

Corpus-Driven Innovation of International Communication Methods for Chinese Culture

Shoubin WANG^{1,a}, Xian ZHANG^{2,b}

¹Yunnan Science & Technology Publishing House, Kunming, 650000 Yunnan, China

²Honghe University College of International Studies, Mengzi, 661106 Yunnan, China

^atimreale@163.com, ^b1048242362@qq.com

Keywords: Corpus, Chinese culture, International communication

Abstract: Under the current background of economic globalization and cultural diversity, major countries in the world pay more and more attention to the international promotion of their own languages and cultures, and regard it as an important symbol of national strategy and national prosperity. Strengthening the international communication of Chinese and Chinese culture is not only a strategic measure to improve the comprehensive national strength and expand the international influence of the country, but also an urgent requirement to safeguard national cultural security and realize the great rejuvenation of the Chinese nation. This paper uses the literature analysis method to determine the most representative Chinese cultural vocabulary and its English translation, and then uses the American Contemporary English corpus as the research carrier to search the frequency and distribution characteristics of these cultural vocabulary in the corpus one by one. Combined with the quantitative analysis of the co-occurrence of context, we can judge the propagation characteristics of Chinese culture in the world today. This study shows that Chinese traditional culture has been paid more and more attention by the society all over the world, and the cultural differences between China and foreign countries are significant.

1. Introduction

Chinese culture has a long history and is broad and profound. The splendid civilization history of more than 5000 years and the glorious course of the development of socialist China have made indelible contributions to the progress of human civilization^[1]. It is not only the necessity for a nation with a civilization history of more than 5000 years to present itself to the world, but also the responsibility that a large country with peaceful development should bear in the era of economic globalization^[2]. To do a good job in the international communication of Chinese history and culture, we should have an international perspective, fully consider the differences between Chinese and foreign modes of thinking and values, avoid “rigid” communication with strong subjective consciousness, and avoid “self Hi” communication centered on the communication subject. It is necessary to take the international audience as the center and make use of its understandable and acceptable discourse system to find a point of view with universal value significance and highlight the common value of mankind^[3]. When selecting and displaying the content of Chinese culture, we should try our best to refine the background knowledge that is remote and unfamiliar to the international audience, and extract the main line from the complex story^[4]. On the basis of faithfulness to historical facts, the historical and cultural stories are reprocessed according to the acceptance and cognitive habits of international audiences, and the narrative style of “internationalization” is applied to present an easy to understand and simplified version^[5]. We will transmit Chinese culture and elements in a scientific way, and transform from extensive to refined, so that foreigners can better understand and understand China. In the process of cultural communication, it has always been gradual, step by step, step by step, step by step, to dig out the maximum potential and effect, and complete the communication system from point to line and from line to plane, so as to improve the overall publicity effect and influence^[6].

2. The Output Content of the International Dissemination of Chinese Culture

In today's world, cultural soft power competition is fierce. China must do a good job in the mission of “exhibiting its image”, disseminate Chinese culture to the outside world, and enhance the influence of Chinese culture^[7]. In addition to the competition of hard power such as economy, science and technology, and military power, countries around the world will also use the competition of cultural soft power as a way of international competition^[8]. The dissemination of Chinese culture is also a process that requires continuous innovation, and the transformation from extensive to refined also requires continuous enrichment and improvement^[9]. This is the new mission of every cultural communicator to sing the “Chinese Dream” on the international stage^[10]. If we want to expand the international influence of Chinese culture, we need to be clear about the output content of cultural communication, which is reflected in the following aspects.

(1) Show the Chinese cultural and ideological foundation. Chinese traditional culture attaches importance to good-neighborliness and friendship, and always adheres to the principle of “harmony but difference” and “harmony is the most precious”^[11]. This ideological concept endows Chinese culture with distinctive characteristics of the times and new connotations, shows the ideological core of Chinese culture worldwide, enhances the international community's attention to Chinese culture, and enables the international community to better understand modern China through Chinese culture.

(2) Showing the charm of Chinese culture and art. Showing Chinese culture and promoting its spread to the outside world is the proper meaning of realizing the great rejuvenation of the Chinese nation, and it is also an important way for China to make greater contributions to the exchange and mutual learning of human civilization. During the cultural visit, China was able to conduct extensive exchanges and communication with other dignitaries and representatives of the world and actively spread Chinese culture, which was highly praised by dignitaries and representatives of the international community.

(3) Display cultural industries and creative products. With cultural products as the carrier, overseas audiences are more willing to accept and understand Chinese culture in the Sino foreign trade. For example, China Shanghai International Import Expo, in which many cultural products, cultural services and cultural trade are stationed, not only brings good economic benefits, but also promotes the external dissemination of Chinese culture and produces good cultural effects.

