

# Interpretation and Reconstruction of Chinese Cultural Symbols in Cross-cultural Communication

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## ABSTRACT

This article mainly studies the interpretation and reconstruction of Chinese cultural symbols in cross-cultural communication. By summarizing relevant concepts, it elaborates on the existing forms of Chinese cultural symbols in cross-cultural communication. It analyzes the current status of Chinese cultural symbols recognized by the international community and their negative images, highlighting the necessity of their interpretation and reconstruction. On this basis, the article explores the manifestations of Chinese cultural symbols in cross-cultural communication from aspects such as content presentation form, language expression form, color application form, character design form, and image presentation form. Additionally, it analyzes the causes of interpretation biases of Chinese cultural symbols, including differences in cultural contexts and factors such as communication subjects and channels. Finally, it proposes policy recommendations for China's international cultural exchange, including establishing a cross-cultural communication context, building international communication platforms, and enhancing international communication capabilities. Through the implementation of these policies, it is possible to effectively improve the interpretation biases of Chinese cultural symbols in cross-cultural communication and enhance their international influence.

## KEYWORDS

Cross-cultural Communication; Chinese Cultural Symbols; Interpretation Bias; Reshaping Strategies.

## 1. INTRODUCTION

### 1.1. Background of the Topic

With the continuous advancement of globalization, the exchange and integration of cultures have become increasingly frequent. In this context, as an important form of cultural communication, intercultural communication plays a crucial role in promoting mutual understanding and respect among different cultures. China, as one of the most populous countries in the world, has unique cultural symbols that have a wide influence globally. However, due to the impact of historical, geographical, social, and other factors, these cultural symbols often encounter misunderstandings and distortions during the process of intercultural communication, leading to the weakening or even distortion of their original cultural values and meanings.

In recent years, the presentation of Chinese cultural symbols on the international stage has increasingly attracted the attention of the international community. From "pandas" to "martial arts," and then to "tea culture," these seemingly ordinary cultural symbols carry profound cultural connotations and values. However, due to differences in language and cultural background, these symbols are often not correctly understood or appreciated by foreigners, and have even generated negative social images.

This situation not only restricts the international dissemination of Chinese culture but also affects the cultural exchange and cooperation between China and other countries and regions around the world. Therefore, exploring how to correctly interpret and reshape Chinese cultural symbols from the perspective of cross-cultural communication is not only significant for enhancing the international influence of Chinese culture and promoting cultural understanding and respect internationally, but also contributes to the enhancement and construction of our country's cultural soft power[1].

In this context, this paper aims to explore the interpretation bias of Chinese cultural symbols in the international communication process by deeply analyzing the current situation, challenges, and forms of expression of Chinese cultural symbols in cross-cultural communication, and to propose effective countermeasures, so as to provide theoretical support and practical guidance for the international communication and cultural exchange of Chinese cultural symbols.

## **1.2. Research Significance**

In the context of globalization, cross-cultural communication as a crucial pathway for connecting different cultures and promoting cultural understanding and exchange has become particularly significant. Chinese culture, as a brilliant gem in the world's cultural treasury, is gradually showcasing its unique charm on the international stage. However, the interpretation and recontextualization of Chinese cultural symbols in the process of cross-cultural communication still face numerous challenges. This study focuses on the theme of "Interpretation and Recontextualization of Chinese Cultural Symbols in Cross-Cultural Communication," aiming to delve into the forms of expression, issues encountered, and their causes of Chinese cultural symbols in international communication, and to propose effective policy recommendations, which holds significant theoretical and practical importance.

From a theoretical perspective this study enriches the research content in the field of cross-cultural communication especially in analyzing the role and impact of Chinese cultural symbols in their international dissemination process providing new perspectives and theoretical support for subsequent academic research. Through in-depth analysis of Chinese cultural symbols a better understanding of the connotations of Chinese culture and its dissemination mechanisms and effects in the era of globalization can be achieved which contributes to building a more comprehensive theory system of cross-cultural communication.

From a practical perspective, the findings of this study are of great significance for guiding the international dissemination practices of Chinese culture. As China's influence in international affairs continues to grow, how to effectively communicate Chinese culture and enhance its international image is an important issue facing China. The recommendations proposed in this study can serve as a reference for relevant institutions and individuals in cross-cultural communication practices, contributing to the optimization of international communication strategies for Chinese culture and promoting the coexistence of diverse cultures and positive cultural exchanges.

In short, this study not only helps to deepen the understanding of the interpretation and reconstruction of Chinese cultural symbols in cross-cultural communication, but also plays a positive role in promoting the international communication of Chinese culture and promoting the cultural exchange between China and foreign countries.

## **1.3. Literature Review**

In the field of cross-cultural communication, the interpretation and recontextualization of Chinese cultural symbols have become a research hotspot. This section aims to provide theoretical and practical foundations for this study through the organization and analysis of existing literature. As an important component of Chinese traditional culture, Chinese cultural symbols have encountered

numerous challenges and opportunities in international communication under the backdrop of globalization. Many scholars have explored these issues from various perspectives.

