

Original Paper

A Cross-Cultural Perspective on the Short Videos of

"Mr. You Yisi" on Bilibili

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Abstract

In the process of globalization, with the rapid development of internet technology, the interaction between world cultures has become increasingly frequent. The development of various network social media platforms has provided a space for civil exchanges between countries, making the exchange and dissemination of different cultures more convenient, reducing and bridging misunderstandings and conflicts caused by cultural differences. As the most popular short video platform among young people in China, bilibili has attracted a large number of foreign bloggers. These bloggers tell Chinese stories from different perspectives and methods, showing China from the perspective of "the Other," injecting fresh blood into the dissemination of Chinese culture. This study selects videos created by the bilibili video blogger Mr. You Yisi in the past three years, using Python's jieba word frequency analysis tool and Converter APP text conversion tool, adopting content analysis and case study methods to explore the themes and paradigms of foreign bloggers telling Chinese stories, and to uncover the metaphorical meaning of their vocabulary expressions, with the aim of providing references for English language education and jointly telling Chinese stories well.

Keywords

Bilibili, "Mr. You Yisi", Video Blogger, Chinese Story

1. Introduction

In the context of an ever-deepening globalization process, the communication and interaction between cultures have reached an unprecedented depth and breadth. In this process, cultures from various countries are committed to establishing their own cultural positioning and discourse power on a global scale. China, as a civilization with a history spanning five thousand years, possesses a unique cultural heritage that is not only deeply rooted in its domestic society but also attracts widespread attention worldwide through cross-cultural dissemination. However, amidst the current complex and rapidly changing technological environment and international situation, how to effectively tell Chinese stories and present a true, three-dimensional, and comprehensive image of China has become a major issue in

urgent need of resolution. This issue is not only crucial for the enhancement of the country's soft power but also key to strengthening national cultural confidence and promoting global cultural diversity.

More and more foreign bloggers, with their own cultural backgrounds and value orientations, are showcasing and interpreting Chinese culture from multiple dimensions and layers. Through their unique perspectives, vivid language, and diverse forms, they are presenting to the world a series of lively and multifaceted Chinese stories. These stories not only cover various dimensions such as traditional Chinese culture, modern development, and social changes but also deeply reflect the true face of Chinese society and the spiritual outlook of the Chinese people, providing the international community with a new window for understanding and recognizing China. From the "other's" perspective, China is no longer a distant and mysterious Eastern country but a vibrant, rapidly developing, and tangible Eastern power.

The concept of "the other" originated from Western philosophy, first mentioned by Plato, and later formally thematicized by Hegel as an important concept distinct from "the self." This concept has been widely used in literary criticism and theory, evolving into a key tool for theoretical construction and specific criticism (Jian Zhang, 2011). In cross-cultural communication, the "other perspective" is a point of view that observes and understands the world from a non-subjective angle, that is, exploring cross-cultural communication strategies and gaining relevant insights from the perspective of foreigners. This helps to promote us to break out of the "comfort zone" of Chinese cultural communication and display diverse voices and perspectives in this novel and unique way, providing us with more valuable references.

Based on this, the study selected a highly representative foreign blogger "Mr.You Yisi" on the bilibili platform. By analyzing the video content, interactive comments, and social media statements he has posted in the past three years, using Python's jieba word frequency analysis tool and Converter APP text conversion tool, the study systematically sorted out his narrative strategies and style through content analysis and case study methods. When telling Chinese stories, this blogger often goes beyond simple surface descriptions, delving into the cultural core, and using unique perspectives and vivid language to reveal aspects of Chinese culture that are unknown or easily overlooked. At the same time, he constantly promotes cultural communication and understanding through interactions with the audience, contributing to the construction of a more harmonious and inclusive world cultural ecology. Through this study, readers can gain a deeper understanding of the narrative practice and cultural interpretation of foreign bloggers on the bilibili platform, further recognizing the importance and value of cultural communication.

2. Methods

This paper employs a mixed-method approach, utilizing Python's jieba tool, the Converter APP for text transformation, and word cloud graphics, to conduct a systematic and comprehensive analysis of Mr. You Yisi's 60 videos over the past three years. The jieba tool in Python is used to filter out keywords

and effective words that are grammatically logical and semantically meaningful from the pre-processed text corpus, conducting frequency statistics and sorting the high-frequency words. By calculating the occurrence and frequency of certain words in the pre-determined text, the importance of these words is reflected; the higher the frequency of a word, the more important it is in the selected text and the closer it is to the theme. As another tool for intuitively expressing the importance of words, the word cloud graph uses its visualization technology to measure the frequency of words by the size of core words, aiding readers in quickly understanding the keywords and thereby integrating concepts.

2.1 Source of Materials

Bilibili, known in English as "bilibili," was established on June 26, 2009. It stands as iconic brand and a leading video community among China's younger generation. As a diverse and comprehensive video platform, bilibili offers a stage for content creators to showcase themselves. Foreign bloggers can upload videos related to China, such as cultural introductions, life experiences, travel logs, and more, to share with the vast bilibili audience. With its massive user base, particularly among young users, bilibili attracts an increasing number of foreign bloggers. By creating high-quality content related to China, these bloggers have gained widespread attention and dissemination on the platform, thereby promoting the international spread of Chinese culture. These characteristics make bilibili an ideal platform for foreign bloggers to tell Chinese stories.

