

Original Paper

How Chinese Universities Can Carry out International Communication under the Influence of the New Generation of Artificial Intelligence

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Abstract

The new generation of artificial intelligence technology is profoundly transforming the international communication landscape. Chinese universities urgently need to enhance their international communication capabilities to serve the construction of an educational powerhouse and enhance their global influence. This article analyzes the current challenges of international communication in Chinese universities and the opportunities brought by artificial intelligence technology. It proposes to take the concept of “human-machine collaboration” as the core, optimize top-level design, content ecology, and communication matrix, and build an intelligent, precise, and immersive international communication system to help Chinese higher education gain an advantage in global competition.

Keywords

artificial intelligence, International communication in universities, Human-machine collaboration, Content ecology, propagation matrix

1. Introduction

The new generation of artificial intelligence, characterized by multimodal big models and deep learning technologies, is rapidly developing. Its powerful information generation, understanding, and interaction capabilities are deeply deconstructing and reshaping the existing paradigms and patterns of international communication from dimensions such as communication subjects, content forms, channel ecology, discourse methods, and audience interaction.

Against the backdrop of technological revolution and global competition, enhancing the international influence of China's higher education has become a core concern and key indicator for accelerating the construction of an education powerhouse. As the “leading force” in the construction of an education

powerhouse, higher education is not only the core engine for promoting international education dissemination, but also the key carrier for showcasing the national education image and reflecting competitiveness. The efforts of universities to enhance their international communication capabilities are of great strategic significance for effectively promoting the global dissemination of Chinese culture, deepening cultural exchanges and mutual learning, and serving the construction of a community with a shared future for mankind. Therefore, strengthening the construction of international communication capabilities has become an important task and key path for serving the national education power strategy, and has become an inevitable choice and urgent mission for universities.

At the same time, strengthening international communication is also an inherent requirement for Chinese universities to achieve high-quality development. China has built the world's largest higher education system, and its development model is undergoing a strategic transformation from scale expansion to connotation enhancement, and further to high-quality leap. This transformation requires universities to pay more attention to service efficiency, accurately grasp the dialectical unity of international perspective and Chinese characteristics, while widely absorbing beneficial international experience, rooted in the Chinese land to solve practical problems, and continuously enhance their support, contribution, and leadership in serving the country's economic, social, scientific, technological, and cultural development. In the context of increasingly fierce global competition in higher education, the competition for top talents, high-quality research resources, and cooperation opportunities is becoming increasingly fierce. The strong international communication capability has become a core strategic tool for universities to attract top teachers and high-quality students from around the world, enhance international reputation and ranking, expand international scientific research cooperation and high-level academic exchanges, and thus occupy a favorable competitive position in the global academic landscape.

2. Challenges and Opportunities of International Communication in Chinese Universities

2.1 Challenges of International Communication in Chinese Universities

2.1.1 Strategic Positioning Needs to Be Improved: Insufficient Connection with National Strategies and Global Issues

International communication in universities is a key path for a country to enhance its cultural soft power and international influence, and its strategic value is reflected in:

Serving the overall development of the country, as a highland of knowledge innovation and talent, promoting global cooperation in education, science and technology, and culture, and exploring ways to address global challenges; Enhancing national soft power and promoting the implementation of the concept of a community with a shared future for mankind in talent cultivation and global governance practices; Enhance international discourse power, participate in building an international communication system, and present a real, three-dimensional, and comprehensive image of China to the world.

However, there is a significant gap in strategic positioning in current practice: firstly, there is a fundamental lack of understanding. Some universities have failed to deeply understand the fundamental

attributes of international communication services for national strategies and supporting the development of university undertakings. Secondly, there is a lack of top-level planning. Some universities have not included international communication in the overall goals of university construction for systematic planning and resource coordination. Thirdly, the ability to set topics is weak. The dissemination content is mostly limited to campus activity reporting, failing to deeply integrate talent cultivation models and technological innovation achievements into global development issues, and explore and disseminate them as the “Chinese solution” for developing countries to address global challenges, weakening its strategic height and international resonance.

