The Practical Approach of Cultural Communication between China-ASEAN in the Era of Digital Intelligence

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Abstract;

In the era of digital intelligence, China-ASEAN cultural exchanges demonstrate significant potential in fostering intercultural exchange, shaping a positive national image, and preserving global cultural diversity. Facing this opportunity, it is crucial to leverage the technological advantages of digitization to empower users, platforms, and algorithms, while deeply integrating into the entire process of cultural interaction, dialogue environments, and the functionality of cultural communication entities. To achieve effective cultural transmission, it is not only essential to rely on technological advancements but, more importantly, to foster discursive synergy and mutual benefit. Therefore, enhancing the interactivity of cultural communication, improving the dialogue environment, and strengthening the functional role of communication entities are fundamental strategies for advancing China-ASEAN cultural dissemination in the digital intelligence era. These efforts also serve as vivid examples of China-ASEAN cooperation in building a community with a shared future for mankind.

Keywords: Digital and Intelligent Technologies, C hina-ASEAN, cultural dissemination

1.   Introduction

The China-ASEAN relationship serves as a paradigm of success and dynamism in Asia-Pacific regional cooperation. Smooth cultural exchanges and cooperation between the two sides play a crucial role in maintaining regional peace and development while contributing to the building of a community with a shared future for mankind. In 2023, the National Conference on Publicity, Ideology, and Culture introduced Xi Jinping's Thought on Culture for the first time, emphasizing the "seven efforts" and highlighting the necessity of enhancing international communication capacity and promoting cultural exchanges and mutual learning(Xinhua News Agency, 2023).In the current era of digital intelligence, characterized by big data, intelligent algorithms, and personalized information dissemination, scientific and technological advancements have expanded the channels for cultural communication between China and ASEAN. It is imperative to accelerate the development of an inclusive, fair, and open cultural communication system, which will act as a catalyst for strengthening bilateral relations and as an amplifier for promoting China's narrative, ultimately supporting the establishment of a trustworthy, endearing, and respectable national image.

2.   The Value Significance of China-ASEAN Cultural Communication in   the Digital Intelligence Era

The development of digital and intelligent technologies provides a technological framework for algorithmic optimization and AI-driven applications in China-ASEAN cultural communication. While technological progress is essential, equal attention should be given to the content it carries and the ways in which it is presented.To fully explore the value significance of China-ASEAN cultural communication, it is crucial to leverage digital technologies to foster mutual benefits and enhance friendly exchanges and cooperation across the China-ASEAN region.

2.1 An essential imperative for fostering China-ASEAN relations

Digital and intelligent technologies offer unprecedented capabilities in capturing, generating, storing, and processing various cultural elements(Jiang, 2021,p.11), thereby enabling cultural communication between China and ASEAN at both macro and micro levels. By fostering interaction and coexistence among different ethnic groups, these technologies contribute to the harmonious development of China-ASEAN relations.Cross-cultural and cross-regional exchanges are on the rise, yet population mobility and economic exchanges remain relatively superficial forms of interaction. To foster deeper engagement, it is essential to pursue comprehensive, rich, and in-depth interaction and cooperation in multi-level and multi-dimensional cultural communication, while exploring viable pathways for cultural exchange among ASEAN nations to achieve broader and deeper engagement across the region.With the advancement of digital intelligence, China-ASEAN cultural communication incorporates media convergence strategies into dissemination efforts. Rooted in shared global concerns, it integrates mutual interests into interactive communication, promotes common values of humanity, and establishes a paradigm for mutual learning and exchange among civilizations in the new era.