According to a report by iResearch, in 2020, users under the age of 35 on bilibili accounted for over 86%. By the fourth quarter of 2021, bilibili had a monthly average of 272 million active users. The primary reason for selecting this social media platform is that bilibili is one of the video sharing platforms in China with the most international users, the widest coverage, and the greatest influence. It is also one of the largest global platforms for public opinion dissemination. Based on long-term observation of relevant short video content on the bilibili platform, the specific subject of this study is determined to be the videos published by the million-follower uploader "Mr. You Yisi" on bilibili from 2022 to 2024, nearly three years' worth of content.

2.2 Research Subject

The research subject of this paper is the videos created by the foreign video blogger Mr. You Yisi on the bilibili platform over the past three years. Mr. You Yisi is a British blogger active on bilibili, whose real name is Jason Lightfoot, and he usually refers to himself as "Jason." He has been living in China for many years, and although the exact time of his first visit to China may be difficult to trace, based on his social media activity, it can be inferred that he has been in China for a considerable length of time, at least over 10 years. Mr. You Yisi's activities on bilibili can be traced back to January 10, 2021. The specific date may vary due to platform records or the blogger's personal sharing, but it is certain that he has accumulated a considerable number of fans and has a wide influence on the platform.

Mr. You Yisi is widely recognized for his unique perspective and humorous style, sharing his life experiences in China, cultural observations, and profound insights into Chinese society. His video content covers a variety of topics, including cultural differences between China and the West, language

learning, historical discussions, and daily life experiences. This diverse content has made him deeply popular among Chinese audiences, establishing him as one of the representative foreign creators in the narrative of China. His narrative style combines entertainment with knowledge, and he is able to express identification and respect for Chinese culture from the perspective of a foreigner, which gives his videos strong communicative power and influence.

The reasons for choosing Mr. You Yisi's videos as the research subject are based on several points: Firstly, the depth of cultural interpretation in his content. Mr. You Yisi's videos go beyond surface-level entertainment, offering in-depth analysis and interpretation of Chinese culture through personal experience and observation. For example, his detailed explanations of traditional festivals, food culture, and social habits allow audiences to feel the blend and collision of Chinese and Western cultures. This deep interpretation of Chinese culture makes him a typical case study for exploring the narration of Chinese stories from a foreign perspective. Secondly, the uniqueness of his narrative perspective. Mr. You Yisi tells Chinese stories from a foreigner's perspective, providing an external observation method that enables Chinese audiences to gain new insights into their own culture. His narrative style blends a Western perspective with a Chinese context, presenting a cross-cultural mode of expression. This is of significant importance for the study of communication and cognition between Chinese and foreign cultures. Moreover, the widespread influence of the platform and its audience. As one of the largest video platforms for young people in China, bilibili has a user base that is highly sensitive to cultural diversity. Mr. You Yisi's high level of attention and interaction indicates his significant influence on the platform, and his content resonates widely with the audience, making it representative. By studying his video content, we can delve into how foreign bloggers participate in the dissemination of Chinese stories and the construction of cultural identity in the context of new media. Last but not least, the authenticity and affinity of his personal image. Mr. You Yisi's real and natural personal image in his videos bridges the distance with the audience, creating a sense of closeness and relatability. He uses humorous language and rich expressions to make complex cultural topics more accessible and understandable. This sense of authenticity and affinity has won him the affection of both Chinese and foreign audiences, and also makes his content more valuable for research.

2.3 Research Process

Mr. You Yisi, as a foreign blogger with millions of fans, has video themes and content creation that are of high research value. After browsing through all of his videos from 2022 to 2024, we conducted detailed and accurate statistical analysis, gradually screening and transforming the data to ultimately obtain detailed text corpora and word frequency analysis.

2.3.1 Overview of Video Corpus Statistics

1. Data Collection

Firstly, we ensured accuracy and consistency in platform selection. We searched on the bilibili platform to find the officially verified "Mr. You Yisi" blogger account, clicked into his homepage to view all videos, and avoided data confusion or partial video hiding due to traffic limits. We limited the search

time frame to the past three years: 2022 to 2024. This helped in obtaining the latest video data, reflecting the blogger's recent creative trends and audience feedback, preventing atypical final analysis results due to too few video samples. While browsing each video, we recorded key information, including publication time, video title, summary content, likes, coins, favorites, shares, and comments, to facilitate subsequent comprehensive evaluation of each video's analytical value and typicality for comprehensive ranking. We also collected video tags and keywords, which helped in subsequent analysis of video themes and content. Mr. You Yisi posted 144 works from 2022 to 2024 (Note: The research period for this analysis is chosen as above, but as video posting is dynamic, corresponding video quantities, likes, comments, etc., will also change.)