2.1.2 Development Process and Infrastructure: Started Relatively Late, with Different Foundations

Compared to universities in the UK, the US, and some Asian countries, Chinese universities started relatively late in systematically carrying out international communication, and their infrastructure is uneven. The construction of English websites has a wide coverage and varying quality: most universities have established English websites, but the level of update and maintenance varies. Tsinghua University leads in website quality and timeliness due to the establishment of specialized institutions (such as the Global Communication Office) and the allocation of dedicated personnel; Most universities are lagging behind in content updates due to a lack of dedicated personnel for maintenance.

In terms of social media layout, in 2015, Tsinghua University and Peking University were the first to open overseas social media accounts; From 2015 to 2020, Zhejiang University, China Academy of Art, Shanghai Jiao Tong University, University of Science and Technology of China, and others followed suit and attempted to use new discourse to expand their communication radius.

In the initial establishment of the collaborative mechanism, in 2023, the International Communication Joint Research Institute of the Ministry of Education plans to build a platform for serving international communication in higher education, with Communication University of China as the leading university and the first batch of 14 universities jointly established; Many “double first-class” construction universities such as Renmin University of China, Fudan University, Wuhan University, China Agricultural University, Tianjin University and other professional media institutions have signed international communication strategic cooperation agreements with China Central Radio and Television Corporation, China Daily and other professional media institutions. Universities have begun to open up new positions in international communication with the help of professional media, marking a preliminary attempt at resource integration and platform operation.

2.1.3 Insufficient Display: Shortcomings in Planning, Productivity and Empathy

The overall visibility and display of Chinese universities in the international communication field are relatively low, mainly due to insufficient systematic planning, limited content production capacity, and lack of cross-cultural empathy, which makes it difficult for them to fully integrate resources and leverage their advantages. The specific manifestations are as follows:

Firstly, the interaction volume on overseas social media is significantly low. Data analysis shows that the user interaction indicators (including clicks, likes, shares, and comments) of Chinese universities on

mainstream international social media platforms are much lower than those of international benchmark universities (such as universities in the United States and universities in Hong Kong region, Macao region, and Taiwan region).

Table 1. Comparison of Average Comment Volume of Representative Platforms for Chinese University Accounts

Platform	Chinese Universities (A)	Chinese Hong Kong region, Macao region, and Taiwan region Universities (B)	American Reference Universities (C)	A/B (%)	A/C (%)
X (原 Twitter)	94.61	-	≈ 6524.83	-	1.45%
Facebook	305.04	≈ 675.83	≈ 2730.71	45.14%	11.17%
YouTube	The highest number of comments 0.73	≈ 4.63	-	15.76%	-
Instagram	Number of replies 5.40	≈ 247.71	≈ 545.45	2.18%	0.99%

Secondly, the chain of communication effect transformation is broken. Some universities overly focus on content screening and production, equating content publishing with the completion of communication tasks, neglecting the transformation process from content display to audience value recognition. A typical case shows that a university's Facebook promotional video received nearly 200000 likes, but only received over 100 comments, reflecting the lack of deep interaction and value resonance.

Thirdly, there is a lack of audience interaction response mechanism. Some universities lack effective responses to user comments and feedback, which suppresses the audience's interactive enthusiasm. For example, a certain university's YouTube video has been viewed 30000 times, but no official response has been given to user comments, missing the opportunity to deepen relationships.

2.2 Application Scenarios and Practical Exploration

The rapid development of new generation artificial intelligence technologies such as generative artificial intelligence, big language models, and multimodal understanding has provided unprecedented technological support and strategic opportunities for Chinese universities to break through the time and space barriers, language barriers, and cultural barriers in international communication, significantly enhancing global influence and attractiveness.

2.2.1 Core Application Scenarios: Efficiency Enhancement and Experience Optimization

The application of the new generation of artificial intelligence in international communication mainly focuses on improving efficiency and optimizing experience, which is specifically reflected in three core areas.