3. Corpus-Driven Quantitative Analysis

3.1 Data Acquisition

The effect of communication is the foothold and ultimate goal of the external communication of culture. Searching only through foreign media websites cannot fully reflect the international community's awareness of China and Chinese culture. Therefore, this paper uses the corpus to extract keywords for quantitative analysis to study the current situation of the spread of Chinese culture in the international scope. In the construction of Chinese corpus, considering the influence and popularity of Baidu search in China, our Chinese corpus is mainly searched through Baidu. One is Baidu Encyclopedia and the other is government portal. From the pages of these websites, we select all the contents related to Chinese culture as the corpus. In the construction of English corpus, we search English Corpus through Google. In order to scientifically extract the subject words of Chinese corpus and English Corpus for reasonable comparative analysis, we must try to select a more similar reference corpus for the two corpora. With the help of the subject word extraction technology of corpus linguistics, we extracted 10 popular Chinese cultural symbols with the highest frequency of subject words in the Chinese corpus and the English Corpus (see Table 1).

Table 1 Frequency of Appearance of Chinese Cultural Symbols

Subject heading	Kung fu	Peking Operarama	Confucius	Traditional Chinese Medicine	Chinese film
Frequency	10298	9847	13489	22843	5768
Subject heading	Huaxia	Panda	Great Wall	Chinese	Calligraphy

Frequency	3899	30984	40959	87489	13948
-----------	------	-------	-------	-------	-------

The analysis of hot topics based on corpus can help us understand Chinese culture in the eyes of foreign media, which is the most important way for foreign audiences to understand China. Compared with the “self-sculpting” of China's international image by the domestic English-language media, it is easier to find the deviation of his image, so as to adjust the external communication strategy.

3.2 Quantitative Analysis

The American Contemporary English corpus is used as a network retrieval platform. The current size of the corpus is 16.5 billion words, and it is expanding at a rate of about 230 million words per month. It can be used for diachronic and synchronic research. It is one of the most widely used news corpora in the world. First, the collected text is preliminarily cleaned, and then the text data is processed. Finally, continue to use Python tools to sort the text word frequency after noise reduction, manually mark non subject words or unintentional words, and add them to the list of user-defined stop words to reduce noise again. There are two ways to search: the first is tree directory search. List the categories of Chinese cultural structure on the main page, click a navigation bar, and all the cultural points of the corresponding category will be displayed on the left side of the screen. The second is keyword search. Set the “keyword” search function on the homepage to realize fast search.

The calculation of the expected frequency involves four items of data: the total number of words W contained in the corpus, the observation frequency N of a subject word in the corpus, the limited span $2S$, and the frequency of node words appearing in the corpus, which indicates the degree of mutual prediction or attraction between the node words and the collocation words. The standard deviation of the distribution of high-frequency subject words in the text is:

$$SD = \sqrt{(2S + 1)N * (1 - W_1)(1 - W_2)} \quad (1)$$

But we should clearly recognize that any corpus, no matter how large it is and how comprehensive the text it contains, is fundamentally a limited sample of real language usage. Therefore, some common language phenomena are inevitably missed, or these common language phenomena are not fully reflected in the library. In this regard, the scientific approach is to use the method of probability to describe the collocation phenomenon and conduct qualitative analysis.

Data processing tools are used to process the texts related to Chinese culture in the corpus. After word segmentation, the subject word cloud map is drawn to analyze and render the “keywords” as the research target. According to the frequency of keywords appearing in the text, it is displayed intuitively. The higher the frequency and the larger the font size in the word cloud graph, the important topics of the text can be seen at a glance after visual processing. Figure 1 is a subject word cloud map made with “Chinese traditional culture” as the key word.

