

# The Effect of New Media on Cross-Cultural Communication Under the Background of “Internet+”

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**Abstract:** The rapid development of economy in China has brought development opportunities to the internet industry. With the continuous advancement of information technology, new media has also emerged, offering more convenient and efficient ways to the dissemination and exchange of information. At the same time, the spread of new media has become more diversified, being more in line with the current needs of people for browsing information. The cultural exchanges among various ethnic groups in China and even between countries around the world are constantly expanding. Facing the differences in culture, it is necessary to have proper guidance in order to reduce conflicts among different cultures. This article examines the cross-cultural communication effect of new media based on “Internet +” and provides references for cross-cultural communication.

**Keywords:** Internet +; New media; Cross-cultural communication

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## 1. Introduction

In the process of development, not only should economic development be placed in an important position, but cultural construction should also be given greater attention. Cultural construction is conducive to enhancing the national self-confidence of the masses; at the same time, it can also enhance the overall cultural level of the masses as well as build a harmonious and stable social environment. Therefore, cultural dissemination is very important. Under the context of “Internet +,” various new media platforms have gradually emerged, allowing people to change the way they browse for information. Cultural dissemination should be based on the development trends of the times and realized through new media. The exchange and integration of cultures would reduce various undesirable issues caused by cultural conflicts.

## 2. Overview of new media

New media is mainly an emerging media based on information technology. Compared with traditional media, it has certain characteristics, which include quick dissemination, wide dissemination scope, and diverse forms of dissemination. Therefore, the popularity of new media is increasing, people’s lifestyles are also changing with the development of new media, and the way of understanding information intuitively and quickly is more apparent. However, the purpose of the development of new media is not to disregard traditional media, but rather to combine the advantages of both the new media and traditional media to provide the masses with better browsing experience, enhance their interest in reading, and increase the value of new media. The new media industry is a new generation of media born from “Internet + traditional media.” With strong immediacy, interactivity, sharing, and versatility, it has seized a large number of media

markets and has become a successor to radios as well as televisions, being the fifth largest media after newspapers and magazines <sup>[1]</sup>.

### **3. Importance of cross-cultural communication through new media**

Due to the long history of development in China, various ethnic groups and regions have formed distinct cultures with local characteristics. Therefore, cultural conflicts or misunderstandings are common among different regions. Cultural differences may cause misunderstandings as mass exchanges gradually expand, thus hindering national exchanges and integration. At the same time, the development trend of economic globalization has led to the gradual deepening of exchanges between China and other countries around the world. As there are huge cultural differences among countries, the culture of each country is gradually infiltrating. If certain hostile behaviors are made by either one party in the cooperation between two countries due to the lack of understanding about the culture of the other country, it would definitely affect the cooperation and would be detrimental to their economic development. Therefore, cross-cultural communication is essential, so that the people can understand the cultures of various ethnic groups and regions, along with foreign cultures. It is important to accept cultural differences with an inclusive attitude in order to engender a harmonious and stable communication between the nation and the world. However, the traditional cultural communication method is relatively monotonous; hence, it is difficult to stimulate the interest of the masses and to promote cross-cultural communication. However, new media is able to disseminate culture in a more diversified form and effectuate in-depth dissemination of different cultures, so that cross-cultural communication has a certain impact on the masses and promotes the development of a harmonious society <sup>[2]</sup>.

