Language and cultural communication —— Smart media has become a bridge for cross-cultural communication

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Abstract: Language and culture are two indispensable elements of human society. They interweave and influence each other, and jointly constitute the diversity and uniqueness of human society. As a tool of communication, language not only transmits information, but also is a carrier of culture. This paper aims to explore the importance and mutual influence of language and culture on cross-cultural communication in the era of intellectual media. Through the analysis of related literature review, this paper puts forward in the era of intellectual media, can to a certain extent, break the barriers between cultural communication and cross-cultural language communication, "cross language and cross-cultural" the humanities social important proposition, make the communication activities of "language", "culture", "communication" three elements maximum transmission efficiency, make based on intellectual media multimodal culture communication and language communication more affinity and story.

1. Foreword

Language is a tool of human communication and a part of a culture. Culture is embodied, transmitted, and preserved through language. At a time when global cultural exchanges and interactions are becoming more frequent and deepening, language and culture are the necessary guarantee for countries in the world to continue to maintain economic development and cooperation, follow up cultural export, dissemination and promote communication and communication. The "barrier" of cross-language communication is that people speak the same language with different cultural identities. The common obstacle of cross-cultural communication is that people live in the same cultural circle, but the language barrier leads to the failure of cross-cultural communication. As a result, the language communication is superficial, the cultural background is very different, and the lack of deep communication and interaction, leading to the weakening of the communication effect. This paper aims to build a bridge for culture in the cross-language communication in the era of intellectual media, and pave the way for language in the cross-cultural communication, so that language and culture can join hands to build the civilization process of international communication. In addition, this paper discusses the application and challenges of language and cultural communication in the process of internationalization, and makes some suggestions.

2. Cross-linguistic and cross-cultural concepts and meanings

2.1 The connection between language and culture

Culture, being tangible yet boundless, means that cultural production and reproduction are never and can never be exact reproductions or reinforcements. If cultures exist in isolation, there would be no notion of cultural "interactions" because they would be severed. And if each culture does not have its own "gateway," there would be no possibility of multiple cultures in the world, as they would be indistinguishable. As a constantly evolving complex system, culture operates in a tendency towards chaos and converges within that chaos. Each culture is both a link in the chain of inheritance and an emerging form within the flow of communication and fusion. Cultural heritage continues through the transformation of its types.[1] This results in the process of cultural meaning, which cannot be placed on a final foundation because it is constantly influenced by random and unique occurrences. The rootlessness of meaning allows each meaning to be embedded in a history of meanings.[2]

Language, as a symbol, is the carrier of human civilization and the medium of cultural travel. To a certain extent, language reflects culture and contains profound cultural connotation. Culture is the specific content conveyed by language. The development of culture and the dissemination of culture are inseparable from language, which is inextricably linked with language. Therefore,
language and culture use communication to make this mutual promotion between them more effective.

"The reason why human communication ability is particularly strong is that the important means of language, which makes the content of communication have great potential in scope and depth."[3] It can be seen that communication promotes the communication and progress of human civilization. In the process of realizing language and cultural communication, there are often two important connotations: cross-linguistic cultural communication and cross-cultural language communication.

Language mainly relies on the audio language, and through the orderly and scientific combination and arrangement, the cultural connotation and essence of the language itself are transmitted outward. The communication media used in the transmission will affect the communication characteristics of language and culture to a certain extent, and even bring diversified cultural impact to the audience, and it will also show the cultural characteristics in the process of language communication.

2.2 Cross-language and cross-cultural significance

Translation and interpretation are the typical and direct ways to facilitate cross-cultural and cross-linguistic understanding. They aim to convey information from one language and culture to another, increasing the likelihood of correct understanding by the recipient, establishing connections between input and background information, and enhancing the availability of shared background information. In other words, sharing information through translation and interpretation increases the passive understanding of another culture and enhances the possibility of mutual positive understanding.