2. Table Making

After considering the efficiency of data entry and the convenience of operation, we chose Excel spreadsheets for data statistics. The statistical content includes: publication time, video title, brief introduction, number of likes, number of coins, number of collections, number of shares, number of comments, etc. We filled in the collected information one by one into the table to ensure that each data item was accurate. In particular, key indicators such as the number of likes and coins, which will be used for subsequent analysis and sorting, were double-checked. After completing the table, we conducted some preliminary statistical analyses, such as calculating the average number of likes and comments per video. These statistical results help to understand the audience base and popularity of the bloggers.

3. Sample Screening

Based on comprehensive indicators like likes, coins, shares, and comments, we sorted the 144 samples to identify the most popular videos. Based on this sorting, we closely aligned with the purpose and needs of this research to formulate screening criteria: relevance to themes like China image shaping and comparisons between China and American; video duration greater than one minute to ensure content completeness and depth; and diversity in video coverage to ensure sample breadth and representativeness. Ultimately, according to the above criteria, we selected 60 videos as the final research subjects. During the screening process, we could well understand the blogger's creative trends at different time periods and the popularity changes of various themes based on the passage of time and title changes.

2.3.2 Video Corpus Text Transcription

1. Video Download and Audio Extraction

After locating the required videos on Mr. You Yisi's personal account page on bilibili, we used bilibili's official download tool plugin to stably and quickly download the original videos and audio of the 60 selected representative videos. The audio was saved in the common MP3 format for easy subsequent conversion to text.

2. Audio to Text Conversion

Upon obtaining all the video audio files, we used the text conversion tool in Converter App to convert

the extracted audio into text, facilitating subsequent vocabulary and language analysis. First, we entered the text conversion page of Converter App and chose whether to distinguish between different speakers, a feature that helps separate dialogue text from different speakers. Then, we uploaded the audio files to be converted and waited for a moment while Converter App completed the audio-to-text conversion. Finally, we downloaded the converted text files, completing the text conversion process.

3. Manual Correction

After obtaining the text files converted from audio, we compared the subtitle content displayed in the original videos with the generated text files, and corrected the errors that occurred during the recognition process one by one. In the process of modification, we found that the errors in the audio-to-text conversion included misrecognition of sentences, missing or incorrect words, and discontinuity in sentence breaks. Particularly when dealing with colloquial expressions, dialects, or slang, we analyzed the context in which the blogger was speaking to ensure the reasonableness of the text. During the correction process, we made every effort to preserve the oral expression habits and vocabulary characteristics of the original videos to ensure that Mr. You Yisi's true language style was fully presented. This step not only helped to improve the accuracy of the text but also laid an important foundation for subsequent analysis of the blogger's language characteristics and audience feedback.

4. Text Re-editing

After completing the manual correction, we used Word documents for further editing and organizing of the text. We imported all text files into Word documents and deleted frequently occurring opening and closing remarks that did not have actual analytical significance. To enhance logicity and readability, we also integrated repetitive or similar content and adjusted the paragraph structure. Additionally, since Mr. You Yisi's video content is primarily presented in English, and our subsequent analysis will mainly be conducted in Chinese, we translated all English texts into Chinese for subsequent word frequency statistics and analysis. After obtaining the Chinese texts, we read through and revised all manuscripts to ensure fluency, coherence, and overall readability in language expression. This step not only optimized the quality of the text but also provided a high-quality corpus foundation for subsequent in-depth research.

2.3.3 Data Analysis

1. Word Frequency Statistics

We chose Python's jieba tool for Chinese text segmentation and word frequency statistics. First, we imported the organized Chinese text files into the Python environment and used the jieba plugin for segmentation. After segmentation, we used Python's built-in functions or third-party libraries to count the frequency of each word. The statistical results were saved in Excel format for subsequent analysis.

2. Part-of-Speech Tagging and Screening

We used Python's jieba plugin to statistically analyze the word frequency of the obtained manuscripts. In the original text, there were a total of 5016 words, which were divided into five categories: nouns, verbs, adjectives, adverbs, and others. The team used an occurrence threshold of 10 times as a basis for

screening keyword frequency. Among these, 664 words appeared 10 times or more, and 4352 words appeared less than 10 times. Based on research needs, the team screened the word frequency by considering factors such as relevance to China, Chinese characteristics, and frequency of occurrence.

3. Keyword Integration

Finally, we integrated the screened keyword frequencies, including words with the same meaning in both Chinese and English, as well as similar-meaning Chinese words. This helps to reduce unnecessary errors and repetitions in the subsequent summary of high-frequency vocabulary. After integration and screening, a list of 289 keywords was compiled. These keywords will serve as the basic data for subsequent analysis to understand the content characteristics of Mr. You Yisi's videos, audience preferences, and the distribution of themes related to China.