## **4. The effect of new media on cross-cultural communication under the background of “Internet +”**

### **4.1. Innovative cross-cultural communication channels**

At the current stage of social development, people’s entertainment methods are gradually changing, the demand for the spiritual world is increasing, and the consumption of various cultural works is gradually becoming the mainstream. Films and television works are the most important form of people’s cultural consumption because they present a variety of relatively unfamiliar information in abundance. Nowadays, the difficulty faced by people in viewing and understanding is gradually decreasing; hence, the masses’ enthusiasm for viewing is gradually increasing. Films and television works play an important role in cross-cultural communication. They present the characteristics of different cultures to the masses and effectively integrate various cultures, so that the masses can gradually understand and accept different cultures during the viewing process, actively explore different cultures, as well as perceive cultural differences with a more tolerant attitude. It is precisely because films and television works are important carriers of cross-cultural communication. Many countries have incorporated various cultures with their own unique characteristics in films and television works in hope for the dissemination of those cultures to all corners of the world through films and television works, thus gaining people’s understanding and tolerance. A country’s cultural development plays an important role and is an important way to enhance the country’s soft power. New media plays an important role in the dissemination of films and television works as well as effectively increase the speed and expand the scope of dissemination, which would greatly increase the influence of those works. During the past, films and television works from western countries have been sought after in China. Therefore, the film and television industry personnel in western countries have incorporated a large amount of cultural content into films and television works, so that the audience would gain a comprehensive understanding of various cultures while watching them. For example, American films have always advocated “hero dreams.” Many films and television works, such as the *Avengers*, have a strong heroic

color. Through a long-term viewing process, the Chinese people gradually understood the pursuit of the American heroic culture. It has been gradually accepted and sought after in understanding, thus playing an important role in cultural propaganda. Japan has also gradually added Japanese culture to its well-developed animation industry. Many young people in China are influenced by the Japanese secondary culture and are full of tolerance as well as expectations for the Japanese culture. This is an important means of cultural export. Therefore, in the development of China's film and television industry in recent years, Chinese elements have gradually been incorporated into similar works, the Chinese national culture has gradually penetrated into films and television works, and the country's competitiveness has improved through cultural soft power. The continuous development of new media allows films and television works to be widely disseminated on the world platform, playing a positive role in cultural exchanges. It can be said that the new way of cross-cultural dissemination through the innovative power of new media has significantly improved the effect of cultural dissemination. The traditional way of communication was mainly through films and theaters, in which those films were usually broadcasted at a fixed time and place, thus having certain limitations. However, in the era of new media, with the strong support of the internet, various video platforms provide a more convenient way for films and television works to be played back. People have the opportunity to watch their favorite films and television works anytime and anywhere. In this manner, the cultures contained in those films or television works can be quickly and effectively communicated, thus broadening the channels of cross-cultural communication.

#### **4.2. Enhancing the openness of cross-cultural communication**

In the era of new media, the audience is not only the object of cross-cultural communication, but also the subject and communicator in cross-cultural communication. People from all over the world are extending official cross-cultural communication to ordinary people through various social networks, so that cross-cultural communication truly involves everyone, and the effectiveness as well as the influence of cross-cultural communication would heighten, all of which stem from new media. The openness and interactivity of the advocacy provide a two-way communication channel. People are not only given the opportunity to comment on the information they see, but also forward it to promote further dissemination, thus diversifying the cross-cultural communication methods<sup>[3]</sup>. In order to further promote the emphasis on cross-cultural communication, it is insufficient to rely solely on the dissemination of films and television works. At the current stage, many films and television works are seeking more effective ways of dissemination, hoping to popularize cultural propaganda among the masses, but if dissemination is only through verbal means, the effect is not obvious. New media provides the public with more creative platforms and resources. After watching, people have the freedom to edit and disseminate relevant cultural information, upload videos to various platforms, and discuss with other supporters regarding culture. In the process of continuous communication and discussion, the spread and coverage of culture would significantly improve. Compared with traditional media, the manufacturing method of new media is shorter in time, and there is no limit to the production time. Various short video platforms provide users with means of dissemination, realizing the rapid dissemination of culture in a limited time and even the dissemination on overseas platforms. The goal of exchange has greatly improved the openness of cross-cultural communication, allowing cultures from all over the world to achieve rapid development and dissemination in a good environment.

#### **5. Conclusion**

Under the background of "Internet +," new media has emerged. Compared with traditional media, new media has more significant advantages in communication. It has the characteristics of rich communication forms, wide range of communication, and significant timeliness. These characteristics are extremely

important. Information dissemination plays a positive role in promoting cross-cultural communication, and cross-cultural communication plays an important role for the society and the country in order to enhance the soft power of the country's culture. New media provides a more efficient platform for cross-cultural communication, innovates cross-cultural communication platforms, enhances the openness of cross-cultural communication, maximizes the value of cross-cultural communication, and plays an important role in world cultural exchanges.

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### **Disclosure statement**

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