One is precise image shaping and promotion. Artificial intelligence can deeply mine global education market data, accurately insight the interests, preferences, and core needs of target audiences (such as potential international students and scholars). Based on the analysis results, automatically generate highly personalized, multilingual, and diverse media forms of promotional content (such as enrollment brochures, promotional videos, social media advertisements, etc.). Through intelligent distribution algorithms, accurately reach the target platform and user group with content. Deploying virtual campus ambassadors with multilingual interaction capabilities, providing 7x24 real-time consultation, significantly optimizing the efficiency and favorability of potential users in obtaining information.

The second is intelligent scientific research collaboration and academic exchange. Real time translation and academic writing assistance tools driven by artificial intelligence, such as grammar proofreading and literature polishing, effectively eliminate language barriers in cross-border research team collaboration and improve the efficiency of paper writing and project communication. In the intelligent matching mechanism, potential international cooperation partners are actively recommended based on the researcher's professional field, achievements, and interest map, promoting the formation of interdisciplinary and cross institutional cooperation networks. In the context of international academic conferences, integrating artificial intelligence provides real-time subtitles in multiple languages, simultaneous interpretation, intelligent summarization of key content, and can introduce virtual hosts or presenters, greatly improving the inclusiveness and participation efficiency of academic exchanges.

The third is immersive cultural dissemination and educational experience. By integrating generative artificial intelligence content creation with virtual reality/augmented reality technology, universities can efficiently build immersive virtual campus tours and interactive cultural experience courses (such as Chinese calligraphy and traditional festival simulations). This type of application can accelerate the global dissemination of Chinese culture in a low-cost and highly accessible manner, providing an immersive educational experience for international audiences.

2.2.2 Practical Exploration: From Initial Attempt to Efficiency Improvement

Chinese universities have launched multiple practical explorations in utilizing new generation artificial intelligence for international communication, mainly focusing on the following dimensions.

One is the automation of intelligent content production. Some universities have applied big language models such as ChatGPT and Claude to assist in generating multilingual news articles, social media tweets, standardized email templates, etc., significantly improving the speed, scale, and multilingual coverage of content production.

The second is the upgrade of intelligent interactive services. Some universities have built intelligent customer service systems based on advanced models such as DeepSeek, which efficiently handle high-

frequency issues such as international student enrollment inquiries and affairs, achieve instant response and accurate answers, optimize service experience, and break down information barriers.

The third is the integration of intelligent language services. Integrate artificial intelligence real-time translation plugins at key nodes such as university websites and international conference/event platforms to enhance information accessibility. Explore the use of artificial intelligence for preliminary translation and formatting review of international student application materials, such as transcripts and recommendation letters, to improve review efficiency.

The fourth is personalized information outreach. Using user behavior data analysis techniques, attempt to push customized information (such as project notifications and event previews) to specific international audiences through email systems or social media platforms, taking the first step towards precise dissemination.

3. Optimization Strategies for International Communication in Chinese Universities in the Era of New Generation Artificial Intelligence

3.1 Concept Guidance: Establishing a University International Communication Concept of Human-machine Collaboration

The classic statement put forward by media theorist McLuhan that “media is an extension of human beings” profoundly reveals the essential expansion of human perception and cognitive modes by media technology. The new generation of artificial intelligence not only continues this logic, extending human abilities in multiple sensory dimensions such as vision and hearing, but also achieves significant breakthroughs in core intelligence levels such as creativity, thinking, and decision-making, marking a profound transformation of human-machine relationships from auxiliary tools to collaborative partners. This integration has spurred a paradigm shift in international communication practices across three dimensions: relational connectivity, cognitive models, and value creation. Especially with the rise of generative artificial intelligence, the naturalness and trustworthiness of human-computer interaction have been greatly enhanced, making human-machine collaboration increasingly the new normal for information production and dissemination. In this context, university workers urgently need to break through their own cognitive and efficiency limitations, actively embrace the complementary advantages of artificial intelligence, and achieve collaborative gains in communication efficiency.