3. Results

Mr. You Yisi, with his keen cross-cultural comparative insight, skillfully places China's tradition and modernity, customs and concepts on the grand stage of global culture, making them shine with a unique brilliance. Through his lens, the exquisite traditional Chinese culture is displayed to the audience in the form of more detailed daily life, allowing them to appreciate the unique charm of Chinese culture while also stimulating their exploration and respect for cultural differences. The blogger delves deep into the ordinary people's daily moments and emotional fluctuations, depicting a vivid group portrait of the Chinese people with delicate brushstrokes and true records. These stories open windows for the public, allowing them to glimpse the true face of China and feel the warmth and strength of the Chinese people. Moreover, Mr. You Yisi skillfully blends modern technology with traditional culture in his narrative, using modern techniques such as animation and special effects to perfectly blend ancient stories with modern aesthetics, creating a unique visual experience that is both classical and fashionable, traditional and modern. This innovation not only breathes new life and vitality into Chinese stories but also showcases the profound heritage and continuous development of Chinese culture.

3.1 Theme Analysis

Based on the compiled 289 keywords, we created a relevant word cloud map, which clearly shows the thematic tendency and source material of Mr. You Yisi's video content. Figure 1 is a word cloud map of the video theme content, with "China" and "Chinese" being the most prominent, fully reflecting that the themes of the blogger's videos are largely related to China, demonstrating consistency in theme selection. The keywords also include many Chinese provinces and place names, such as Shanghai, Xinjiang, Jiangxi, Hangzhou, etc. This not only reflects the authenticity of the blogger's video sources but also mirrors his love for China's beautiful landscapes, as he travels to various places to experience the local customs and people.

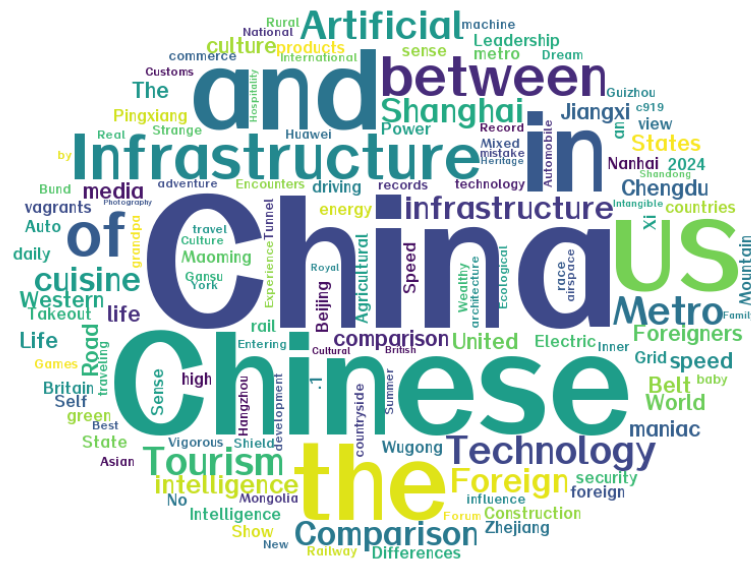


Figure 1. Word Cloud Map of the Video Theme Content

3.1.1 The Collision of Ancient Towns and Modern Cities

Mr. You Yisi not only captures the tranquility and antiquity of ancient towns but also cleverly contrasts them with the bustling vitality of modern cities. In Xixing Ancient Town in Hangzhou, Zhejiang, he personally experienced the traditional craft of making Xixing lanterns. He meticulously learned how to weave bamboo strips into the skeleton of a lantern, how to paste paper onto the frame, and finally how to light it up. These activities are a dissemination and inheritance of Chinese traditional culture, allowing him to feel the charm of Chinese traditional handicrafts and giving viewers a deeper understanding of this traditional art. Meanwhile, Mr. You Yisi also visited modern science and technology parks. This blend of ancient and modern is particularly vivid through his lens. He strolls along the stone-paved streets of the ancient town, chatting amiably with local residents to learn about their daily lives and customs, making viewers feel as if they are in a place full of historical depth and vitality.

3.1.2 Exploration of Local Cuisine

Mr. You Yisi's works not only document the rich variety of Chinese local cuisine but also delve into the social phenomena and human emotions behind the food, showcasing the diversity and profoundness of Chinese culinary culture. Whether in first-tier cities with high economic development or in tranquil towns in the countryside, Mr. You Yisi deeply experiences the richness and regional characteristics of Chinese culinary culture through various local dishes. Through his delicate and vivid lens language, viewers can almost smell the food and feel the culture it carries. For example, when describing Beijing Roast Duck, Mr. You Yisi not only highly praises its authenticity and deliciousness but also provides a detailed analysis of the restaurant's service quality and the presentation of the dishes. His videos go beyond the food itself, not merely depicting the special ingredients, cooking methods, and taste of the

dish, offering viewers a pure culinary feast. He also explores the service philosophy in Chinese culinary culture, enabling viewers to understand the uniqueness of Chinese food from a foreign perspective. When trying Luosifen from Southwest China, he expresses his love for this unique flavor in a humorous way, undaunted by its strong smell. This candid and sincere attitude not only elicits laughter from the audience but also makes his videos more attractive and engaging. In Xinjiang, he detailedly records the delicacies of lamb's feet and local wedding customs, showcasing the rich regional culture and ethnic customs. He concludes, "Wherever I go, I meet friendly Chinese people" (posted on October 18, 2022).