To some extent, machine translation can also achieve translation and interpretation through automated translation programs like Google Translate. However, the most successful automatic translation programs, such as deep learning software, do not rely on true understanding but rather search for matching patterns in the corresponding language databases to complete translation tasks. Therefore, automatic translation still requires additional human correction, editing, and translation to be useful.[4]

In the field of translation and interpretation, individuals with multilingual and multicultural abilities are valuable resources. They act as bridges between different languages, as well as between different concepts and worldviews, serving as sources of mutual understanding between languages and cultures. They can also train others to become such resources.[5]

In today’s increasingly frequent international communication, language, as the main communication tool, is playing an increasingly important role. Ostler points out: "If language makes us truly human, then it also makes us superhuman. Once a human group learns a language, this language can convey infinite knowledge and belief: when we think, listen, speak, read, and write, it is an intangible wealth that can give us strength, allowing us to stand on the shoulders of our ancestors' thoughts and emotions. Language makes us a continuum of culture, connecting us to history and transmitting our ideas to later speakers of language... language, as the banner and symbol of the human community, also defends our common memory."[6] This shows that language is like a symbol carrying the "collective memory", connecting the history, reality and the future. Some scholars believe that: "Language is a sensitive indicator that can indicate cultural changes, although it is not just a simple reflection."[7] Especially in the communication activities, we need to think about the "cross-language" problem of cultural communication.

First of all, since the generation and development of language is inseparable from the geographical, ethnic, humanities and other people who use language.

If the communication between people once out of this category, there will be communication and communication problems between different languages, which requires mastering different languages of different nationalities, different regions or different countries, in order to achieve the purpose of international communication. Secondly, cross-language cultural communication is mainly based on applied language, with translation as the bridge and cross-cultural communication as the purpose. Because of the need of communication, contact between different languages, communication, collision, running, also contribute to influence between each other, penetration, absorption, fusion, gradually also let people use different languages began to accept other languages, so there are two or more languages in parallel use, but also influence each other, promote each other, this kind of phenomenon is across the language of culture.

"Language is not only a tool of communication, it also carries specific cultural information, because language is the product of society... the understanding and mastery of language is only the first step of cross-cultural communication, and at the same time having a thorough understanding of the cultural meaning contained in the deep layers of language."[8] Cultural communication, as a unique phenomenon, transmits and spreads the information between various cultures and cultures, and is attached to the language. Without language, culture will lose the carrier of transmission. On the contrary, without transmission, the culture loses its vitality. Therefore, "language, as a conventional symbol system and the carrier of culture, is the most important 'filter' in the process of cross-cultural communication" [9]. Cross-language communication and cross-cultural communication are the expression of the concept of "fusion", which belong to the intersection of interdisciplinary knowledge system. They mainly express the different meanings between the cultures transmitted by different languages and the languages represented by different cultures in the international communication.
3. Cross-language cultural communication and problems

3.1 Communication builds a bridge between different languages and different cultures

In the process of communication, language will bring new doubts and uncertainties to people in different regions and different Spaces. Therefore, the function, status and significance of language in cross-cultural communication are always important issues in the study of cross-cultural communication. In the "New Trends of Cultural Communication: the Fourth Conference of The People" held in 2018-2021, a consensus was reached that "cross-linguistic cultural communication is a new mode of cultural communication in the new era. Cross-linguistic and cultural communication will be conducted among multilingual, multi-ethnic and multicultural without linguistic information barriers. Break the language information barrier, let different civilizations convey the charm of the nation. Contributors to the industrial chain of cross-language and cultural communication should gather cross-border wisdom and build win-win results to promote the progress of a community with a shared future for mankind."[10]

Furthermore, cross-language cannot be separated from the promotion of cross-culture, and is more conducive to the expansion of cross-cultural development, which is also the significance of the study of "cross-language and cross-cultural ", a major proposition of humanities and social sciences.

Because of the language, we can inherit the civilization and wisdom of our predecessors. If language is missing or blocked, cross-cultural communication is out of the question. As the scholar Levi-Strauss said: "Language behavior is also a condition of culture, because the construction of culture is very similar to the construction of language. Both are established through antagonistic relationships and associations, in other words, by logical relationships. Therefore, we can regard language as a foundation designed to withstand structures that, though sometimes more complex than it, belong to the same type as its own structure, which correspond to cultures that we view from different sides."[14]

The essence of the language relationship is the interaction between information and information, that is, the communication relationship. The relationship between people

To activity, considered in the human social system, especially the interaction between information and information in the specific communication environment analysis, this is the spread of marxism —— spiritual communication theory brings us important enlightenment, also we study language phenomenon, investigate social information, spread the starting point of human civilization. The five basic principles of communication proposed by the Palo Alto School all emphasize the important role of language in communication relations: "It is impossible for people not to communicate, conversations contain content information and relationship information, communicators integrate interactions into meaningful patterns, and people use digital analogy for two codes.