Zhao Xuemei (2018) points out in her research that Chinese cultural symbols, due to their profound historical and cultural connotations, often gain high recognition in international communication but can also lead to misunderstandings and negative reactions due to cultural differences. Li Ting (2020) analyzes the performance of Chinese symbols in cross-cultural communication from a linguistic perspective, arguing that accurate language expression is crucial for enhancing the international influence of Chinese cultural symbols. Wang Qi (2019) focuses on the use of color in cultural symbols, noting that color not only enhances the attractiveness of cultural symbols but can also potentially trigger cultural conflicts.

In terms of interpretation and reshaping, Yang Wen (2021) proposed that communication strategies should be moderately adjusted according to different cultural backgrounds to enhance the cross-cultural adaptability of Chinese cultural symbols. Zhang Lei (2022), from the perspective of building a cross-cultural communication platform, explored how modern communication technologies can reduce the barriers caused by cultural differences.

Through these studies, it can be seen that the research on the role of Chinese cultural symbols in cross-cultural communication and its solutions has not yet reached a fully mature stage, especially in terms of how to balance the relationship between local cultural characteristics and international communication needs, more exploration is still required. Therefore, this study aims to propose more effective strategies for the cross-cultural communication of Chinese cultural symbols through in-depth analysis and systematic summarization, to promote the international dissemination and exchange of Chinese culture.

#### **1.4. Research Ideas and Methods**

This study aims to delve into the interpretation and reshaping of Chinese cultural symbols in cross-cultural communication adopting a research methodology that combines qualitative and quantitative approaches. The study first relies on a literature review to organize and clarify the relevant theories and practical cases of cross-cultural communication cultural symbol interpretation and reshaping both domestically and internationally defining the research subjects and scope. Through comparative analysis it identifies the manifestations of Chinese cultural symbols in international exchanges as well as the challenges and opportunities they face.

On this basis, through case analysis, representative Chinese cultural symbols (such as "dragon," "Peking Opera," "Chinese gardens," etc.) are selected for in-depth study to analyze their dissemination effects and audience reactions in different cultural contexts, thereby revealing their intrinsic cultural characteristics and social significance. During the case analysis process, emphasis is placed on collecting and analyzing primary sources, including text analysis of foreign media reports, audience interviews, and relevant social media data.

In addition, this study employs questionnaire surveys and in-depth interviews to extensively collect the perceptions and understandings of Chinese cultural symbols from audiences with diverse cultural backgrounds, further refining the analysis of the causes of interpretive biases. The questionnaire design is rigorous, and the in-depth interviews target key informants, aiming to comprehensively grasp the current status and issues of interpreting Chinese cultural symbols in cross-cultural communication from multiple perspectives.

Finally, based on the above research findings, logical analysis methods are employed to organize and analyze the obtained data, proposing effective policy recommendations from both theoretical and practical perspectives. By constructing models, a systematic evaluation and optimization of China's communication strategies in international cultural exchange are conducted, providing scientific

guidance for cross-cultural communication. This study not only enriches the theoretical research on cross-cultural communication but also offers references and insights for relevant practical activities.

## **2. OVERVIEW OF RELATED CONCEPTS**

### **2.1. The Connotation of Cross-cultural Communication**

Intercultural communication refers to the process by which information, ideas, and values are transmitted from one cultural group to another through certain media across different cultural backgrounds. This concept involves multiple dimensions, including but not limited to language, symbols, customs, values, and modes of communication, making it increasingly significant in the context of globalization. Intercultural communication is not merely a simple process of information transmission but a complex process of cultural exchange and understanding, aiming to promote mutual understanding, respect, and integration among different cultures.

From the perspective of cultural symbols, in cross-cultural communication, "symbols" can be concrete material forms such as images, texts, sounds, etc., or abstract concepts such as values, beliefs, lifestyles, etc. These symbols undergo interpretation during transmission, and the accuracy of interpretation directly affects the receivers understanding and response to the information[2].

In the process of cross-cultural communication cultural differences and misunderstandings are inevitable. These differences may originate from various factors such as religious beliefs historical background geographical location and social systems. Therefore effective cross-cultural communication requires a deep understanding and respect for these potential differences as well as appropriate strategies and methods to mitigate or even eliminate the negative impacts brought about by these differences.

Furthermore, with the development of technology and the advancement of globalization, new channels and tools for cross-cultural communication continue to emerge, such as the Internet and social media. These new channels promote cultural exchange while also presenting new challenges, such as information overload, cultural homogenization, and online discrimination. Therefore, research and practice in cross-cultural communication should be updated according to the characteristics of the times, continuously updating theories and methods to achieve more effective cross-cultural communication and cultural integration.