3.1.3 The Lively Atmosphere of Festival Celebrations

In terms of festival celebrations, Mr. You Yisi vividly showcases the rich connotations of Chinese traditional festival culture through his lens. During the Spring Festival, he not only records scenes of pasting spring couplets, setting off fireworks, and enjoying family reunion dinners with his family but also goes deep into the countryside to experience traditional activities held by farmers during the New Year, such as dragon and lion dances and making New Year cakes. These festive and warm images deeply immerse viewers in the thick atmosphere and unique customs of the Chinese New Year. During the Mid-Autumn Festival, he chose to spend this traditional festival in Suzhou. He visited Suzhou gardens, tasted local mooncakes, and enjoyed the moon and guessed lantern riddles with residents. This immersive experience makes viewers feel as if they are part of a poetic and romantic Mid-Autumn night, further understanding the cultural connotations of Chinese traditional festivals.

3.1.4 The Daily Life of Ordinary People

In recording the daily life of ordinary people, Mr. You Yisi chooses a very wide range of social groups. He delves into various social sectors such as companies, factories, schools, and hospitals, and through communication with groups like workers, students, and doctors, he records their work and life conditions, as well as their expectations and dreams for the future. These real and touching images give viewers a more intuitive and in-depth understanding of Chinese society, showcasing its diversity and inclusivity. Due to his special identity, his videos provide viewers with a picture of Chinese society from a foreign perspective, also reflecting the modern urban face of China. As Zhu Wenliang and Ding Chengji (2023) pointed out: "This narrative style can resonate with and attract international audiences, helping to bridge the distance between them. By telling the true life and emotions of ordinary people, the international community can better understand the daily life and emotional world of the Chinese people, because emotion is an important bond connecting people."

3.2 Vocabulary Analysis

We used the jieba tool in Python to statistically analyze the high-frequency words in Mr. You Yisi's video transcripts, sorting them from highest to lowest frequency. The specific categories include adjectives and adverbs, common nouns, proper nouns, verbs, modal auxiliary verbs, etc. The specific frequency of occurrence is shown in Word Cloud Figure 2.

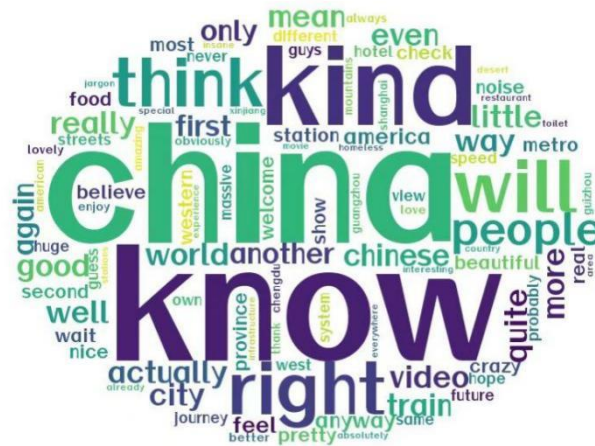


Figure 2. The Specific Frequency of Occurrence

3.2.1 Phraseological Analysis

1. Adjectives and adverbs: the richness of these lexical categories makes the video text more vivid and graphic, which helps to enhance the audience's viewing experience. Adjectives are usually used to describe the nature or characteristics of nouns, and their presence makes things in the video more concrete and graphic. Adverbs, on the other hand, are used to modify verbs or adjectives, further enhancing the expressive and infectious power of the video content. Together, these word classes make the video text more expressive and attractive while keeping it concise and clear. Adjectives and adverbs are often used by bloggers to directly express their views on Chinese culture. For example, in a video about going out at night in China (2024.9.13), Mr. You Yisi uses the word "lovely" to describe shopping malls in China at night, and "quite" to strengthen his tone and emphasize the reliability of security in China at night. The adjectives and adverbs used by the author to describe the shopping malls in China at night are You Yisi. The adjectives and adverbs used by the author are mostly positive words, which can most directly and strongly express the author's sincere love and appreciation for Chinese culture. The use of adverbs adds color and emotion to the video. From "fondly" telling historical stories to "excitedly" introducing newly-discovered delicacies, these adverbs act as emotional flavorings to make the content of the video more vivid and fuller. They allow us to get closer to the blogger's inner world and feel his heartfelt love and belonging to Chinese life.

2. Common Nouns: Nouns occupy a large proportion in the text. Nouns usually represent specific things, concepts or events, and their high frequency in the video means that the content of the video mainly revolves around these core elements. Nouns may represent specific objects, scenes, or places that appear in the video, and together these elements form the basic framework and visual presentation of the video. In addition to concrete things, nouns may also represent abstract concepts or events. These concepts or events are often closely related to the theme of the video and are the key for viewers to understand and memorize the video content. Therefore, the high percentage of nouns not only reflects the richness of the video content, but also reveals where the core of the video lies and its thematic direction. The common

nouns we selected are more closely related to the theme of the video. Words such as "train", "underground", and "metro" appear frequently in Mr. You Yisi's videos, reflecting the fact that his videos are often about the transportation, which is related to his frequent travel vlogs (often on public transportation). The frequent occurrence of words such as "technology" and "economy" reflects Mr. You Yisi's concern for China's social development, and the fact that these words are often paired with positive adjectives reflects his optimism about China's development prospects. These words are often used with positive adjectives to show his optimistic attitude towards China's development prospects.