2.2 The Intrinsic Significance of Safeguarding External Security and Stability

In the era of rapid online communication development, society is characterized by the differentiated coexistence of communities and ethnic groups, where hierarchical, decentralized, and networked structures are intertwined(Hu & Li,2021, p. 5). The exchange and sharing of online culture offer new development opportunities for humanity while simultaneously challenging the promotion of social consensus and the stability of social structures.Currently, China-ASEAN cooperation primarily focuses on the economic and trade sectors, while cultural exchanges and collaboration require further deepening. The deep integration of digital technologies and multimodal media communication can enhance the quality of China-ASEAN cultural communication, facilitate the ideological and cognitive integration of China-ASEAN development, and deepen

cooperation mechanisms to reconcile mutual interests and demands, thereby preserving the harmony and stability of the regional environment.To mitigate external environmental threats, China and ASEAN are strengthening cooperation to enhance digital security awareness among individuals and organizations, fostering a synergistic framework at international, national, societal, and civic levels. Additionally, by formulating more robust cybersecurity regulations, the two sides aim to progressively deepen China-ASEAN comprehensive cooperation, moving from superficial engagement to substantive collaboration.

2.3 A Strategic Imperative for Enhancing the Global Communication of Chinese Narratives

Leverage the valuable assets of China's rich traditional culture to explore future-oriented theoretical and institutional innovations(Xinhua News Agency, 2023). China's traditional culture serves as a reservoir of cultural value for international cultural exchanges, bridging the historical past, dynamic present, and envisioned future of the Chinese nation. Effectively communicating China's story to ASEAN countries requires the strategic utilization of modern technology to disseminate its rich traditional culture.To achieve cultural commonality amid diversity, it is crucial to foster emotional resonance, cultivate value-based empathy, and encourage collaborative action to deepen mutual engagement, understanding, and dialogue between China and ASEAN. China's successful hosting of the 2022 Beijing Winter Olympics and the 2023 Hangzhou Asian Games exemplifies its cultural heritage and core values rooted in Chinese traditions.The opening ceremony of the Hangzhou Asian Games integrated elements of traditional Chinese culture with the city's unique imagery and atmosphere, leveraging cutting-edge digital intelligence technologies to showcase the unique aesthetics of a leading Eastern civilization. This event enhanced the global appeal and influence of China's traditional culture and exemplified the synergy between technology and cultural heritage.Thus, leveraging digital technologies to foster mutual exchange and cultural integration between Chinese and ASEAN civilizations provides a dynamic cultural gateway for ASEAN and global audiences to gain deeper insights into China.

3. An Analysis of the Status Quo of China-ASEAN Cultural Communication in the Era of Digital Intelligence

The convergence of digital technologies and intelligence fosters innovation in the integration, transformation, and dissemination of China-ASEAN culture. In the era of digital intelligence, it is crucial to define the roles of key communication stakeholders to ensure effective and equitable cultural exchange. On the one hand, digital intelligence expands the scope of global interactions, significantly contributing to enhancing rational perception and enriching cross-regional cultural understanding. On the other hand, online platforms in the digital intelligence era are characterized by diverse entities. With widespread access to information production and dissemination, ensuring the authenticity and accuracy of information sources remains a significant challenge.

3.1 Transformations in China-ASEAN Cultural Communication in the Era of Digital Intelligence

With advancements in algorithms, big data, and AIGC, media are no longer confined to traditional formats. Information production and dissemination are now user-driven, dismantling traditional media boundaries. Various forms of media content are flexibly integrated, intersecting across multiple dimensions. Furthermore, modes of cultural communication have evolved amid digitalization. Advances in digital technology have fueled the development of virtual reality (VR) and augmented reality (AR), reshaping cultural experiences. Compared to traditional content production models, AIGC technology offers greater text generation efficiency and real-time adaptability. AIGC-generated content marks a significant breakthrough in cultural communication facilitated by digital intelligence.For instance, during the 2022 Dragon Boat Festival, an interactive product titled 'Dragon Leaps and Tiger Leaps – A Shared Journey into the Future' engaged Chinese participants from 152 countries, enhancing their engagement and understanding of China's rich traditional culture.Digitalization transforms cultural products from static artifacts into dynamic experiences, enabling immersive and contextualized cultural dissemination. The rise of streaming media powered by digital intelligence enables cultural products, including but not limited to music, films, and news, to be widely accessible online in digital formats. Additionally, personalized algorithms cater to diverse audience preferences.