The international communication of Chinese universities urgently needs to shift from the traditional “human monologue” mode to the “human-machine dialogue” mode, and establish human-machine collaboration as the core information production mode, which is reflected in the following three key aspects:

3.1.1 Human-machine Co-creation: Empowering the Entire Process of Content Production

In terms of intelligent content generation, artificial intelligence can efficiently undertake basic writing tasks such as news articles and social media copy, while university workers focus on content editing, value control, and strategy formulation, playing the roles of “editors” and “gatekeepers”. In terms of

intelligent assisted creation, artificial intelligence serves as an efficient assistant to quickly complete basic tasks such as topic selection planning, data organization, and multilingual translation, freeing up the energy of creators and enabling them to focus on core aspects such as content depth organization, creative conception, and emotional expression. In terms of multimodal content synthesis, the multimodal generation capability of artificial intelligence is utilized to efficiently communication established text reports, outlines, or prompts into rich media forms such as images, audio, and video that are suitable for international communication needs. In terms of immersive scene construction, we combine generative artificial intelligence and metaverse technologies to design highly immersive and interactive communication scenes, providing international audiences with a deep cultural experience that transcends time and space limitations.

3.1.2 Intelligent Decision-making: Optimizing Strategy Formulation and Effectiveness Evaluation

In terms of topic insight and prediction, the new generation of artificial intelligence automatically identifies high-value clues and predicts potential hot trends through network wide data analysis, providing data-driven decision support for international communication topic selection. In terms of precise distribution and audience positioning, based on the construction of dynamic user profiles, artificial intelligence accurately captures the preferences and needs of international audiences, optimizes the perspective, form, and distribution channel strategies of communication content, and significantly improves content reach and resonance. In terms of strategy optimization and effect tracking, by analyzing user behavior data and feedback on communication effects, artificial intelligence assists universities in accurately positioning target audience groups, continuously evaluating and dynamically adjusting international communication strategies, and achieving maximum communication effects.

3.1.3 Interactive Innovation: Deepening the Emotional Connection between Humans and Machines

Human computer interaction is undergoing a profound evolution from interface interaction and information interaction to emotional interaction and multi-sensory interaction. Universities can rely on cutting-edge technologies such as knowledge graph construction, emotion computing modeling, and multimodal interactive learning to develop intelligent agents such as digital journalists and virtual employees with the ability to broadcast information and interact with interviews. This type of intelligent agent simulates human emotional expression and multi-sensory feedback to achieve precise information transmission and personalized interaction in specific communication scenarios, enhancing the emotional connection and cultural identity of international audiences.

3.2 Top Level Design: Building an Efficient and Collaborative International Communication Governance System

To enhance the international communication efficiency of the system, Chinese universities urgently need to carry out top-level design and collaborative innovation in organizational structure and management system, and build a governance system with clear rights and responsibilities, efficient operation, and ethical norms.

3.2.1 Strengthen Organizational Collaboration and Capacity Building

Establishing a school level coordinating organization: Universities should establish a school level international communication special working committee or office, which should be included in the core agenda of the school's strategic development, and strengthen strategic awareness and resource investment from the perspective of enhancing international competitiveness and sustainable development.

Integrate resources to form a professional team: Deeply integrate publicity, foreign affairs, information technology, and resources from various departments, establish a dedicated overseas communication department, responsible for strategic planning, organizational implementation, and effectiveness evaluation of international communication. And focus on building a specialized team with cross-cultural communication skills, language advantages (including Chinese writing, multilingual compilation), and media technology expertise (such as audio and video production, digital platform operation, web design), to systematically shape and disseminate the comprehensive strength and unique value of the school.

Building a teaching research and practical support platform: Based on the characteristics of the school, establish an international communication research center and internship training base. The research center is dedicated to cutting-edge theoretical research, strategic analysis, and effectiveness evaluation in international communication, providing theoretical support for practice; The internship and training base provides technical, equipment, and venue support for teachers and students to participate in international communication activities, and enhances their communication abilities through regular, institutionalized, and standardized practical exercises.

Expand the international physical network: establish overseas branch campuses, set up overseas liaison offices, add international management positions at the departmental level (such as vice deans in charge of internationalization), and deepen strategic cooperation with overseas universities and university alliances, in order to build a global physical communication node network.

