data-driven decision-making, introducing audience feedback mechanisms, and combining short-term evaluation and long-term tracking, we will continue to display the splendor of Chinese culture on the international stage.

5. Conclusion

The international dissemination of Chinese culture is a complex and systematic project, which is affected by multiple factors such as dissemination subjects, contents, channels, audiences and effects. This study applies the 5W model to communication practice, and proposes communication strategies that aim to unite the joint efforts of communication subjects, select unique cultural contents, broaden

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communication channels, meet the needs of audiences, and effectively quantify the effects of communication.

Due to the diversity of global cultures, the complexity of the international environment, the dynamics of the cultural market and the transformation of communication technologies, specific strategies need to be further refined and adjusted in practice. In the future, empirical research can be conducted on the effects of specific communication strategies to optimize communication strategies in a data-driven way. It is necessary to pay attention to the application of emerging technologies such as artificial intelligence, big data, and virtual reality in cultural communication, and make use of new technologies to innovate the forms of communication and enhance the effects of communication. It is expected that Chinese culture will be more open and diversified to coexist and prosper with world cultures and contribute unique cultural values and spiritual wealth to the building of a community with a shared future for mankind.

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