Message pairing and message capture in broadcasting and interaction."[15] Language is a means of knowledge communication and an important carrier of human cultural communication, while cross-cultural communication is an open cultural platform with language as a tool to deep development. Thus, through close academic connection, language and cross-cultural communication form common research interests in context, meaning, language structure, language rules, language effect, discourse analysis, discourse structure, discourse characteristics and other aspects, and the two are mixed to form an interdependent relationship.

3.2 Problems facing cross-linguistic and cross-cultural situations

Language "is a key to the core of a culture. It has a strong, obvious symbolism, so it is very important to racial and nationalist sentiments, it is a core symbol, with cohesion "[11]. If the language deviates from the normal expression track, the effect of cross-cultural communication will be greatly reduced. What causes this discount is the basic medium of the language.

Or a problem with the language translation. The reasons are as follows: first, the differences of the language itself. "The use and style of language can reflect a person's personality, and similarly, it can also reflect the personality of a culture."[12] Because language arises from social practice and historical phenomena, it records the development trajectory and changes of human society. Secondly, translation plays an important role in the cultural communication system. "Translation is the activity of the interconversion between different languages, and this transformation necessarily involves the language."[13] However, due to the huge differences in different languages, translation is difficult, and improper translation of words will cause serious consequences. As the scholar Xu Junyan said, "Translation is not only a purely linguistic activity, but also an important cultural practice."[14] Therefore, the cultural translation theory has elevated the translation practice to a higher level. Third, language not only reflects reality, but it also distorts reality. There is no lack of negative language in cross-cultural communication, such as language trap, language hegemony, language violence and so on. This requires the establishment of a language barrier to safeguard national security in international discourse.

People in the scope of activities, communication, language dissemination and circulation.

4. Intelligent media for the "cross-language" and "cross-cultural" communication brought about changes

Discussion above are two core issues of "cross-language" and "cross-cultural" in cross-cultural communication activities. So, are there any means to eliminate or reduce the "language" and "cultural" barriers in the communication activities? The answer is yes. With the
development of science and technology and the progress of society, the media presents the characteristics of intelligence.

Intelligent media has many characteristics, such as cross-regional, virtual, immediacy and cheap, which has brought great convenience to information diffusion and has become a new way of cultural communication. Today, "contributor to cross-language cultural communication are far beyond language workers, but also product designers, developers, media practitioners, cultural planners and AI robots to boost cultural communication" [16]. As a communication platform or communication channel, the Internet has broken the restrictions of traditional media and is a cross-media communication platform that integrates various advantages, such as colorful pictures, vivid scenes, and flexible and diverse expressions. Based on the theory of multimodal linguistics, combined with the translation and communication theory of cross-cultural communication construction, for intellectual media era of excellent cultural cross-cultural communication provides new ideas, new ideas and new means, help to improve the cultural communication ability and effect, realize the effective combination of information technology industry and language services and perfect docking.

4.1 The Impact of Intelligent media on Intercultural Communication

Intelligent media, with its distinct characteristics, has both influenced the form and content of information and how people understand each other in human communication, especially among those from different cultural or ethnic groups.

Essentially, the new culture incubated from Intelligent media creates a continuity gap between tradition and innovation in culture. Before the emergence of Intelligent media, traditional and innovative values coexisted in a dynamically synchronized manner in human society. However, the speed and impact of Intelligent media communication has caused traditional values to fall behind the new cultural values generated by Intelligent media. This cultural difference creates difficulties in understanding or communication between generations or within the same culture.

Intelligent media has also given rise to communication gaps between different cultural and ethnic groups. The fragmentation of Intelligent media has created new patterns in traditional cultural grammar, themes, or cultural maps, resulting in the loss of traditional cultural logic. The rearrangement or recombination of cultural patterns or worldviews requires members of a culture to readjust their communication behavior within their own community and learn new ways to interact with people from different cultures. Intelligent media has nurtured a new culture in human society, where the level of ambiguity and uncertainty has been reshuffled to its highest point, especially in the process of intercultural communication. Adapting to this new situation and enabling mutual understanding among different cultural groups during the chaotic phase of cultural transition has become a significant challenge faced by academia in everyday life and research interaction. It is in this context that more and more scholars are beginning to focus on the relationship between Intelligent media and intercultural communication.

