

Research on the influence of new media on cross-cultural communication in the context of globalization

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Abstract: With the acceleration of globalization, new media plays an increasingly important role in cross-cultural communication. New media not only changes people's way of information acquisition and dissemination, but also promotes the communication and understanding between different cultures. In view of this, this paper will analyze the impact of new media on cross-cultural communication under the background of globalization for your reference only.

Keywords: globalization; New media; Cross cultural; influence

I. The negative impact of new media on cross-cultural communication under the background of globalization

1. Cultural misunderstanding and conflict

Due to differences and misunderstandings between different cultures, new media sometimes aggravates cultural conflicts and friction. In the process of information dissemination, phenomena such as misunderstanding, prejudice and discrimination may arise, leading to people's misunderstanding and rejection of other cultures. Therefore, in the process of cross-cultural communication, we need to pay attention to the accuracy and fairness of information, so as to avoid aggravating cultural conflicts.

2. Cultural homogenization and homogenization

With the acceleration of globalization and the rise of neoliberalism, new media sometimes show a trend of cultural homogenization and homogenization in the process of communication. This trend may lead to the dilution of the uniqueness and diversity of certain cultures, thus weakening the diversity and richness of cultures. Therefore, we need to pay attention to the diversity and uniqueness of cultures, respect the differences and characteristics of different cultures, and avoid cultural homogenization and homogenization.

3. Information security and privacy protection

In the process of cross-cultural communication, the application of new media also brings some problems of information security and privacy protection. Due to the openness and anonymity of cyberspace, personal information and privacy may be threatened. Therefore, we need to strengthen cyber security protection measures to ensure the security of personal information and privacy.

4. The deepening digital divide

The rapid development of new media has brought more channels for information dissemination, but it has also widened the digital divide. Some countries or regions with advanced technology and rapid information dissemination may become more dominant, while some countries or regions with backward technology and slow information dissemination may become more marginalized. This phenomenon may lead to inequality and injustice in cross-cultural communication, so we need to work hard to narrow the digital divide so that more people can enjoy the convenience and opportunities brought by new media.

5. Misuse of cultural symbols

In the communication process of new media, cultural symbols may be misused or abused. For example, some commercial brands may use elements from other cultures to promote their products, which may damage or misunderstand the original cultural symbols. Therefore, we need to respect and protect the uniqueness and diversity of culture, and avoid the misuse and abuse of cultural symbols.

6. Conflict of values

The spread of new media may bring about the conflict of values between different cultures. Some cultures may emphasize individualism and freedom, while others may emphasize collectivism and discipline. These different values may cause conflicts and frictions in the process of transmission of new media, so we need to pay attention to understanding and tolerance between different cultures and respect each other's values and beliefs.

7. Information deluge and distraction

The speed of new media is extremely fast and the amount of information is extremely rich. This makes it easy for people to fall into a state of information flooding, and it is difficult to screen out valuable information. At the same time, a large amount of information can easily lead to people's attention being distracted from important tasks. This not only affects the effect of cross-cultural communication, but also may have a negative impact on individuals' study and work. Therefore, we need to learn to screen and manage information effectively and improve our information literacy and concentration ability.

8. Language barriers and communication barriers

In the communication process of new media, language barriers and communication barriers may become difficult problems in cross-cultural communication. Different language and cultural backgrounds may lead to misunderstandings and conflicts. Therefore, we need to pay attention to language learning and the cultivation of communication skills, and respect different languages and cultural habits to promote effective cross-cultural communication.

II. The positive impact of new media on cross-cultural communication in the context of globalization

1. Enhance cultural awareness

The convenient access of new media makes it easy for people to contact and understand different cultures. By browsing social media platforms, people can discover cultural phenomena around the world anytime and anywhere. The customs and practices of different countries and nations shown in movies, as well as the exotic cultural values presented in news reports, all provide people with the opportunity to have a deeper understanding of different cultures. Such extensive information exchange undoubtedly helps broaden people's horizons and enhance their awareness and inclusiveness of different cultures. It breaks the restrictions of regions and time and space, and makes people more willing to pay attention to and understand other cultures, thus promoting cross-cultural communication and understanding. This kind of cross-cultural communication and understanding is of positive significance for building harmonious social relations and promoting the diversity of global cultures.

2. Promoting cultural exchanges

The rise of new media has provided people with an unprecedented equal and open communication platform, enabling people from different cultural backgrounds, countries and regions to carry out in-depth communication and interaction. Through channels such as social media, online forums and blogs, people can easily make friends from all over the world and share each other's culture, life experience and opinions. Such extensive and in-depth exchanges undoubtedly contribute to increasing understanding and friendship between different cultures.

On this platform, people are no longer limited by geographical space and are able to connect with others anytime and anywhere. No matter from east or West, north or South, people can meet and have friendly exchanges in the world of new media. This kind of cross-cultural communication promotes mutual understanding, eliminates misunderstanding and prejudice, and even helps to resolve cultural conflicts.

In addition, the popularity of new media has also made information more transparent and accessible. People no longer need to spend a lot of time and energy to find and sift information, but can get a huge amount of information by simply searching for keywords or browsing relevant pages. Such convenient access to information enables people to better understand the world, broaden their horizons and improve their cognitive level.