3. Proper nouns: The frequency of proper nouns in video texts is not very high, but they are very important. For example, the word "America" is often mentioned in the video, and often appears together with the word "China", which is closely related to the current international situation. China and the United States are both powerful countries and have a competitive relationship, so comparing China and the United States together can better emphasize China's institutional superiority. In addition, against the malicious smearing by the Western anti-China media, the comparison between China and the United States can also be more powerful to break the rumors and maintain China's international image. Although the proportion of geographical names in the text is also not high, it reflects that the content of the video involves some specific regions or locations. The presentation of regional characteristics not only enriches the cultural connotation of the video but also significantly enhances viewers' sense of regional identity and cultural resonance. Particularly for viewers from specific regions, the mention of familiar place names in the video often evokes a strong sense of regional identity. This sense of identity not only increases viewers' interest in watching but also promotes the communication and exchange of regional culture.

4. Verbs: Verbs and English occupy the second highest proportion, jointly revealing the dynamic and international elements in the video content. The high frequency of verbs in the text indicates that the video content is full of actions and dynamic elements. These elements make the video more vivid and You Yisi, able to attract viewers' attention and stimulate their interest in watching. The relatively high proportion of English in the text suggests that the video content may involve foreign language vocabulary or international topics. The integration of these international elements not only enriches the content of the video but also enhances its ability for cross-cultural communication. The combination of verbs and English makes the video content vivid while also possessing a broader audience base and the ability for cross-cultural communication.

4. Discussion

As a British blogger, Mr. You Yisi demonstrates the richness of Chinese culture with his light-hearted expression and in-depth cultural observation, while building a bridge of understanding and dialogue between Chinese and foreign audiences. His narrative not only reflects the curiosity and identification of the "others" with Chinese culture, but also reflects the new path of contemporary China's self-narrative in the context of globalization.

4.1 Highlighting China's influence:

On bilibili, Mr. You Yisi, a foreign blogger, explores in depth China's influence on the global stage and how this influence is manifested in different fields through his videos. His work not only documents China's rapid development, but also delves into how China has had a profound impact on the world through science and technology, culture and economy.

4.1.1 Science and Technology Innovation and Global Influence

Mr. You Yisi often mentions China's scientific and technological innovations in his videos, such as artificial intelligence, high-speed rail technology, and 5G networks, which have not only changed the way of life of the Chinese people, but also had a significant impact on a global scale. In a July 8, 2022 video titled "British blogger: look at China's artificial intelligence Chinese robots are widely used", he shows a robotics company in Xi'an's 3D printing robots, welding robotic arms, automated cleaning robotic carts and other high-tech intelligent products. Although Mr. You Yisi does not directly express China's global status in science and technology, his admiration for these robots and his detailed narration let the audience directly feel the breakthroughs in China's scientific and technological innovation, especially the wide application of robotics technology. The application of these robots not only improves the production efficiency, but also demonstrates China's position in the global competition of science and technology. Mr. You Yisi, in the video "British blogger: Western countries are reddened by China's high-speed railway going to the sea" released on February 26, 2024, even experienced the high-speed railway from Jakarta to Bandung. This is a Chinese high-speed railroad from Jakarta to Bandung. This is a high speed bullet train built by China in Indonesia, the blogger not only praised China's rapid development while helping other countries to develop together, but also compared the cost and efficiency of China's high speed train in Indonesia and UK's HS2 project. He said: "The cost of the high speed rail in Indonesia built by China was around 5.7 billion pounds sterling project is estimated to cost more than 180 billion pounds sterling." These concrete figures not only visualize the high efficiency and low cost of China's infrastructure, but also reflect China's care and heart in building for the benefit of the people. As Mr. You Yisi said: "China is so good at making things affordable and improving the lives of citizens, not only in China but abroad too."

4.1.2 Cultural Exchange and International Understanding

Mr. You Yisi demonstrates the charm and influence of Chinese culture through his own personal experiences. His videos often include introductions to traditional Chinese festivals, cuisine, and art, which not only allow foreign viewers to learn more about China, but also promote cultural exchange and understanding. In the video titled "British Blogger: Seeing the Cultural Differences Between China and the West to Know Why China is Doing So Well" released on July 10, 2024, Mr. You Yisi participated in the 10th Nishan Forum of World Civilizations, and elaborated deeply on the five Confucian virtues of benevolence, righteousness, propriety, wisdom and faith. At the same time, he compares the problems that many Western countries are facing today, such as the economic crisis, rampant crime, social disintegration, housing crisis, homelessness, corrupt politicians, and a host of

other serious problems. The blogger gives a very high recognition and approval to Chinese Confucianism and hopes that western countries can learn Chinese Confucianism to solve their social problems. In addition, he also analyzes the western countries' views and attitudes towards China, and tries to break the stereotypes through a series of videos documenting the current situation of China, showing a real and diversified China.