4.2 The Impact of Intelligent media on Intercultural Interactions

The influence of Intelligent media on various aspects of intercultural interactions has attracted increasing attention from scholars in the field of intercultural communication. In a global context, Intelligent media has three common impacts on intercultural interactions: cross-cultural relationships, cross-cultural adaptation, and cross-cultural conflicts.

4.2.1 Cross-Cultural Relationships

Intelligent media, particularly social media platforms such as Facebook, blogs, MySpace, YouTube, Twitter, and iPhone, enable people from all over the world to showcase themselves in a specific way and stay connected in the online space. Clearly, the flexibility of information presented and shared in Intelligent media will directly impact the development of cross-cultural relationships in virtual communities, whether positive or negative.

Furthermore, Elola and Oskoz (2009) found that the use of blogs in foreign language and study abroad contexts not only had a positive impact on the development of cross-cultural relationships but also enhanced participants’ intercultural communication competence. In addition to interpersonal cross-cultural relationships, social media also contributes to the establishment of international business relationships. However, Intelligent media can also have negative effects on intercultural communication.

Lastly, McEwan and Sobre-Denton (2011) proposed that mediated communication through computers can foster and develop virtual cosmopolitanism and virtual third culture. They noted that by constructing a third cultural space, a new hybrid culture is created where interactants from different cultures can gather cultural and social information, build online communities, and form cross-cultural relationships.

4.2.2 Cultural Adaptation

As Intelligent media allows individuals from around the world to exchange information in order to understand people from different cultures, it has become popular for migrants or immigrants to use Intelligent media to communicate with their friends, classmates, relatives, or family members in their home country and host country during their learning process or everyday life. The longer immigrants reside in the host country, the more frequently they engage in communication with the host country nationals through Intelligent media, while the frequency of browsing websites from their home country decreases (Chen, W., 2012). Chen also found that the use of Intelligent media has a significant impact on the cross-cultural adaptation process of immigrants. In other words,
social interactions conducted by immigrants through intelligent media have been proven to be a key factor in determining their successful adaptation to the host country.

Furthermore, Sawyer and Chen (2011) investigated how international students use social media and how social media influences their cross-cultural adaptation. The authors found that social media provides international students with an environment to connect with people from their home country and the host country, which in turn helps them strengthen personal relationships and develop a sense of belonging to the host country’s culture. The use of intelligent media clearly aids international students in overcoming cultural barriers during the process of cross-cultural adaptation. The study also found that due to the impact of culture shock, sojourners tend to rely on social media more during the initial stages.

4.2.3 Cross-Cultural Conflicts

Intelligent media provides a powerful tool for individuals and governments to construct their own image, define and redefine the meaning of information, set media agendas, or create news or information. However, cultural differences result in different manifestations of media at the individual or governmental level. Due to the potential order, perspectives, and practices of media in any society being based on its cultural value orientations, different forms of media representation often reflect the asymmetry of cross-cultural communication and inevitably lead to interpersonal, group, and national-level conflicts or confrontations.[19]

5. The spread of intelligent media to the masses

Language culture through audio language to the public has its cultural essence and connotation, communicators according to their own characteristics, life perception, aesthetic cognition and culture connotation choose the appropriate media, to provide the public with clear thinking logic, unique aesthetic style, profound cultural connotation of excellent language culture works, cause the resonance of the public, make more audience involved in the language culture communication, common creation, to reach their own thinking space.

5.1 Multiple spatial expression of language and cultural communication in the context of intellectual media

In the context of intelligent media, the audience also hopes that these language and cultural works will have clear logical thinking, high aesthetic level and rich cultural connotation when accepting various forms of language and cultural communication. At the same time, the context of intelligent media enables more members of the public to participate in the communication of these languages and cultures, and jointly create these language and cultural works, and then extend and transcend the space of spirit and thinking. In the process of perceiving language and culture, the public constantly deepens and interprets these languages and cultures in an interesting way. In general, the language and culture in the society have great influence, and in the context of intellectual media, the communication process of language and culture presents a strong field, public and space.

5.1.1 Sound and picture to communicate together

Wisdom media is superior to other media form mainly because intellectual media pay more attention to network technology research, using cloud computing, big data and other advanced network technology, intelligent push according to user demand, and use the voice and picture to communicate restructing of language culture communication process, through the visual and sensory information symbol to realize the transmission process, and the emotional interaction between the audience and atmosphere rendering [6]. Voice and picture is an important mode of transmission of language culture works, intellectual media context language culture can control the speed, adjust the tone, rendering tone, rich picture to create atmosphere, give a person a kind of immersive feeling, really feel the unique artistic and aesthetic characteristics of language culture, to achieve the purpose of spreading language culture in the form of art.