All in all, new media not only provide a convenient and equal platform for people to communicate, but also greatly enrich people's life and information access. It enables people from different cultural backgrounds to better understand each other and enhance friendship. At the same time, it also builds an important bridge for information dissemination and cultural exchange on a global scale.

3. Promoting cultural innovation

New media provides a broader stage for people and encourages the integration and innovation of different cultures. On this platform, people can freely communicate and share, and learn from and integrate elements of different cultures, so as to create more diverse and inclusive cultural products. Such innovation will not only help promote the prosperity and development of global cultures, but also enhance understanding and communication among different cultures.

Through the promotion of new media, the integration and innovation of various cultures have been realized, which has injected new impetus into the development of global culture. In this process, people can give full play to their creativity and imagination, and constantly explore new ways and forms of cultural expression. Such innovation will not only help meet people's demand for diverse cultures, but also bring more business opportunities and possibilities to the cultural industry.

In addition, new media also provide a more convenient channel for people to share and disseminate their creations and thoughts. Through this platform, more people can understand and come into contact with different cultures, thus broadening their horizons and cognition. Such exchanges and sharing also help to enhance understanding and communication among different cultures and promote the harmonious development of global cultures.

4. Enriching cultural experience

New media provides unprecedented opportunities for people to experience culture. Through virtual reality, augmented reality and other technologies, new media enables people to experience the charm of different cultures. With the help of these advanced technologies, people can visit places of interest around the world, participate in various cultural activities, personally experience exotic customs, and feel the unique charm of different cultures. Such experiences not only enrich people's lives, but also help to broaden people's horizons and improve their cultural literacy.

In addition, new media also provide people with more convenient channels for cultural exchange. Through new media platforms such as the Internet and mobile devices, people can share their cultural experiences and insights with others anytime and anywhere. Such exchanges not only help enhance understanding and awareness among different cultures, but also promote cross-cultural communication and cooperation, and promote the development of cultural diversity.

To sum up, new media provide people with unprecedented opportunities for cultural experience, broaden their horizons, improve their cultural literacy, and at the same time provide more convenient channels for cross-cultural communication and cooperation.

5. Improving cultural self-confidence and identity

Through the diversified platform of new media, we can not only get access to various cultural information, but also learn and

explore the connotations and characteristics of these cultures in depth. This kind of cross-cultural communication can help us to know and understand our own culture better, so as to deepen the sense of identity and self-confidence of our own culture.

Everyone has his or her own unique cultural background and values, which are the basis for us to know and understand other cultures. Only on the basis of a deep understanding of our own culture can we better understand and respect other cultures. By comparing and contrasting the differences and similarities between different cultures, we can promote the communication and understanding between different cultures, thus promoting the pluralistic development of cultures.

In addition, the popularity of new media also provides more opportunities and channels for cross-cultural communication. People can communicate and interact with people from different cultural backgrounds through new media platforms such as social media, blogs and video platforms. Such online communication can break down geographical and language barriers and give us a chance to be exposed to a wider range of cultures, thus broadening our horizons and cognition.

In a word, by understanding and learning different cultures through new media, people can better understand and understand their own culture, improve cultural self-confidence and sense of identity, and promote the communication and understanding between different cultures, and promote the diversified development of cultures. Therefore, we should make full use of the platform of new media, actively participate in cross-cultural communication, and enhance the understanding and respect of different cultures.

6. Promote cross-cultural communication and understanding

The rise of new media has provided unprecedented convenience for cross-cultural communication. Through social media, video calling and other tools, people can easily communicate and interact with people from different cultural backgrounds in real time, sharing each other's life experience and cultural concepts. Such cross-cultural communication is of profound significance, as it helps to break down cultural barriers, enhance mutual understanding, promote friendship and promote the harmonious development of global cultures.

In traditional ways of cultural exchange, people often need to go through cumbersome application and approval procedures before they can travel to other countries for cultural exchange. However, with the popularity of new media, people can easily communicate with people from all over the world simply through the Internet, without the restrictions of time and space. This convenient way of communication gives more people a chance to get in touch with different cultures, thus broadening their horizons and enhancing mutual understanding.

In addition, the interactivity of new media has also injected new vitality into cross-cultural communication. On social media, people can interact with people from different cultural backgrounds by following, liking, commenting, etc. This interaction makes communication more in-depth and interesting. At the same time, people can also have face-to-face communication through video calls and other ways, so that they can feel each other's cultural atmosphere and emotions more truly.

What's more, new media provide equal opportunities for cross-cultural communication. In traditional media, cultural exchanges are often dominated by a few people, while the rise of new media gives everyone the opportunity to participate in cultural exchanges. This equality enables people from different cultural backgrounds to express their views and ideas more freely, thus promoting the diversified development of global cultures.

Sum up

In the context of globalization, in order to improve the quality of cross-cultural communication, we must strengthen the research on new media means. Through the in-depth analysis of the influence of these media, we can promote the efficiency of cross-cultural communication to a new height. To sum up, new media plays a crucial role in cross-cultural communication.

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