3.2 Opportunities in China-ASEAN Cultural Exchange in the Era of Digital Intelligence

The modern media landscape is driven by social media-based communication, emphasizing the virality of content and prioritizing key principles such as 'effectiveness is king' and 'users as content' in information dissemination.First, digital intelligence fosters emotional resonance and facilitates multi-directional interaction among users. The internet serves as a hub for user interaction and information dissemination. In the era of digital intelligence, information dissemination differs from traditional one-way media distribution. Amid digital transformation, online users communicate and exchange ideas based on their values and perspectives while fulfilling their information needs. Through thematic discussions and intellectual exchange, they can strengthen their cultural identity and mutual understanding. Second, digital intelligence empowers diverse stakeholders and enhances real-time engagement in communication. The essence of participatory culture lies in reinforcing active cultural production and exchange between creators and consumers(Wang, 2018). Participatory culture represents a paradigm that is free, egalitarian, open, and inclusive, offering users opportunities to express their cultural perspectives.The evolution from professionally generated content (PGC) to user-generated content (UGC), and further to AI-generated content (AIGC), represents a shift beyond the traditional single-source dissemination model. Enabled by advanced algorithms, users

now engage in real-time production, sharing, and dissemination of China-ASEAN cultural content with greater interactivity.

3.3 Challenges in China-ASEAN Cultural Communication in the Era of Digital Intelligence

In the era of digital intelligence, cultural communication between China and ASEAN faces multiple challenges, including the impact of multiculturalism, information cocoon effects, algorithmic bias, content exaggeration, and "noise" in cross-cultural communication. Cultural exchange should prioritize equal dialogue and integration among diverse cultures to prevent one-sided dissemination that marginalizes certain cultural narratives.With the increasing personalization of algorithms, cultural communication is at risk of forming information cocoons, wherein users are exposed to repetitive, like-minded perspectives within closed environments(Sunstein, 2003, p. 49). As users receive diverse information, platforms analyze user behavior to generate profiles and algorithmically curate content. However, some media accounts exaggerate content to maximize algorithm-driven exposure, further distorting information landscapes.Algorithmic bias poses significant challenges to regulatory constraints and collaborative governance between China and ASEAN across technological, legal, and ethical dimensions. Addressing algorithmic bias requires a multi-faceted approach incorporating diverse perspectives.In communication, "noise" disrupts normal information transmission, leading to errors and distorting audience comprehension(McQuail & Windahl, 1981, p. 10). While digital intelligence reduces spatiotemporal constraints on communication, it also intensifies the impact of cultural and ideological differences on communication effectiveness.To address these challenges, beyond enhancing technological capabilities, China and ASEAN must jointly prioritize optimizing content effectiveness to ensure more inclusive and balanced cultural exchange.

4.   Developing Pathways for China-ASEAN Cultural Communication in the Era of Digital Intelligence

Advancements in digital intelligence have accelerated the expansion of the online public sphere, granting internet users greater agency in public discourse and providing a broad platform for informal communication. To facilitate China-ASEAN cultural communication, it is essential to integrate technological advancements and approach changes with an innovative, open, and inclusive mindset. This process should leverage user-generated data, platform capabilities, and algorithmic technologies to enhance the efficiency and inclusivity of cross-cultural interactions. Furthermore, digital intelligence should play an integral role throughout the entire cultural communication process by shaping interactive frameworks, dialogic environments, and communicative roles. This holistic approach ensures a more dynamic, adaptive, and participatory model of cultural exchange between China and ASEAN.

4.1 Fostering Interactive China-ASEAN Cultural Exchange through Digital Intelligence

With advancements in digital technology, cultural exchange contexts are continuously diversifying, and the reach of cultural exchange is expanding. Cultural communication is inherently an interactive process, and digitalization amplifies the role of individuals within a community. The interactivity of cultural communication is increasingly emphasized due to enhanced user connectivity and engagement in online networks. Thus, it is essential to understand the dynamics of members, behaviors, and emotions in China-ASEAN cultural exchange, particularly at the intersection of digital intelligence and interactivity.