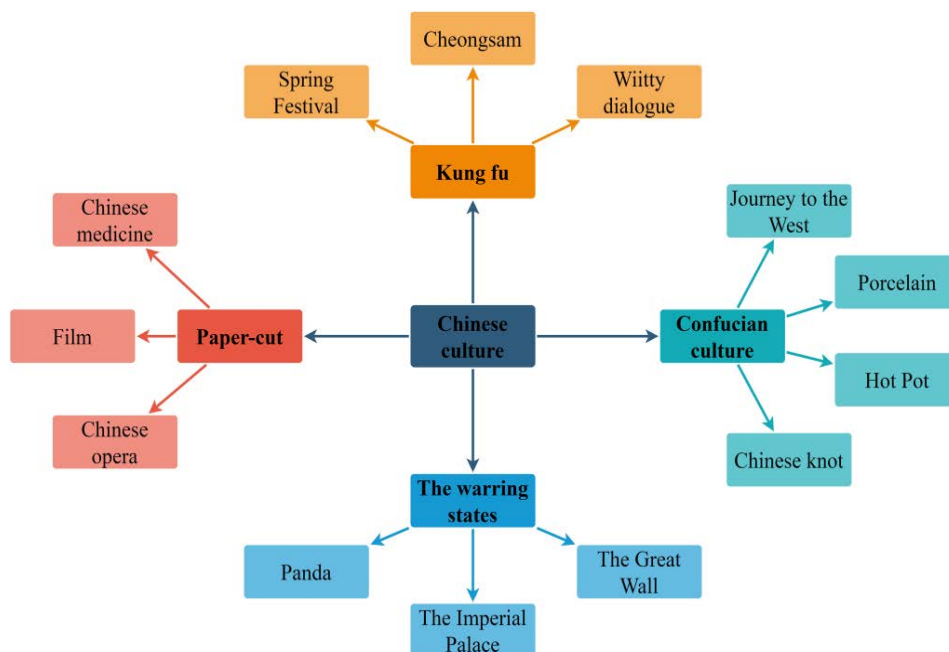


Fig.1 Keyword Semantic Structure Diagram

In the semantic network diagram, “China” is the most frequently appearing medium in the communication channel word bag, which indicates that the international communication of Chinese culture is still at a relatively simple and popular level, and involves little cultural core and deep-seated content. Therefore, in the process of international communication of Chinese culture in the future, we can adopt more abundant and diverse forms, construct new data-driven methods, widely apply various forms of official media and we media, and transform the traditional culture, which is a “high context culture”, into a “low context culture” by content and stage. On the premise of ensuring the accuracy of information dissemination, integrate cultural differences and value differences, and master the discourse power of Chinese culture dissemination in the digital era.

4. Analysis of Innovative Strategies for International Communication of Chinese Culture

The content innovation of Chinese culture's external communication needs to promote the combination of traditional culture and modern culture, the complementarity of material culture and spiritual culture, and the connection between national culture and world culture. In the era of all-media, in-depth discussion and analysis on how to give full play to the advantages of new media, open up diversified communication channels for the international communication and development of Chinese culture, and innovate the mode of communication of traditional culture has important practical guiding significance. This paper analyzes from the following three aspects:

(1) We should properly handle the relationship between traditional culture and modern culture, and between material culture and spiritual culture. To promote the spread of Chinese culture to the outside world, we should not only show the profound and long-standing traditional spirit, but also show the modern temperament of advancing with the times.

(2) Innovate the network communication mode and strengthen the publicity effect of Chinese culture. To strengthen the effect of China's external communication, we should innovate the network communication mode of Chinese culture, rely on scientific and technological means, and further promote the media integration strategy. Form a joint force of the mainstream media and social media to spread Chinese culture to the world in various forms, three-dimensional and multi carriers, so that the general public can see the real China and understand China's long history and contemporary spirit.

(3) Strengthening the holding of “cultural activity weeks” and “cultural festivals” and other activities for foreign exchanges. Cultural weeks and cultural years with diverse forms and rich themes can enhance mutual trust between China and foreign countries, increase cultural industry

trade exchanges, show China's national culture and values to the international community, and let people in different countries know the real China, so that it can be recognized in the international community. Establish a good image of China as a peaceful power, and create a good international cultural environment and international political environment.

5. Conclusions

To spread Chinese culture to the outside world, China can publicize Chinese culture to the world and spread a positive Chinese voice to the world, which helps to form a friendly and open national image. So that foreign people can understand the real China, build a good national image, reduce the international community's suspicion of China, and let the world better understand China. At the same time, we should build a good national image, strive for more voice in the international community, reduce the external pressure on China's peaceful development, and win a more favorable international environment for the great rejuvenation of the Chinese nation.

References

- [1] Zhang Xiaoning. A study on the current situation of Guangxi culture's dissemination in the United States based on the American Contemporary English Corpus [J]. Culture and Communication, vol.4, no.3, pp.8, 2017.
- [2] He Yan. Research on the international communication of traditional Chinese medicine culture based on the global network news corpus [J]. China Medical Science, vol. 12, no.10, pp.5, 2022.
- [3] Zhao Yang. A brief discussion on the role of translation corpora in the dissemination of different cultures [J]. China Press, no.06X, pp.2, 2018.
- [4] Yang Wei, Zhang Xiumei. An Exploration of the International Communication Path of Chinese Culture in Countries Along the "Belt and Road"--Based on the Analysis Perspective of Ideological and Political Education [J]. Research on Ideological and Political Education, vol.35, no.2, pp.5, 2019.
- [5] Jin Xueli. Reflections on the dissemination of Chinese culture from the perspective of international Chinese education: Taking the Confucius Institute at Shenyang Normal University as an example [J]. Journal of Shenyang Normal University: Social Science Edition, vol.41, no.6, pp.4, 2017.
- [6] Du Junhua, Liu Panpan. Innovative cultural communication methods to enhance the international influence of Chinese culture [J]. Chongqing Administration, vol.20, no.1, pp.2, 2019.
- [7] Lin Yongling. Discussion on the Path of International Communication of Chinese Culture under the "Belt and Road" Initiative [J]. Education Observation, vol.8, no.10, pp.3, 2019.
- [8] Ding Xing'an. Innovating the external communication mechanism of Chinese culture to enhance cultural soft power [J]. Journal of the Party School of the XPC, no.2, pp.4, 2019.
- [9] Hou Yingzhong, Yu Changlin. China's foreign communication practice innovation and future prospects in 2021 [J]. Foreign Communication, no.012, pp.P.13-17, 2021.
- [10] Luo Lan Jingzi. A Brief Discussion on the International Communication of Chinese Culture [J]. News Lovers: The Second Half of the Month, vol.12, no.4, pp.20, 2017.
- [11] Ma Zhixia. An Analysis of the Path to Improve the Ability of Chinese Culture to Disseminate in the New Era [J]. Academic Theory, no.1, pp.93-96, 2022.