### **2.2. Characteristics and Classification of Cultural Symbols**

Cultural symbols refer to material or immaterial signs that have special significance and symbolic value in specific cultures they are recognized and understood by individuals or groups through sensory experiences such as visual auditory and gustatory. The characteristics of cultural symbols mainly include multidimensionality linguisticity historicity symbolism emotional aspects and interactivity.

Multidimensionality refers to the fact that cultural symbols are not limited to a single medium or form but typically encompass rich symbolic content and profound cultural connotations. Linguisticity emphasizes that the transmission of cultural symbols often requires specific cultural linguistic contexts for accurate interpretation. Historicity indicates that cultural symbols evolve over time, their original meanings may change, yet they retain their historical traces. Symbolism is the most fundamental attribute of cultural symbols, representing a deeper meaning that transcends surface significance. Affectivity highlights the role of cultural symbols in individual emotions and collective memory, evoking emotional resonance among people. Interactivity is reflected in the fact that cultural symbols are co-created and received by social members during communication and interaction.

In classification, cultural symbols can be divided into natural symbols and humanistic symbols. Natural symbols, such as plants, animals, celestial phenomena, etc., these natural phenomena or organisms are endowed with specific cultural meanings. Humanistic symbols, on the other hand, more often involve human social activities and material culture, such as writing, works of art, architectural styles, festivals, celebrations, etc.

In addition, according to the forms of expression of cultural symbols, they can be categorized into material cultural symbols and intangible cultural symbols. Material cultural symbols usually have a physical form, such as clothing, food, and objects; intangible cultural symbols refer to cultural elements that cannot be directly touched, such as language, music, and customs.

In short, cultural symbols as a complex and diverse cultural phenomenon not only reflect the material life and spiritual world of human society but also serve as a bridge for communication and dialogue between different cultures. Understanding and mastering the multidimensional characteristics and classification of cultural symbols is of great significance for effective communication in cross-cultural communication.

### **2.3. Chinese cultural Symbols**

Chinese cultural symbols embody profound historical and cultural heritage reflecting the ideological sentiments and aesthetic tastes of the Chinese nation. These symbols not only have a wide influence in China but also play significant roles globally. In the process of cross-cultural communication these cultural symbols serve as bridges facilitating understanding and respect among different cultures playing a crucial role[3].

Chinese cultural symbols mainly include but not limited to the following aspects:

#### **2.3.1. Chinese Characters.**

As an ancient writing system in China, Chinese characters are an important part of Chinese culture. Chinese characters are not only a tool for information transmission, but also contain profound cultural significance and philosophical ideas. For example, the characters "Fu" and "Shou" intend to express wishes of good fortune and longevity.

#### **2.3.2. Material Cultural Symbols.**

It includes architecture, clothing, art and so on. For example, the Forbidden City in Beijing, the Humble Garden in Suzhou, silk in the Tang Dynasty, porcelain in the Song Dynasty, etc. These material cultural heritages not only show China's craftsmanship level, but also convey the spirit and aesthetic concepts of Chinese culture.

#### **2.3.3. Religious and Cultural Symbol.**

Such as the green lotus of Taoism, the lotus of Buddhism, the image of literati in Confucianism, etc., these symbols in religious and philosophical thought have a profound influence on Chinese society, which is also an embodiment of the diversity of Chinese culture.

#### **2.3.4. Historical Figures and Stories.**

Such as Confucius, Qu Yuan, Yue Fei, and Liang Shanbo and Zhu Yingtai, these historical figures and mythological tales are not only rich in educational significance but also an indispensable part of Chinese culture. These stories and figures convey the values and moral norms of the Chinese nation.

Through the study of Chinese cultural symbols we can better understand the diversity and complexity of Chinese culture. In the context of cross-cultural communication correctly interpreting and effectively utilizing these cultural symbols is of great significance for promoting cultural exchange and understanding between countries. At the same time with the acceleration of globalization the international dissemination of Chinese cultural symbols also faces new challenges and opportunities

requiring us to continuously explore and innovate to ensure that these valuable cultural resources are better protected and inherited.

### **3. THE EXISTING FORMS OF CHINESE CULTURAL SYMBOLS IN CROSS-CULTURAL COMMUNICATION**

#### **3.1. The Status Quo of Chinese Cultural Symbols Recognized by the International Community**

The status of Chinese cultural symbols gaining recognition in the international community can be observed and analyzed from multiple dimensions. With the rapid economic development and rising international status of China, Chinese cultural symbols have gradually become an important part of international exchanges[4].

The first point is the growth of cultural exports: Chinese cultural products and elements are being encountered and loved by people around the world through forms such as films, music, and TV series. For example, the successful promotion of films like "Crouching Tiger, Hidden Dragon" and "Mulan" in overseas markets has led to a deeper understanding and recognition of Chinese traditional culture and symbols by the international community.

