On Discourse System for International Communication of Indigenous Culture in the Era of Omni media

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Abstract. Indigenous culture is the intelligence and spirit of Chinese people. As the development of economic, Chinese culture is also required to go back the center of world culture. The key strategy of Chinese culture “going global” is to construct proper discourse system to internationally communicate the indigenous culture, as well as an effective way to tell the good story of China. Therefore, this paper mainly investigates in the problems of indigenous culture in Shaanxi during the international communication, and then explores the ways to construct the discourse system with Chinese features under the circumstance of Omni media. What’s more, the research on discourse system for international communication of indigenous culture can enlighten the Chinese traditional culture to transmit the history and customs, and build a bridge for Chinese culture “going global.”

Introduction

With the development of “One Belt and One Road” becoming more and more popular among countries along the way, it has been an urgent problem in the new situation that how the Chinese culture goes globally. Indigenous culture has a long history, which mainly includes folk, legends, historic remains, biographies of village family, genealogy, traditional craft, etc. Due to the rapid development of urban economy in China, Chinese traditional culture has been lack of the development. Nowadays, it is the primary task to build the discourse system for international communication, transmit properly the voice from China and tell the Chinese story well. Therefore, this article aims to Shaanxi which is the starting point of the Silk Road and the important birthplace of the Chinese civilization. It researches on the methods and strategies to internationally communicate the indigenous culture, and explores the features, history and customs to make Shaanxi better in the era of Omni media. Finally, it hopes to enlighten the Chinese traditional culture and build up the real cultural brand of China.

The Problems in International Communication of Indigenous Culture

Omni media brings us an informatization time. According to CNNIC in 2019, by June 2019, the number of Internet users in China had reached 854 million, an increase of 25.98 million over the 2018. The Internet penetration rate reached 61.2 percent, an increase of 1.6 percentage points over the 2018. The number of mobile Internet users in China reached 847 million, an increase of 29.84 million over the 2018. Under this circumstance, it faces a new challenge to internationally communicate indigenous culture. Thus, the paper concludes the main problems and current situation through investigation and case study.

Focusing on the Protection While Being Lack of International Communication

With the introduction of cultural confidence and the transmission of cultural concept, the government, scholars and the people start to pay attention to protect and inherit the traditional culture of Shaanxi. However, the overall efforts to internationally communicate the local culture of Shaanxi are still insufficient. There is not a complete website engaged in international communication. If you search the Shaanxi Culture in the SE, it only traces some trial actions but the systematical results. Until Oct.2018, a professional center is jointly established as “Shaanxi Center
for Foreign Translation and Communication of Culture,” which attempts to show Shaanxi abroad. However, such platforms are fewer and young that needs more efforts to build and improve.

**Being out of External Publicity Platform and Content in Foreign Language**

In the integrated development of new media, the international communication of indigenous culture has not yet formed a sustainable system of multi-level channels on PC websites, mobile phone clients, WeChat official accounts, Facebook, Twitter and other platforms. Although there are already some websites to spread the culture in Chinese, the English or other foreign languages are rare. According to CNKI statistics, there are totally sixteen papers about Shaanxi traditional culture and international communication and thirteen papers are published in 2018 and 2019.

**Insufficient Internet Technician and Foreign Language Translators**

It is a common phenomenon that the internet technicians and foreign language translators are not far enough to meet the need of external publicity. Shaanxi is the economic center of northwest as well as the culture. Thus, high-qualified and versatile talents are more and more necessary. The era of omni media challenges all the media professionals, which requires more people to cross industries and adjust themselves to the new situation. Otherwise, the views and content of culture for external publicity will be difficult to go global.

**The Construction of Discourse System for International Communication**

President Xi raises a claim of four propositions about civilization in May, 2019, which richens the content of civilization and even lays a foundation for the construction of discourse system [1]. The discourse system for internationally communication is the external form of theory and knowledge. It is indispensable for Chinese theory and knowledge to construct proper discourse system with Chinese features [2]. Therefore, it is significant to research on the indigenous culture of Shaanxi and the paper proposes some strategies and methods to develop the proper discourse system for indigenous culture.

