

On the Influence of New Media Technology Application on National Image Building and Cross-Cultural Communication in International Courses Via Video

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Abstract: The building and effective communication of a good national image is an important task in the process of national development, in which the development of new media technology provides more effective means. The International course via video is an effective window for Chinese and foreign students to communicate. Therefore, it is of great practical significance to study the application of new media technology in this process.

1. Introduction

The building and communication of national image is an important part of national development strategy and a very significant publicity work in the process of national rise and development. A good national image is the core component of a country's soft power and an important driving force to enhance its international competition. A good national image means greater credibility and broader space for international cooperation. In the era of global communication, more and more countries have realized the importance of national image construction and communication, and are trying to promote their international image. National image building and cross-cultural communication are becoming the most important parts in international political and economic competition among countries. How to carry out the sustainable and effective communication of national image and show the latest image of China so as to make the world accept the current China is an important subject for the construction of national soft power and the expansion of national influence.

2. Problems in Cross-Cultural Construction and Communication

At present, the new media network provides a convenient communication platform for the dissemination of the national image and extends the scope and depth of communication among the public with its super connection ability. National image communication has turned to the new media network and social networking field, effectively breaking through and eliminating the restrictions and obstacles among different cultures, thus enhancing the effect of communication. The current realistic environment of the world and overall strategy should be recognized in the process of cross-cultural construction and communication of national image, and the application of new media technology can better promote this process.

Our school opens the international course of cross-cultural studies with universities in the United States, Mexico, Thailand, Vietnam, Taiwan and other regions by using the international video-conferencing system, which has lasted for five years. By this form of course, we can consciously carry out the communication of national image. Through studying, it is found that there exists debates and potential conflicts on major issues and strategic development between our students and foreign students. In addition, negative news related to our national image is common, which can be clearly seen in the students' communication between mainland China and Taiwan in the course. Our students have natural kindness to Taiwanese students, but Taiwanese students show indifference and resistance, and are not willing to deepen communication. Nations around the world

differ widely in their development modes and paths, and their national conditions also vary greatly. Therefore, it is impossible to expect each country to have the communication of good national image in another country. This is evident in the process of our students' communication with university students in the United States and Vietnam. Although the world has become a global village, the languages, cultures, customs of different countries vary greatly, which is obviously observed in the process of students' communication with university students in Mexico and Thailand. Therefore, only by attaching importance to the means of cross-cultural communication, can the communication of national image be effectively guaranteed.

China is a multi-ethnic country, but it does not have an advantage in intercultural communication, because the cultures of different ethnic groups in China have always been nourished by the Chinese civilization, and there is no gap among cultures. They all belong to the Chinese civilization on the whole. The cross-cultural communication of Chinese image faces fewer problems in domestic subculture than in foreign culture. Although western countries have a history of cultural immigration outside the region and rich experience in cross-cultural integration, most of them have immigrated to other countries rather than China. For Chinese people, their cross-cultural awareness and ability are relatively weak. The difficulties and potential problems our country facing is inevitable in the construction and communication of external national image. In the process of building and spreading the national image, many development problems will still accompany us, which are also the focus of foreign students' attention, and we need to strive for their recognition and understanding in the exchange between China and foreign countries.

3. Discourse Analysis and Case Study

This study attempts to build and disseminate national image in international courses via video with the help of new media technology. The cultures of countries around the world are diverse. Therefore, we can not grasp the real appearance of many other cultures if we just study English and cultures of British and American. The diversity of languages and cultures in the world requires that we should cultivate more talents who can use all kinds of foreign languages, especially non-common languages, and communicators who can understand, be familiar with and master each other's culture.

The second is to expand multiple cross-cultural communication, emphasizing our nation and the government or other organizations or individuals' image construction and communication behaviors, whether purposeful or not. Overseas businesses of all kinds of companies, behaviors of citizens while traveling overseas and work performance of all kinds of people overseas are often magnified into the national image of the country. We should not only pay attention to the role of traditional media, especially newspapers, televisions and films, but also attach importance to the new challenges brought by new media space to the construction and communication of national image.

First of all, to create a characteristic discourse system. Do a good job in cross-cultural communication of China's national image is to propose a discourse system with Chinese characteristics. National image is not only abstract, but also practical. In the construction and communication of China's image, we take the characteristics of the national image into consideration, spreading attractive stories by using acceptable narrative mode, finding the topics cared about by the world, applying understanding discourse style around the world, and setting the agenda that both sides can participate in. We'd better set up the specific content of communication and discourse expression according to the characteristics of the different culture. There are obvious differences in thinking, culture and idea between China and the West, and these differences will be reflected in the people's cognitive differences on many things after a long period of accumulation. In addition, the issues concerned may not be completely consistent, and both sides do not fully understand each other, and therefore, what, when, where, and how the communication takes place are all worth studying and exploring.

At the same time, the new situation of national image construction and communication need to be realized. In responding to the new situation, we must complete the top-level design, make real location, and promote the research of regional and characteristic culture, increase the construction

of multiple medium of cross-cultural communication, create the discourse system of national image with Chinese characteristics to create brand of cultural transmission. We should avoid focusing on form rather than content and substance, avoid taking simple traditional images as the direction of communication and the pursuit of ideological output, and instead, we should communicate in a way acceptable to the target country.

In the courses, new media technology is also used to promote the communication of national image. New media technology can be used to achieve symbiosis and integration with traditional media, which promotes the profound transformation of modern communication mode and pattern. Mobile Internet, Web 2.0 and 5G have given birth to brand-new application forms and scenes of new media, built a whole new media ecology, and promoted the remodeling of the role of national image in cultural identity and social participation. With the rise of video websites, social media and we-media, the application of various intelligent terminal devices makes it more convenient to send all kinds of information. The application of 5G will elevate the Internet application to a new height. Traditional media communication mode will be replaced by more personalized and intelligent mode of user direct communication. The new emotional dimension is no longer divided by gender, age, region and other traditional dimensions, but combined by common interests through the active search, forwarding and sharing of information, and the new emotional dimension induced by these information will determine the scope of sharing and the depth of participation, and also the effect of communication.

4. Conclusion

As the latest development of modern science and technology, new media technology has become a tool for dealing with conflict and fusion of contemporary cultural exchanges, as well as a new channel for different cultural exchanges. We should follow the trend of social development, bridge various differences through new media technology, promote the integration of Chinese and Western ideas, and learn from the advantages of each other. We should innovate communication forms and methods, expand the scope of communication content, and effectively improve the communication ability of national image. Regarding the application of new media technology as the starting point, we should construct the common emotional dimension of Chinese and foreign students, so as to achieve the effect of satisfactory and harmonious coexistence.

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