The second point is International Cooperation Projects: Through international cooperation projects, Chinese cultural symbols are showcased on the international stage. For example, cultural exchange activities under the Belt and Road Initiative have promoted interaction between Chinese culture and other national cultures, providing new avenues for the international recognition of Chinese cultural symbols.

The third point is Increase of World Heritage: Chinas cultural heritage is increasingly listed in the world Heritage List, such as the Great Wall, the Forbidden City, and the Terracotta Warriors of Emperor Qin Shi Huang, which not only reflects the unique charm of Chinese culture, but also further deepens the recognition and respect of Chinese cultural symbols by the international community.

The fourth point is Formation of global brands: Many Chinese brands and products have successfully entered the international market, such as Huawei, ZTE, Alibaba and so on. The global layout and brand influence of these enterprises effectively spread Chinese cultural symbols and improved their international recognition.

The fifth point is Increase in Cultural Exchange Activities: The expansion of various cultural exchange activities, including Confucius Institutes, on a global scale has provided more foreigners with opportunities to engage with and learn about Chinese culture. These activities not only facilitate cultural exchange but also enhance the international recognition of Chinese cultural symbols.

The positive status of Chinese cultural symbols being recognized in the international community is evident. However, there are also numerous challenges, such as how to more effectively shape a positive image in international communication and how to address cultural misunderstandings and prejudices, which require China to continuously optimize strategies and enhance international cultural exchange and cooperation.

#### **3.2. Negative Image of Chinese Cultural Symbols in the World**

The negative image of Chinese cultural symbols internationally mainly stems from cultural differences historical context and media reports. Due to varying degrees of understanding and acceptance of Chinese culture across different countries and regions some cultural symbols have been misunderstood or distorted which not only affects the positive image of Chinese culture but also intensifies the gap between Eastern and Western cultures.

The first point is cultural Misunderstanding Issues. For instance, the dragon, a traditional Chinese symbol, is often associated internationally with power and evil rather than its original meaning of auspiciousness and nobility. Additionally, the Bagua diagram, as a fundamental concept in philosophy and Feng Shui practices, has been simplified in the West to superstition, overlooking its rich cultural connotations and practical value.

The second point is historical Influencing Factors. The feudal rule in Chinese history, the foreign wars and colonial activities at the end of the Qing Dynasty, etc., have all to some extent influenced the perception of Chinese cultural symbols by the outside world. These negative events have been excessively magnified by some countries and media, making Chinese cultural symbols carry strong historical shadows in certain circumstances.

The third point is distorted Media Propaganda. Some foreign media outlets often choose to highlight negative news and cultural conflicts when reporting on China, thereby shaping an image of Chinese culture as "barbaric" and "closed." This reporting approach not only restricts the comprehensive understanding of Chinese culture by the outside world but also intensifies nationalist sentiments.

The fourth point is lack of effective communication. Although the Chinese government and cultural institutions have recognized the importance of enhancing the international image of Chinese cultural symbols and have taken a series of measures such as organizing international cultural exchange activities and promoting Chinese language education, these efforts have not yet completely eliminated misunderstandings and prejudices about Chinese culture. The reason lies in the fact that barriers to cross-cultural communication still exist and there is a lack of effective communication bridges.

### **3.3. Interpretation and Reconstruction of Chinese Cultural Symbols**

Chinese cultural symbols have undergone multi-level interpretation and recontextualization in the process of cross-cultural communication. These symbols not only carry profound cultural connotations but also generate different interpretations and impacts in the international community. In this process, the adaptability and variability of cultural symbols are particularly evident.

In terms of interpretation, Chinese cultural symbols are regarded by the international community as unique cultural markers of China due to their distinctive historical background, philosophical thought, and artistic expression forms. Symbols such as dragons, phoenixes, and Taiji patterns are often used on the international stage to represent the essence of Chinese culture. However, they may also be misunderstood or misinterpreted due to cultural differences. For example, traditional Chinese etiquette culture and dietary habits may be simplified or misinterpreted during transmission, leading to insufficiently comprehensive and profound understanding of Chinese cultural symbols by foreigners.

In terms of reshaping, with the acceleration of globalization, China has begun to actively participate in international cultural exchanges, striving to present a more authentic and comprehensive image of China to the world. In this process, Chinese cultural symbols have been re-packaged and recreated. By adjusting communication strategies and content, as well as utilizing modern communication tools, Chinese cultural symbols have taken on new appearances in different cultural contexts. For example, combining traditional Chinese art with modern design has created cultural symbol products that are both traditionally flavored and aesthetically pleasing to modern tastes, effectively enhancing the international appeal and dissemination efficiency of Chinese cultural symbols.

At the same time, the interpretation and reshaping of Chinese cultural symbols also face challenges. On the one hand, how to avoid the misinterpretation and distortion of cultural symbols in cross-cultural communication is a problem that requires continuous exploration and resolution. On the other hand, how to achieve innovation and development of cultural symbols while maintaining the characteristics of cultural traditions is also the key to promoting Chinese cultural symbols to exert greater influence on the international stage[5].