**The Mode of Omni media and Personalized We Media**

In the era of omni media, online communication takes advantage of new media to disseminate through websites, Weibo, WeChat and even mobile phone client. The new media has the characteristics of large number of users, fast speed and wide range of communication, which greatly improves the possibility of the external communication of indigenous culture. Xiang Debao has mentioned in 2013 that as we media is to be, we also get a new feeling of information disseminating order brought by we-media. For example, we-media representative popular blogger Li Ziqi internationally disseminates Chinese traditional culture successfully. She spreads the traditional cate, ancient living style and traditional culture which draw great attention from domestic and abroad fans. On the YouTube, there are about 746 million subscribers in contrast to a number of 794 million of CNN, which is increasing as time goes. Li Ziqi is popular with foreigners due to her pastoral videos that make indigenous culture and cate amazing. This is the best way to internationally communicate indigenous culture without a word, and it’s the easiest way to be accepted.

**Normalizing Translation Material and the Public Translation Standard**

In recent years, the added value of cultural industry in Shaanxi has maintained a high growth rate. In 2017, the added value of cultural industry in Shaanxi reached 91.11 billion yuan, with a growth rate of 13.5%, accounting for 4.16% of GDP, ranking 6th in China. In 2018, Shaanxi added 34,000 new users in cultural and related industries, a total of 94,000, up 58.59 percent year on year. Shaanxi cuisine is characterized by its strong regionalism, profound culture and unique cooking methods, so it is indeed difficult to give these delicacies an accurate English name. At present, many Internet platforms are mainly in Chinese while there are very few in English or other foreign languages, which has brought great obstacles to spread local culture. Thus, it is indispensable to
build an English-speaking platform for external publicity, integrate the resources of international
communication in indigenous culture, and standardize the foreign language translation, so as to lay
a foundation for the positive communication in external publicity.

**To Creative Omni media Dissemination Online and Experience Offline**

The new situation demands to make good use of new media, especially overseas social media
platforms, to enhance the influence of international communication of indigenous culture, and build
a proper discourse system with Chinese features in the era of Omni media. According to China
National Image Global Survey released in 2018 reports that 51% of overseas audience tend to
understand Chinese culture through new media. Especially for the young, they inclined to access to
information through new media. The new type of social media on the Internet, and mobile phone
has become the main channel of information transmission.

The local government should actively meet the needs of indigenous culture for international
communication and encourage local enterprises to invest in establishing culture experience places.
For instance, it is popular with domestic and abroad to set up in Beijing, Hong Kong, Shanghai and
other developed cities, we can integrate the most representative local culture of all parts of China
into one, and establish the experience place of “the complex of foreign communication of Chinese
local culture.” For example, the establishment of Disneyland in Shanghai inspires us to build
similar universal cultural experience place and make foreign audiences accept, see, and think with
cultural communication in Chinese.

**Summary**

China’s international communication industry has entered the “3.0” era. Since the 18th National
Congress of the Communist Party of China (CPC), in particular, it has become the theme of China’s
international communication to tell good stories about China and spread the sound of China to the
world. Under the background of One Belt One Road, strengthening the external communication of
indigenous culture of Shaanxi can improve the brand image of the city. With the rise of information
network culture and the influence of new globalization, Chinese traditional culture has become
irreversible to realize modernization to the world.

Therefore, this paper puts forward the discourse system for development, integration and
evolution of the local culture of Shaanxi through the integration of new media. Meanwhile, Shaanxi
media needs to record the development course of local culture and promote the feel of pride on
Shaanxi people. The featured culture in Shaanxi can accelerate the development of politics,
economy, and other aspects of Shaanxi. It inspires the government and non-governmental
organizations to integrate the cultural resources of Shaanxi under the background of all-media era,
reserve professional talents for the external communication of new media, and finally make a
cultural form popular with the public, so as to realize the “going global” of indigenous culture of
China.

The study is designed by great effort. However, there also exist some limitations that need to be
further overcome.

Firstly, the design questions don’t demonstrate the new media so enough, for media is dynamic.
Secondly, the scope of the study is rather small and limited which is just collected the data from
typical samples.

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