5.1.2 Recognition and communication of aesthetic understanding

Language and culture can disseminate literature works or literature and art to the public in a diversified way through the use of Internet intelligent media. Implemented in a more advanced aesthetic form will language culture in front of the public, and the public in the reception of the language culture art, understanding, and the process of appreciation, perceive the language surface outside the deep connotation, gradually have a new understanding of aesthetic, subtly improve the aesthetic level, form the advanced aesthetic feeling.

5.1.3 The transmission of emotional resonance in the spiritual world

The characteristic of public space is that it can expand the breadth and dimension of language and culture. Use the intelligent media context to expand the existing communication field and space of language and culture communication, and reflect the humanistic feelings and internal emotions [10] contained in the works in different dimensions. To integrate the audience into the language and cultural works and have emotional resonance with them, this process can be called perfect aesthetic perception and aesthetic experience, which improves the level of public aesthetic perception.

5.1.4 Promote the coordinated development of many media

Media in the context of intelligent media is the optimization and extension of traditional media, and the inevitable product of the development of The Times and
science and technology. It keeps the dynamic development mode of continuous update, provides a broader means of communication for the innovation and upgrading of language and cultural products, and meets the public's demand for media screening when receiving cultural information. The efficient communication of language and cultural products depends on the synchronous media support of sound and picture, so as to fully display the emotional connotation of cultural products themselves. According to the different content of cultural information, different media transmission are selected, which reflects the functional distinction of media and meets the public's demand for innovation and change of media. Through the different choices of media by the public and the feedback to the received information, various media are effectively debugging and optimized, combined with various media communication technologies, showing innovative and diversified communication effects, and improve the communication efficiency and quality of language and cultural products [17]. Therefore, in the future development path of media, it is an inevitable trend for many media to develop together and complement their advantages and disadvantages, so as to improve the comprehensive development level of media.

5.2 Provide a public space for harmonious interaction for the public

Through the public space in the context of intellectual media, the public can participate in the cultural works, feel the information and emotions conveyed by the cultural works, optimize and sublimate the received information according to their own understanding and appreciation, and interact and communicate with the author. In this interactive process, on the one hand, it improves the public's aesthetic ability and cultural understanding ability, and on the other hand, it also promotes the public to form a good ability to receive active cultural information. Thus, it also provides a new direction for the creation and conception of language culture, and promotes language culture to continuously optimize its own communication mode and improve its own communication content.

5.3 Public space to effectively maintain and promote the development of language and cultural communication

Use the publicity and sharing of public space to closely connect the implied expression by individuals and language and cultural works, and establish a field and space [18] with high-level aesthetic characteristics. Language and culture uses its unique form of artistic expression to create cultural works leading the new fashion of The Times, bringing the audience visual, auditory and even spiritual and emotional shock, and making the audience more willing to accept the communication mode of language and culture in the context of intellectual media, so as to maintain and promote the communication and development of language and culture.

5.4 Public art space effectively promotes the dissemination of language and culture to achieve aesthetic transcendence

In the process of spreading language and culture in public space, seeking new aesthetic phenomena in a wider communication space is not only to meet the public's demand for innovative language and culture, but also the sublimation process of language and culture itself, from which the far-reaching influence brought by language and culture communication can be explored.

Under the influence of intelligent media context, language and culture communication realizes the purpose of rapid communication through the mobile intelligent terminal service system under 5G technology. At the same time, the communication of language and culture is not limited to language expression, but can also be transmitted through a variety of video methods. For example, VR panoramic video, high-definition video, short video, etc., all play an important role in the dissemination of language and culture. This is a new development direction for the communication mode of language and culture, refreshes the cognition of language and culture communication, innovates the development way of language and culture communication, so as to make the mode of language and culture communication develop steadily and rapidly.