3.2.2 Establish Sound Ethical Standards and Risk Management Mechanisms

Establishing the principle of human-machine collaborative governance: placing the ethics of artificial intelligence at the core of international communication strategies, establishing the concept of "artificial intelligence for enhancing intelligence", clarifying the role of artificial intelligence as an auxiliary tool, and emphasizing the dominant position of humans in the construction of ethical frameworks, maintenance of communication order, and ultimate responsibility.

Develop specialized ethical guidelines and operational standards: Develop and promulgate the "Ethical Guidelines for the Application of Artificial Intelligence in Universities" and supporting operational guidelines, clarify ethical boundaries and compliance requirements for data collection, model training, content generation and distribution, and focus on improving data security and privacy protection systems that comply with international standards.

Implement full process manual supervision and review: Before content release, strictly implement the triple filtering mechanism of "fact checking, context calibration, and value checking" led by human intervention to ensure the authenticity of information, cultural adaptability, and correctness of value

orientation. Full chain decision traceability: From training data annotation and screening, model fine-tuning and optimization to final content generation and output, the key traces of manual decision-making are clearly recorded and retained throughout the entire chain, ensuring transparency and traceability of the process and implementing responsible parties.

Build a dynamic risk monitoring system: Establish a strict long-term mechanism for content review and fact checking, and equip it with dynamic risk assessment and emergency response plans.

3.3 Content Construction: Build an Intelligent, Precise, and Distinctive Content Ecosystem

3.3.1 Innovate the Information Form of International Communication in Universities

Due to human and technological limitations, international communication in Chinese universities is mainly focused on graphic and textual reporting, with low quality audio-visual content and limited effectiveness in visual appeal and emotional resonance. The development of the new generation of artificial intelligence technology has provided universities with low-cost and efficient ways of content production, breaking through the traditional mode of using graphics, text, and video as a single information carrier, creating conditions for building a multimodal information structure, and thus giving birth to more scene based and immersive interactive communication forms.

Specifically, at the application level, universities can deeply integrate computer vision, intelligent speech synthesis, and natural language processing technologies to create a digital anchor image, making them the image “spokesperson” and cultural “new embodiment” of international communication for universities, effectively enhancing their overseas reputation. At the mode level, with the integration of “5G+artificial intelligence+VR/AR” communication mode, universities can stimulate the audience’s multi sensory experience and significantly improve international communication efficiency through form innovation.

3.3.2 Reconstruct the Production and Distribution Mechanism of International Communication Content

The essence of international communication in Chinese universities lies in integrating Chinese experience into global issues and achieving mutual learning of cultural values. Artificial intelligence technology provides crucial support for this. In terms of topic selection and content generation, using artificial intelligence topic selection systems and big data analysis tools, universities can accurately capture the international community’s concerns and find entry points based on their own practices. By exploring the value resonance points between local micro cases and global issues, using flexible narrative strategies and shared perspectives to convey the voice of Chinese universities, and promoting in-depth dialogue with overseas audiences.

In terms of production and distribution optimization, relying on natural language processing, deep learning models, human-computer collaborative writing, and big data algorithms, universities can efficiently complete intelligent content collection, production, and distribution. Based on this, highly personalized content packages can be generated for different countries, professional fields, and target audiences, significantly improving content collection efficiency, production quality, and distribution

accuracy, and achieving precise positioning and personalized communication needs for international audiences.

3.3.3 Strengthen the Dissemination of Values and Characteristics

The core of international communication in Chinese universities lies in the systematic presentation of the unique contributions and value propositions of Chinese higher education. The content should focus on three dimensions: development achievements, innovative practices, and internationalization paths, specifically covering education reform, scientific research breakthroughs, talent cultivation, international cooperation, and cultural exchanges. The aim is to comprehensively and stereoscopically demonstrate the profound influence and substantial contributions of Chinese universities to the progress of Chinese society and the development of global education. In this process, artificial intelligence technology plays a key role in value mining and precise dissemination.

Universities should focus on accurately identifying and refining distinctive values: deeply utilizing the data analysis and pattern recognition capabilities of artificial intelligence, systematically sorting out and accurately refining the core value points of the university in advantageous disciplines, profound cultural heritage, unique social responsibility, and other aspects.