4.1.3 Economic Development and Global Contribution

China's economic development is another important theme in Mr. You Yisi's video. He shows the important role of China in the global economy by comparing the economies of China and the United States. In the video posted on May 7, 2024, "UK blogger: while China is exploring the moon the US is." in which he mentions that China will become the first country ever in the world to launch a probe and collect samples from the far side of the moon. The scientists, diplomats, and space agency officials who participated in the launch. The scientists, diplomats and space agency officials who participated in the launch came from France, Italy, Pakistan and the European Space Agency. They all carried lunar research payload programs on Chang'e 6, but none of the organizations were from the U.S. because the U.S. didn't apply. The blogger also highlighted that at the same time, the United States was discussing how many genders there would be. In Mr. You Yisi's other videos, we can also visualize how fast China's economy is growing and how the United States is lagging behind in some areas. This comparison not only demonstrates China's technological achievements, but also reflects the difference in economic investment and development priorities between the two countries.

4.1.4 Social Progress and International Image

Mr. You Yisi also focuses on China's social progress and international image. He explores the misconceptions and prejudices about China in the West, and through his own personal experiences and observations, he tries to correct these misconceptions and show the openness and progress of Chinese society. In a video posted on January 26, 2024, titled "British Blogger: Why Don't Western Countries Like China?" In a video posted on January 26, 2024 titled "British Blogger: Why Don't Western Countries Like China?", he even directly singled out the reasons why the United States does not like China. First of all, due to geographical constraints, many Americans are unable to come to China in person to understand the real development of China, and their access to information sources is very limited." Especially in the current world, the developed countries in the West hold the mainstream media platforms of international communication, and they use these media platforms to serve their own interests, promote capitalist ideology and realize discourse hegemony; they use media hegemony to suppress and control the emerging media platforms of other countries, especially suppressing the voices of China's media, manipulating the international public opinion field, smearing the image of China's media, and so on. field, smearing China's media image, etc." (Chunyan Li, 2023), leading to a negative stereotype of China among the American public. Secondly, Mr. You Yisi's statement that China's development is superior to that of the United States in some aspects is contradicted by some American people. For example, public transportation in Chinese cities is very well developed and is safer, more

orderly and cleaner than subways in the United States. It's hard to find homeless people in China, whereas in the U.S., the homeless problem is out of control, and there are even homeless veterans. At the same time, China's law and order is also incomparable these truths are contrary to the information disseminated by foreign media, which caused confusion to many American people, causing them to be unable to accept it for a while. Mr.You Yisi has been recording the current situation of China's development in a truthful and objective manner, which opens up a window for more and more people in the world to understand China.

4.2 Implications for Chinese Cultural Communication

1. Integration of diversified perspectives: As a foreign blogger, Mr. You Yisi tells Chinese stories through his own unique perspectives and experiences, which reminds us that when telling Chinese stories, we can try to incorporate the perspectives of different people, including foreign friends, so as to make the stories more diversified and three-dimensional. At the same time, as a British blogger, he is also constantly making comparisons between China and the United States, between the East and the West, and has a good sense of multiple perspectives.
2. Establishment of emotional resonance: Mr. You Yisi's videos are appealing to a large extent because he incorporates his real emotions and experiences in his narratives. From the travel videos, food videos, and the real emotions and shocking reactions to Chinese technology, we can see his love for China and his sincere desire to spread Chinese culture and China's strong technological capabilities to everyone. This reveals that when telling the story of China, we should pay attention to the expression of emotion and the establishment of resonance, so that the story is more touching and can touch people's hearts.
3. Innovative Display of Cultural Elements: Mr.You Yisi skillfully incorporates various cultural elements in his videos, showcasing the charm of Chinese culture in novel ways. For instance, during his trip to Xinjiang, he not only focused on the natural and geographical features but also delved into the wedding customs and other interesting traditional practices of the region. These elements not only broaden the horizons of Chinese viewers but also satisfy the curiosity and cultural exploration desires of people from other countries about Xinjiang. When attending Chinese comic conventions, he effectively promotes Chinese wuxia culture and kung fu, combining traditional culture with modern popular culture to create a more appealing form of promotion. This innovative approach provides a great example for telling Chinese stories and spreading excellent traditional Chinese culture, making Chinese stories more vivid, You Yisi, and relevant to the times.
4. Emphasis on Interaction and Communication: On platforms like bilibili, interaction between the blogger and the audience is very important. Mr. You Yisi establishes a close connection with his viewers by actively responding to comments and participating in discussions. This not only gives viewers a strong sense of participation but also allows Mr. You Yisi to continuously learn about their interests, helping him to discover new video content. This enlightens us, when telling Chinese stories, it is essential to focus on interacting and communicating with the audience, listening to their opinions and suggestions, and constantly improving and enhancing our storytelling methods.