6. Mode of transmission and its principles

6.1 Video communication and principles

The general use of video communication mode has the following principles. One is to understand the rules of the platform culture communication. Each video platform has different requirements for language and cultural works, so the creators should first understand the creative requirements and communication characteristics of each platform, so as to create excellent cultural video content in line with the characteristics of the platform. Second, to understand the needs of the audience. The audience is the ultimate recipient of language and culture communication, so the audience's acceptance of the communication content determines the communication efficiency of language and culture under the video communication mode. Therefore, it is a very necessary link to investigate the audience's language and culture cognition, preference and recognition of the video communication mode. Only by fully understanding the audience can better language and culture videos be created. Third, to ensure the quality of video content.(1) The dissemination of cultural videos should follow the characteristics of fragmentation and diversification of information received by the public, and be disseminated in the simplest form of expression, so that the audience can understand the rich cultural content in a short time through cultural videos.(2) Classify the theme, content and theme of cultural videos, and formulate personalized video content to push to the corresponding audience, so as to improve the audience's recognition of cultural videos.(3) language culture communication to the positive attitude of life, and correct life values, combined
with the new mode of transmission, derived more interesting cultural video content, to attract more audience involved, interaction, interactive communication, the positive attitude and values passed through language culture, increase the appeal of language culture spread.

6.2 Immersive communication and principles

To improve the audience's ability to improve empathy and immerse them in the language and cultural content is the means to fundamentally improve the communication efficiency. Immersive communication mode uses VR technology to break through the boundary between the virtual space and the real world, provides the audience with more real cultural information with the help of “acoustic images”, and enhances the interaction of the communication of language and cultural information in the public space. The effective combination of language and culture content and VR technology can continuously improve the communication effect of language and culture. The specific operation is divided into the following points. (1) Discover the deeper connotation and implication of language and culture, boldly innovate the content of language and culture, and combine VR technology to make the audience feel the content of language and culture in the corresponding situation, and can fully experience the internal implication of language and culture. (2) Language and cultural communication to use the immersive communication mode should stimulate the scene interaction. That is to say, in the process of language and culture communication, the corresponding situation is set, so that the audience can fully interact and communicate with the scene in the process of receiving the language and culture, so as to deepen the impression of the language and culture. (3) In the context of intellectual media, adding strong emotional elements to the language and cultural content can enable the audience to appreciate the language and cultural works, touch the heart, resonate, and deepen the love for language and culture [12]. (4) Using immersive communication mode, on the one hand, improve the audience and language through the use of intelligent media.

The close connection between culture, through the high-quality language and culture, and the audience to establish a good acceptance and appreciation relationship; on the other hand, enhance the interaction of the audience in the public space and language culture, the high quality language culture of cultural knowledge in the process of language and culture communication, therefore, high-quality language culture and the audience to build a good atmosphere of communication space and field, then make the audience interest in language culture, improve the quality of language and culture communication.

Language and cultural communication play an important bridge role in the process of internationalization. Language plays an important role in international communication and intercultural cooperation, in promoting communication, enhancing understanding and building trust. Cultural communication can help people understand and respect other cultures and promote cultural diversity and cultural exchanges.

7. Conclusion and suggestion

Effective and efficient cross-cultural communication in the Internet era cannot be separated from new technologies such as intelligent media. Digitalization, big data, hypertext, hyperlink, multimedia, multimodal, virtual simulation and other technologies are becoming more mature, and the impact on cross-language communication activities is comprehensive and profound. The multi-modal language environment built by intelligent media provides elastic media for language learning, cultural contact and the elimination of cultural shock. Make full use of artificial intelligence technology of natural language processing, intelligent search, machine learning, knowledge acquisition, pattern recognition, artificial life, complex system technology, with multilingual jointly create multimodal culture form, make the abstract content, make cold words alive, make single-dimensional picture, will greatly strengthen the cross-cultural transmission force. Communication between different cultures is often in a certain "hidden subconscious" state. The multimodal cultural presentation helps to activate this hidden subconscious mind and stimulate the willingness and enthusiasm of the public to understand the foreign cultures. The cross-cultural communication platform built by intelligent media makes the original abstract communication content more and more concrete, visualized and civilized.

Good cross-cultural communication activities are the organic integration of language, communication and translation. In the cross-cultural communication activities, only paying attention to the language and ignoring the cultural connotation will lead to the failure of the cross-cultural communication. The complexity and particularity of language communication, as well as the abstraction and simplicity of cultural communication, all need a kind of "adhesive", which can reduce the complexity of language communication and reduce the abstraction of cultural communication. And the intelligent media can create a good interface and interface for the better interaction between the two. Using smart media, we will create a multi-modal closeness and story text based on artificial intelligence, and the language and culture in cross-cultural communication will also have more nutrients and vitality.

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