At the same time, efficient conversion and targeted dissemination should also be carried out: the extracted characteristic values should be transformed into highly recognizable and infectious dissemination content through intelligent content generation and distribution technology. Implement precise and differentiated communication strategies for different international audience groups to ensure effective reach and resonance of core value information. Through the above strategies, we aim to shape a distinctive, valuable, and credible international image of Chinese universities, and strengthen their recognition and discourse power in the global education landscape.

3.3.4 Deepen the True Narrative and Storytelling Expression

Narrative ability is the core competitiveness of international communication. Universities should focus on presenting authentic campus ecology, vivid teacher-student stories, and breakthrough scientific research progress in their communication content, and enhance their presentation form and attractiveness through the use of artificial intelligence technology. In terms of communication strategy, it is necessary to balance macro achievements and micro stories, integrate reasoning into events, and move people with emotions. It is particularly important to have a deep understanding of the characteristics and needs of cross-cultural communication, and to ensure that narrative content is more in line with the cultural background and cognitive habits of international audiences through strategies such as content localization and video expression, in order to enhance the penetration and resonance of the story.

3.4 Channel Platform: Building an Intelligent and Immersive Communication Matrix

To enhance the effectiveness of international communication in Chinese universities, it is necessary to build a diverse collaborative channel network that covers the media, public, and interpersonal levels, ensuring the breadth and depth of information dissemination.

3.4.1 Deepen the Application of Intelligent Media Platforms

Upgrade intelligent portals and platforms: Deploy AI driven multilingual intelligent interaction systems (such as chatbots), intelligent retrieval and content recommendation mechanisms based on user behavior, and enhance the internationalization service capabilities and user experience of portal websites.

Intelligent operation of social media: Deepen the operation of mainstream international social platforms such as Facebook, Twitter, Instagram, YouTube, etc., use artificial intelligence technology to accurately depict international audience portraits, develop differentiated content strategies, monitor and analyze communication effects in real time, and achieve refined operation.

Innovative Immersive Experience Communication: Develop virtual campus tours, online laboratory visits, and cultural interactive experience projects based on artificial intelligence and virtual reality/augmented reality technology, create immersive communication scenarios, and build an AI assisted online cross-cultural exchange community to promote deep interaction.

3.4.2 Expand Cooperation between Mainstream Media and Opinion Leaders

Universities should actively establish and deepen strategic partnerships with international mainstream media and influential platform opinion leaders. Through reports from authoritative media platforms and endorsements from opinion leaders, the international exposure and credibility of universities have been significantly enhanced, laying a solid foundation for shaping a good international image.

3.4.3 Activate the Key Nodes of Interpersonal Communication

Overseas alumni, international students, foreign teachers, and visiting scholars constitute the core actor network of international interpersonal communication in universities, and universities need to attach great importance to and systematically empower this group. On the one hand, to deepen understanding and identification, this group can deepen their understanding and emotional recognition of the educational philosophy, academic achievements, and cultural heritage of Chinese universities through strengthening cross-cultural exchange activities within the school and providing cultural adaptation support; On the other hand, empowering communication practices, encouraging and supporting them as “cultural ambassadors” and “academic bridges”, actively sharing personal experiences and positive perceptions overseas, effectively conveying the true voice of Chinese universities, thereby enhancing their visibility and recognition in overseas scientific research cooperation, discipline influence construction, and international academic discourse competition.

4. Conclusion

The rapid development of the new generation of artificial intelligence provides a historic opportunity for the reconstruction of the international communication system in Chinese universities. This article systematically analyzes the current difficulties and technological empowerment potential of international communication in Chinese universities, and proposes a communication paradigm transformation path centered on “human-machine collaboration” and characterized by “precision intelligence immersion”. Chinese universities urgently need to adhere to the principle of “putting people at the core and values at

the anchor” in the wave of technology: they not only need to use artificial intelligence to break through language and cultural barriers, but also need to convey the spiritual core of Chinese civilization through real educational stories. Only by deeply integrating technological empowerment with humanistic values can we build a new paradigm of international communication in universities that combines global influence and Chinese characteristics, provide strategic support for the construction of an educational powerhouse, and demonstrate the intelligent contribution of Chinese higher education in the global knowledge community.

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