The interpretation and recontextualization of Chinese cultural symbols in cross-cultural communication is a complex and challenging process. This not only requires an in-depth understanding and accurate conveyance of Chinese cultural symbols but also continuous innovation in communication strategies and content to adapt to the ever-changing international cultural exchange environment[6].

## **4. THE EXPRESSION FORMS OF CHINESE CULTURAL SYMBOLS IN CROSS-CULTURAL COMMUNICATION**

### **4.1. Content Presentation Form**

In cross-cultural communication, the content presentation form of Chinese cultural symbols is crucial for understanding their influence. The content can be elements that directly reflect traditional Chinese culture, such as festivals, clothing, and artistic works, or it can be indirectly presented through stories, fables, myths, and other means, reflecting the profound heritage and unique worldview of Chinese culture. Through these diverse content presentation forms, Chinese cultural symbols spread globally, not only deepening foreigners understanding and recognition of Chinese culture but also promoting exchanges and integration among different cultures.

The presentation of content often accompanies innovative modes of expression to adapt to different channels of dissemination and audience needs. For example utilizing digital media technology to combine traditional culture with modern elements such as recreating ancient scenes through augmented reality (AR) or developing games and applications based on traditional Chinese stories these have become important forms of content presentation in cross-cultural communication. Through these modern means traditional culture can enter the public eye in a more easily understandable and acceptable form.

In addition, the internationalization of content is also an important aspect of cross-cultural communication. In this process, cultural symbols are reinterpreted and reshaped to adapt to the aesthetic and cognitive habits of audiences in different cultural contexts. For example, adjusting the celebration methods of traditional Chinese festivals such as the Spring Festival to be more in line with international communication formats not only retains the core values of the festival but also makes it more aligned with the lifestyle habits of international audiences, thereby enhancing the effectiveness of cultural symbol dissemination.

In the exploration and innovation of content presentation forms, it is also necessary to pay attention to the balance between cultural sensitivity and respect for originality. By conducting in-depth research and understanding of foreign cultural symbols and drawing on successful cases of cross-cultural communication, more effective strategies can be provided for the international dissemination of Chinese cultural symbols. On this basis, respecting cultural differences and originality, avoiding simplistic stereotypes and cultural appropriation, is the key to ensuring the success of cross-cultural communication[7].

The content presentation forms of Chinese cultural symbols in cross-cultural communication are rich and diverse, including not only the direct display of traditional cultural elements but also innovative adaptations and international treatments. By effectively exploring and innovating content presentation forms, it can not only enhance the attractiveness and influence of cultural symbols but also help build bridges for cross-cultural communication, promoting understanding and respect between different cultures.

### **4.2. Language Expression Form**

Language, as an important tool for cultural dissemination, plays a crucial role in cross-cultural communication. Chinese cultural symbols can convey unique cultural values and aesthetic concepts

globally through the distinctive forms of expression in language. In the process of international communication, correctly understanding and using these linguistic expressions is decisive for cross-cultural understanding and communication.

Chinese, as a language with a history spanning thousands of years, boasts a rich variety of expressive forms. In intercultural communication, Chinese characters not only carry abundant cultural information but also embody profound philosophical thoughts and aesthetic concepts. For instance, through the writing styles of Chinese characters such as running script and cursive script, the charm and aesthetic pursuits of calligraphy art can be conveyed. At the same time, idioms, classical allusions, proverbs, and other elements in the Chinese language reflect the deep-seated values of Chinese culture, all of which are crucial components of the cultural symbols that constitute Chinese culture.

However, in cross-cultural communication, the understanding and interpretation of language expression forms pose challenges. Due to differences in cultural background and language habits, non-native speakers may have biases in their understanding, which requires that accuracy and appropriateness of language must be emphasized when engaging in cross-cultural communication. For example, specific concepts and customs in Chinese culture need to be explained through appropriate language expressions to avoid misunderstandings and misinterpretations.

In addition, with the development of the Internet and new media technologies, the forms of language expression are showing new trends in cross-cultural communication. Online language, emoticons, and other emerging forms of language provide more intuitive and rapid means of communication for cross-cultural exchange. These new forms of language have, to a certain extent, changed the ways people disseminate and receive Chinese cultural symbols, and also provided new avenues for cross-cultural understanding and communication[8].

Language expression plays a crucial role in cross-cultural communication not only reflecting the uniqueness of Chinese cultural symbols but also having a profound impact on global cultural exchange. To effectively disseminate Chinese cultural symbols it is essential to accurately understand and appropriately utilize the power of language expression while also paying attention to the transformations in language expression forms brought about by technological advancements.