5. Positive attitude: "In Socrates' view, anyone who works with words should know that 'what is written is really insignificant' unless it is 'tainted with the truth of what is just or good'" (Shujiang Nie, 2016). And in Mr. You Yisi's videos, he always evaluates China in a positive and favorable way, which conveys an emotion of confidence and pride and continues to infect the general audience. We should also maintain this positive attitude when telling the story of China, so that the world can see a confident, open and tolerant China. At the same time, this blogger has always taken a very objective approach to telling the story of China. In the face of other countries and foreign media's attacks on China, he always responds positively, records China's reality in a very real way, speaks with facts, and strikes back at the ill-intentioned media. This has not only helped many foreign friends to understand the actual situation in China, but also helped Chinese people to have a correct understanding of the propaganda methods of foreign media.

6. Language Expression Skills: First of all, it is vivid image. Mr. You Yisi, when describing tourism and food, uses vivid image, which can trigger the audience's empathy and imagination." The golden pot roast rolls in the frying pan, emitting a tantalizing aroma that makes people want to take a bite." The second is professional accuracy. When introducing technology and international influence, Mr. You Yisi's terminology is professional and accurate, capable of conveying relevant information accurately." China's self-driving technology adopts advanced sensors and algorithms, and is able to realize high-precision positioning and navigation." The third is emotional sincerity. When recording daily life and praising China, Mr. You Yisi's language is sincere and conveys positive energy." I am proud and happy to live in such a great country." Finally, it is contrasting. When comparing China and the United States and China and the West, Mr. You Yisi's phrases are contrasting and can highlight China's advantages and characteristics." Compared with western countries, China has a better security situation and the people's lives are safer."

7. Meticulous and profound recording: Mr. You Yisi's videos show a meticulous and profound recording style. He is good at capturing the tiny details of life, and through unique perspectives and in-depth analysis, viewers can gain different insights from them. For example, when traveling to Yancheng Wetland Rare Bird National Nature Reserve and Yancheng Dafeng Harbor Zoo, Mr. You Yisi not only depicts the biodiversity, but also digs into the historical stories and cultural connotations behind these Chinese protected animals. This kind of detailed and profound recording not only gives viewers more knowledge, but also inspires their love of life and desire to explore the world. This kind of detailed and full of vitality record provides a very good example for us to spread Chinese culture and tell a good Chinese story. Because "China's current foreign and domestic propaganda has long been criticized for focusing too much on big scenes and grandiose narratives in the selection of communication content, which has its role to play in showing China's overall image and development, but at the same time, due to the overgeneralization and lack of memory, it is difficult for foreign viewers to empathize with the content, which can easily lead to aesthetic fatigue and resentment and disgust" (Xinliang Hu, 2023).

5. Conclusion

Through the study of Mr. You Yisi, a foreign blogger telling Chinese stories on the bilibili platform, this paper explores the unique role of the "other's perspective" in cross-cultural communication and the cultural significance behind it. Through the perspective of the Other, Chinese audiences are able to re-examine their own traditions and modernity from a different cultural background, and discover the diversity and inclusiveness therein. At the same time, this perspective also conveys a more realistic and vivid image of China to the world, and promotes the depth of cross-cultural communication. By understanding the observation and expression of the "other" on local culture, we can not only better understand ourselves, but also more actively engage in dialogue with the world, and jointly write about the diversity and coexistence of human cultures. Starting from the perspective of the "other", this paper utilizes content analysis, case study, and other research methods, using the Converter App text conversion tool, Python's jieba tool, and Word Cloud, to analyze the 60 video bloggers of "Mr. You Yisi", and the 60 video bloggers of "Mr. You Yisi". Using the Converter App text conversion tool, Python jieba tool and Word Cloud, we analyze the themes, narrative subjects, narrative language, narrative mode and emotional tendency of 60 videos of "Mr. You Yisi" video blogger, so as to provide useful references for the dissemination of Chinese culture in the era of new media. The results of the study show that: firstly, the integration of multiple perspectives can make the videos more three-dimensional and comprehensive; secondly, the expression of emotion and the establishment of empathy can make the stories more touching and attractive; furthermore, the innovative display of cultural elements can make the Chinese stories more You Yisi and vivid; finally, we need to pay attention to the interactions and exchanges with the viewers and better improve the way of cultural narration.

This paper also has some limitations. Due to the limited number of comments from bilibili users, we could not obtain more comprehensive and objective feedback from the audience to understand their emotional tendency towards Mr. You Yisi blogger and video theme preference. Therefore, when selecting representative videos, we took into account the number of likes, comments, retweets, and coins to maximize the audience's feedback and the type of cultural expression that the public prefers.

At the same time, we also expect more young people interested in telling China's stories well to be inspired and think about this article, so as to build up the strength and empowerment to tell China's stories well to the world, to become a bridge to promote Chinese and foreign cultural exchanges and understanding, and to contribute to the promotion of the diversity and prosperity of the world's cultures.

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