4.1.1 Building Online Communities to Strengthen Youth Exchange

As digital natives, Generation Z has become a dominant demographic among internet users, acquiring information and engaging in communication primarily through online platforms. The proliferation of information technology and the advancement of the internet have significantly shaped China-ASEAN cultural interactions in digital spaces. Given this transformation, it is necessary to cultivate youth communities in online spaces to help young individuals navigate the diversity, complexity, and openness of digital cultural exchange. The interactive nature of online networks fosters unique bonds among users, where shared cultural characteristics and common value orientations contribute to the formation of youth communities. The digital era, characterized by convenience, interactivity, and shared content, has led young people to spontaneously share their customs, festivals, cuisine, and clothing on digital platforms. Moreover, college youth, as an intellectual demographic, can serve as opinion leaders in online communities, bridging China-ASEAN cultural communication and fostering engagement among young people from different countries. By enhancing digital interactions, youth communities increase opportunities for intercultural dialogue and mutual understanding.

4.1.2 Exploring Emotional Needs to Improve Group Communication

Aristotle posited that human nature is fundamentally social, and through the process of socialization, individuals co-exist via emotional interactions, economic exchanges, and social engagements. Initially independent, individuals establish relationships through daily interactions and eventually form groups or organizations with shared consciousness(Yu,2013,p.121). For instance, organizations such as 'hometown associations' formed around geographic locations, 'clubs' centered on shared interests, and 'industry groups' based on professional affiliations naturally coalesce into digital communities. Within these online communities, users engage in discussions, exchange ideas, and share cultural interests, further enriching interpersonal communication. In the digital age, information dissemination is no longer limited to traditional media formats such as newspapers, magazines, and television. Instead, information spreads via digital platforms such as Weibo, WeChat, and short video platforms, as well as through dynamic content formats like live streaming and virtual reality (VR). Furthermore, user engagement with information is heavily influenced by personal emotional preferences. For

example, TikTok leverages algorithmic systems and data analytics to construct user profiles and deliver personalized recommendations based on cultural background, psychological traits, and consumption habits, tailoring content to users' emotional preferences.

4.1.3 Standardizing Online Behavior to Reduce Communication Barriers

As a key medium for interpersonal and mass communication, the internet provides users with the freedom to choose and engage with content. In the era of digital intelligence, users autonomously and selectively obtain and disseminate information through social media and other digital platforms. However, to ensure a productive and harmonious exchange between China and ASEAN, it is crucial to establish shared standards for online behavior.Standardizing online behavior requires joint efforts between China and ASEAN to establish cybersecurity standards and guide users domestically and internationally to express their views in a responsible and constructive manner. Additionally, AI systems should be trained to recognize and mitigate risks associated with digital interactions. Beyond technological solutions, both sides must adopt an inclusive and respectful approach to cultural differences, avoiding cultural superiority, ethnocentrism, and self-isolation. Furthermore, reducing cultural conflicts and preventing ideological and political entrenchment are essential. Users should develop the ability to critically assess media narratives, discerning implicit ideological biases and communicative intent. This will help maintain a balanced and constructive value orientation in complex online environments. Establishing clear norms for online user behavior is not only essential for the sustainable development of cultural exchange but also serves as a critical foundation for fostering a harmonious China-ASEAN digital community.

4.2 Improving the Dialogue Environment for China-ASEAN Cultural Communication

Noise that affects information transmission exists at multiple stages of the communication process, including the information source, transmission channels, and the receiving end. Generally, such noise emerges in heterogeneous environments, manifesting either as physical noise (e.g., algorithmic interference and network instability) or semantic noise (e.g., cultural misinterpretations and misinformation). Whether caused by technical disruptions or cognitive biases, addressing and mitigating noise is crucial to enhancing the quality of dialogue between China and ASEAN. By improving the dialogue environment, reducing information distortion, and promoting mutual understanding, China-ASEAN cultural communication can achieve greater effectiveness.