### **4.3. Color Application Form**

The use of colors in the global dissemination of Chinese cultural symbols not only reflects a profound cultural heritage but also becomes an important factor in cross-cultural communication. Under different cultural backgrounds, the same color may carry different meanings and symbols, which requires us to carefully consider the selection and application of colors in international communication.

In Chinese culture, red typically represents joy, luck, and prosperity, while black symbolizes mourning and solemnity. In international communication, these traditional colors of Chinese elements can be skillfully integrated into designs to enhance cultural recognition. For example, in the poster design for Chinese festivals or cultural events, red can be used to attract the audiences attention and convey the festive atmosphere; meanwhile, black can be used as the background color to highlight its artistic quality or the seriousness of formal occasions.

In addition, with the deepening of international cultural exchanges, some new forms of color application have also begun to receive attention. For example, combining traditional Chinese colors with modern colors, such as blue representing technology and trust, integrated with elements like China's blue-and-white porcelain, retains the characteristics of traditional Chinese culture while adding a sense of modernity, making it more in line with the aesthetic habits of international audiences.

In practical applications, the choice of colors must also take into account the cultural background of the target audience. Different cultures interpret colors differently; for example, yellow is often associated with jealousy in Western culture but symbolizes auspiciousness and abundance in Chinese

culture. Therefore, in design, it is important to avoid using colors that may cause misunderstanding or negative associations.

Color plays an indispensable role in cross-cultural communication. By sensitively and creatively utilizing colors, we can not only deepen the understanding and recognition of Chinese culture by the outside world but also establish a positive and modern image of China in international communication. In the future, we should continue to explore more possibilities of color in cross-cultural communication and make greater contributions to promoting the exchange and integration of world cultural diversity.

#### **4.4. Character Design Form**

In the process of cross-cultural communication, the character design form of Chinese cultural symbols is an important means of understanding and conveying the characteristics of Chinese culture. Characters not only carry linguistic information but also embody profound cultural connotations and aesthetic values. In international exchanges, the diverse forms of character design play a crucial role in showcasing the unique charm of Chinese culture.

The first point is the writing styles of Chinese characters. As an important component of Chinese culture, the writing styles of Chinese characters have attracted widespread attention globally. Traditional calligraphy styles such as regular script, running script, and cursive script not only showcase the aesthetic characteristics of Chinese characters but also reflect China's historical and cultural traditions. By integrating these writing styles into cross-cultural communication, it can enhance the understanding and recognition of Chinese culture by the outside world.

The second point is modern Character Design. With the development of technology, modern character design is increasingly valued in cross-cultural communication. This includes innovative Chinese character designs utilizing digital technology, such as QR code symbols and dynamic Chinese characters, which can effectively attract the attention of international audiences and enhance the international influence of Chinese culture.

The third point is the combination of Chinese characters and Western alphabets in design. To better meet the needs of international communication, some designers have begun to experiment with character design forms that combine Chinese characters with Western alphabets or other cultural elements. This design not only retains the uniqueness of Chinese characters but also adds an international perspective, promoting acceptance and recognition among audiences from different cultural backgrounds.

The fourth point is character Design with Rich Symbolic Meanings. Chinese culture is imbued with profound symbolic significance, and many characters carry specific implications. In cross-cultural communication, by specially designing these symbolic characters, one can convey China's cultural concepts and values to the international community, thereby deepening the understanding of Chinese culture on a deeper level.

The character design form of Chinese cultural symbols plays a crucial role in cross-cultural communication. Through innovative and diverse designs, China's traditional culture and modern characteristics can be effectively conveyed to the international community, enhancing the international dissemination and influence of culture.

#### **4.5. Image Presentation Form**

The visual representation of Chinese cultural symbols is a crucial aspect of cross-cultural communication, not only embodied in visual artworks but also permeating various cultural products and services. These images typically encompass profound cultural connotations and historical

contexts, capable of conveying unique values and philosophies of life across different cultural backgrounds.

On the international stage, traditional Chinese symbols such as dragons, phoenixes, fish, and lotuses are frequently used in clothing, architecture, festival decorations, and the design of international trade goods. These traditional elements are popular in the international market due to their aesthetic appeal and symbolic significance. For example, the dragon, as a Chinese auspicious symbol, demonstrates the global influence of Chinese culture through its application in international brands.

Besides the application of traditional symbols, the presentation of modern cultural symbols is increasingly being integrated into cross-cultural communication. Chinese elements embedded in cultural products such as anime, films, and TV series, like martial arts, period costumes, and mythological stories, not only spark interest in Chinese culture among foreign audiences but also promote the globalization of cultural exchange.

In the communication of language, Chinese calligraphy and font design are also used as a special cultural image in brand design, logo, poster and other aspects, showing the rhythm beauty and profound cultural connotation of Chinese.

The emergence of elements such as Chinese-characteristic internet celebrity culture and buzzwords on social media platforms and digital media represents a new frontier in the dissemination of Chinese cultural image. These emerging cultural symbols spread rapidly around the world through the Internet, becoming a new driving force for cross-cultural exchange.

The diverse presentation of Chinese cultural symbols not only incorporates traditional elements but also integrates modern innovations, effectively promoting multicultural exchange and mutual understanding through their international dissemination. In the future, while maintaining traditional characteristics, there is a greater need to innovate presentation methods to adapt to the trends of globalization.

## **5. CAUSES OF INTERPRETATION DEVIATION OF CHINESE CULTURAL SYMBOLS UNDER THE PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION**

### **5.1. Cultural Context Differences**

In the process of cross-cultural communication, cultural context differences are one of the important factors causing interpretive biases. Under different cultural backgrounds, people have significantly different understandings and interpretations of the same symbols, which mainly stems from deep-seated differences in culture, history, religion, politics, and other aspects. For example, certain Chinese cultural symbols have rich connotations and histories within China but may be misinterpreted or simplified internationally, leading to misunderstandings and the construction of negative images.

First, differences in value systems. Western culture emphasizes individualism and independence while Chinese culture places greater importance on collectivism and social harmony. This difference in value systems means that when interpreting Chinese cultural symbols, Westerners may tend to seek elements related to individualism and overlook their collective significance and deeper cultural connotations.

Second is the difference in language expression. Language is not only a tool for conveying information but also a manifestation of cultural characteristics. Chinese contains a wealth of metaphors allusions and cultural assumptions which are often difficult to accurately convey when translated into foreign languages leading to changes or distortions in the meaning of cultural symbols in international communication.

Third is the difference in social customs and traditions. Different cultures have their unique social customs and traditions such as festivals celebrations dietary habits etiquette norms etc. These customs and traditions endow cultural symbols with specific social contexts. When these symbols are transmitted between different cultures if there is a lack of understanding of the corresponding social customs and traditions misunderstandings are likely to occur.

Fourth is the difference in educational and knowledge structures. People from different cultural backgrounds have varying educational and knowledge structures which affect their ability and methods to understand cultural symbols. Lack of deep understanding of the target culture can lead to superficial and one-sided interpretations of Chinese cultural symbols thus forming prejudices or misunderstandings.

In short, cultural context differences are one of the key factors causing interpretive biases in the transmission of Chinese cultural symbols across cultures. To reduce these biases, it is necessary to conduct in-depth research and understanding of the differences between cultures, and to establish effective intercultural communication mechanisms to promote the correct interpretation and reconstruction of cultural symbols.

## **5.2. Analysis of Communication Subjects and Channels**

In the process of cross-cultural communication, the cultural literacy of the communication subjects and the choice of channels have a significant impact on the interpretation of Chinese cultural symbols. The communication subjects not only include cultural exporters such as government agencies, educational institutions, and non-governmental organizations, but also involve individuals like Chinese people or Chinese entrepreneurs who are active or work overseas. The differences in cultural identity, values, and communication intentions among these subjects mean that their dissemination of Chinese culture will be influenced by different cultural perspectives and needs, thereby affecting the reception and understanding of Chinese cultural symbols.

Channel selection is also one of the key factors. Traditional media such as television, newspapers, and books have always been the primary channels for cultural dissemination due to their extensive coverage and relatively stable audience base. However, in the digital age, new media channels like the Internet, social media, and mobile applications have gradually become important platforms for cultural dissemination. These new media not only break geographical restrictions, making the spread of cultural symbols faster and wider, but also, due to their interactive and immediate characteristics, have a more profound impact on the interpretation of cultural symbols.

In addition, the interpretation biases of Chinese cultural symbols across different channels also exhibit uniqueness. For example, cultural dissemination through traditional media often places greater emphasis on explaining the cultural connotations and historical background of symbols, while new media platforms may focus more on the popularity, entertainment value, or visual impact of symbols, which directly reflects the preferences and needs differences among audiences across various channels.

The selection of communication subjects and channels is crucial for the effective dissemination and proper interpretation of Chinese cultural symbols. In cross-cultural communication practices, the cultural literacy and ideology of the communication subjects should be fully considered, and appropriate communication channels should be reasonably chosen to reduce interpretative biases, thereby achieving the effective transmission and positive reshaping of cultural symbols.

## **6. COUNTERMEASURES AND SUGGESTIONS IN CHINAS FOREIGN CULTURAL EXCHANGES**

### **6.1. Establishing a Context for Cross-cultural Communication**

Driven by the tide of globalization, cultural exchanges are becoming increasingly frequent, however, understanding and acceptance between different cultures still pose challenges. To effectively promote the cross-cultural dissemination of Chinese cultural symbols, establishing an appropriate context for cross-cultural communication is particularly important.

First, deepen the understanding and learning of knowledge from different cultural backgrounds, fully recognize the impact of cultural differences. On this basis, respect and appreciate various cultural characteristics, reduce cultural conflicts, and promote mutual understanding.