4.2.1 Innovating Mechanisms to Strengthen Regional Value Consensus

One effective way to establish a shared value consensus between China and ASEAN is to explore common cultural memories, thereby enhancing ASEAN countries' recognition of Chinese traditional culture while moving beyond purely interest-driven cooperation. Shared traditions, myths, and festivals can foster emotional resonance across China-ASEAN societies, strengthening cultural bonds. Beyond cultural recognition, China has actively expanded its educational cooperation with ASEAN, conducting joint research on legal and policy coordination. The China-ASEAN regional relationship should not remain limited to economic collaboration; it requires innovative mechanisms such as exchange programs, joint educational initiatives, and talent development partnerships. These initiatives can enhance ASEAN nations' understanding of the socialist path, theoretical foundations, institutional frameworks, and cultural dynamics of China, thus facilitating a deeper understanding of China's development model and its cultural dimensions within the ASEAN region.

4.2.2 Strengthening the Role and Image of the Chinese Diaspora

Southeast Asia has one of the world's largest Chinese diaspora populations, forming a diverse and dynamic socio-cultural group. With deepening China-ASEAN relations, Chinese communities in Southeast Asia have become increasingly influential in shaping regional cultural landscapes. Long-term Chinese residents in ASEAN countries can leverage digital platforms to establish cultural networks, using Chinese heritage as a social bond to foster deeper connections with local communities. Through online engagement, storytelling, and cross-cultural initiatives, these communities can present the richness of Chinese history, traditions, and values to ASEAN audiences. Additionally, by incorporating ASEAN's natural beauty, cultural landmarks, and traditional customs, the contributions of overseas Chinese to China-ASEAN relations can be highlighted. Strategic cultural exchanges tailored to ASEAN public interests will enhance the overall impact of China-ASEAN cultural dissemination, promoting a balanced and inclusive narrative that reflects both Chinese and ASEAN perspectives.

4.2.3 Expanding Cultural Engagement Beyond Diaspora Networks

China-ASEAN interactions, if confined solely to diaspora organizations or exclusive Chinese networks, may risk limiting outreach to internal circles. A broader, more inclusive communication strategy is needed to build mutual trust and recognition across diverse ASEAN communities. Social media functions as a primary mechanism for cultural dissemination, emphasizing real-life experiences, context-driven narratives, and detailed storytelling(Jing,2020,p.7). By leveraging subtle yet impactful storytelling methods, social media can bridge cultural gaps and enhance cross-border engagement.Supporting Chinese media in expanding cultural content production and dissemination on international social media platforms is crucial for enhancing cultural exchange. To broaden China-ASEAN cultural communication, it is essential to encourage collaboration between mainstream media outlets at home and abroad. Utilizing advanced digital technologies such as video production, live

streaming, and virtual reality (VR) will enable a more immersive and engaging cultural experience. Expanding the reach of China-ASEAN cultural exchange requires developing content tailored to diverse audiences, ensuring cultural narratives remain accessible, relevant, and compelling across different regions.

4.3 Strengthening the Core Functions of China-ASEAN Cultural Communication

The technological revolution in human communication, coupled with the development of social civilization, has dismantled traditional limitations in interpersonal and group communication. The concept of "everyone has a microphone" symbolizes that individuals now possess unprecedented communication rights and capabilities. With the advancement of digital intelligence, cultural cognition, dissemination behaviors, and emotional expressions have accumulated tremendous influence, fundamentally shaping the landscape of China-ASEAN cultural communication.