Second, strengthen the study and understanding of foreign culture. Through various channels such as books, movies and the Internet, we can understand the history, tradition and social conditions of the target culture countries, so as to better grasp the connotation and expression form of cultural symbols.

Third, adopt multimedia and Internet technology to innovate cross-cultural communication methods, use virtual reality (VR), augmented reality (AR) and other new media means to provide immersive cultural experience for the audience, enhance the attractiveness and dissemination effect of information.

Fourth, build a dialogue-based communication platform, encourage direct dialogue and exchange between Chinese and foreign cultures, and provide space and opportunities for interpretation and reconstruction of cultural symbols through organizing international seminars, cultural festivals and other activities.

Fifth, implement long-term and systematic cultural education projects to cultivate talents with cross-cultural communication ability, improve the professionalism and depth of cross-cultural communication from the source, and improve the quality of cultural symbol communication.

Through the above measures, we can gradually build an inclusive and open context for cross-cultural communication, which will help the correct dissemination of Chinese cultural symbols and the shaping of positive influence on the international stage, and open up a broader space for international exchange and cooperation of Chinese culture[9].

### **6.2. Building an International Communication Platform**

In the context of globalization, building an international communication platform is crucial for the effective dissemination of Chinese cultural symbols. By constructing diversified and highly interactive communication channels, the international communitys understanding and recognition of Chinese culture can be enhanced. The construction of an international communication platform needs to consider the following aspects:

First, utilize digital technology to enhance platform efficiency. With the development of the Internet and mobile communication technologies, digital platforms have become the mainstream method for information dissemination. Establishing an Internet-based cross-cultural communication platform and leveraging new media tools such as social media, blogs, and WeChat official accounts can increase the speed and reach of information dissemination.

Second, conduct localization adjustments of cultural content. To meet the needs of audiences with different cultural backgrounds, it is essential to localize Chinese cultural symbols. This includes language translation, adaptive adaptation of cultural contexts, and visual representation that conforms to international aesthetics. Through such adjustments, cultural misunderstandings and prejudices can be reduced, thereby enhancing the acceptance and favorability of foreign audiences.

Third, strengthening International Cooperation and Exchange. In cross-cultural communication, the construction of platforms for international cooperation and exchange is crucial to the effectiveness of dissemination. By collaborating with foreign media, educational institutions, and cultural organizations, resource sharing and experience exchange can be promoted, thereby more effectively promoting Chinese cultural symbols.

Fourth, emphasize User Participation and Feedback Mechanisms. A successful international communication platform needs to have a good user participation and feedback mechanism. By setting up comment sections, surveys, online interactive activities, etc., encouraging user participation and feedback can help promptly understand the needs and opinions of the audience, thereby optimizing communication strategies and improving communication effectiveness.

Building an international communication platform is a systematic project that requires the comprehensive application of various methods and strategies to ensure that Chinese cultural symbols are accurately and effectively presented in international communication. By continuously innovating and optimizing, constructing a communication platform that aligns with international standards will lay a solid foundation for the international dissemination of Chinese cultural symbols.

### **6.3. Strengthening International Communication Capacity**

Strengthening international communication capabilities is a crucial link in promoting the global dissemination of Chinese cultural symbols. This requires us to deepen our strategies for external communication, enhance the appeal and impact of our content, while paying attention to the innovation and application of technological means to meet the communication needs in a multicultural context[10].

Cultivating Professional Talent Teams: Establish and improve the professional talent cultivation system for cross-cultural communication strengthen the practical training of foreign communication talents improve their cross-cultural communication skills and innovation capabilities Through international exchanges and collaborative research introduce advanced communication concepts and methods from abroad[11].

Enhancing the Localization and Internationalization of Content: By integrating the uniqueness of Chinese culture with the cultural background of international audiences, cultural symbols are adapted for localization to make them more acceptable to the international community. At the same time, emphasis is placed on international content development through storytelling and contextualization to enhance the global appeal of the content[12].

Increase investment in technology and use new media platforms: actively explore new paths of digital and networked communication, and use social media, mobile Internet and other new media platforms to broaden channels of communication and improve the efficiency and coverage of cultural symbols[13].

Establish a cross-cultural communication evaluation system: construct a scientific and reasonable cross-cultural communication effect evaluation mechanism, regularly evaluate the effect of communication activities, timely adjust communication strategies, and ensure that cultural symbols have a positive impact in international communication.

Strengthening international cooperation and exchange: Actively participate in international exchanges and cooperation, learn from other countries and regions successful experience in cross-cultural communication, jointly explore and solve problems in cross-cultural communication, and enhance the international communication capacity and level of Chinese culture[14].

Through the above measures, we can effectively strengthen international communication capacity, create favorable conditions for the spread of Chinese cultural symbols around the world, and enhance the international influence of Chinese culture[15].

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