4.3.1 Cross-border Student Exchanges Deepen China-ASEAN Cultural Engagement

We must actively participate in global education governance, vigorously promote the 'Study in China' brand, tell China's story well, spread Chinese experiences, and amplify China's voice(Xinhua News Agency,2023). Youth are not only witnesses and participants in promoting peaceful development but also key drivers in fostering cross-cultural connectivity. Youth cultural exchanges play a pivotal role in enhancing mutual understanding between China and ASEAN, integrating their efforts into the broader framework of building a shared future for humanity.To achieve this, China-ASEAN student exchange programs should be expanded, facilitating cultural resource development, bilateral degree education, and short-term training projects. While it is undeniable that students from different national backgrounds hold varying levels of cultural identification, the convenience of modern cultural dissemination tools significantly enhances their ability to engage with both their own and foreign cultures in cross-cultural contexts.Regular cultural and entertainment activities within universities serve as effective channels for deepening cultural interactions. Through such activities, young people from China and ASEAN can foster deeper engagement, mutual appreciation, and sustained cultural exchange, strengthening the long-term development of China-ASEAN relations.

4.3.2 Enhancing the Appeal of China-ASEAN Cultural Communication viaOnline Media

Artificial intelligence (AI) and digital intelligence technologies have revolutionized information dissemination, characterized by high-speed transmission, vast data capacities, and transnational reach. As China-ASEAN cooperation continues to advance, China's rich traditional culture has actively expanded its global outreach, while ASEAN audiences increasingly seek diverse channels to understand contemporary China. Social media platforms have emerged as global hubs for cultural exchange. Ensuring effective external communication through digital platforms and cultivating a positive national image should be a primary focus of China-ASEAN cultural interaction. This involves: Utilizing social media's aggregation functions to enhance engagement, optimizing target audience segmentation for precise cultural messaging, clarifying communication channels for structured outreach, and adapting emotional narratives to resonate with diverse audiences.To achieve multi-dimensional and immersive cultural communication, efforts should be made to expand China-ASEAN cultural narratives across various digital platforms. By aligning content with audience interests and preferences, these initiatives can significantly improve the reach, appeal, and effectiveness of cultural communication.

4.3.3 Expanding the Scope of Cultural Influence through Government-led Initiatives

"The advancement of artificial intelligence will accelerate the restructuring of the global information dissemination order(Xiang&Cui,2023,p.35)."As cultural gateways between China and ASEAN, border regions such as Guangxi and Yunnan hold strategic importance in regional cultural dissemination. These areas should leverage their geographical and cultural proximity to ASEAN nations, implementing targeted communication strategies to address regional cultural demands and shared values. Media resources play a crucial role in shaping the effectiveness of Chinese cultural outreach. While government authorities retain a central role in coordinating official narratives, it is equally important to empower grassroots cultural initiatives. By fostering collaborations between governments, individuals, enterprises, and social organizations, China and ASEAN can establish sustainable mechanisms for cultural exchange and information-sharing.Key Initiatives Include: Developing information collection systems to assess ASEAN audience preferences, establishing digital intelligence network demonstration sites in underdeveloped areas, enhancing public digital literacy through education on digital intelligence tools, and facilitating the effective global dissemination of Chinese cultural heritage through structured outreach programs. By harnessing technological advancements and cross-sector cooperation, China and ASEAN can broaden the scope and depth of their cultural engagement, ensuring that cultural exchanges remain dynamic, inclusive, and impactful.

5.Conclusion

Digital intelligence technology is a double-edged sword. While it offers significant advantages for cultural communication through users, algorithms, and platforms, it also poses potential risks that must be carefully managed. To harness its full potential, China and ASEAN should actively leverage digital technologies, enhance international cooperation in the cultural sector, and promote the transnational dissemination of culture, fostering cross-cultural exchange and mutual learning. By adopting this approach, China-ASEAN cultural communication can be optimized to deepen mutual understanding, strengthen shared value systems, and maximize cultural exchange effectiveness. This process will contribute to the harmonious

coexistence of diverse cultures, ultimately reinforcing the broader vision of building a community with a shared future for mankind. Through collective efforts, China and ASEAN can jointly address global challenges, laying the foundation for lasting peace and shared prosperity.

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