

## Exploring the Multimodal Communication and cross Cultural Exchange Mechanism of English as a Global Language

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**Abstract:** This article focuses on the multi-modal communication and cross-cultural communication mechanism of English as a global language. Under the background of globalization, the importance of English communication and cross-cultural communication is prominent. The purpose of this study is to deeply analyze the relevant contents and provide theoretical and practical support for promoting effective English communication and cross-cultural communication. Through literature research and theoretical analysis, this article combs the relevant theories of multimodal communication and cross-cultural communication, and makes it clear that there are modes of English multimodal communication, such as text, audio and video, and each mode presents different characteristics in audience groups and communication speed. At the same time, it is found that the construction of cross-cultural communication mechanism needs the cooperation of language ability, cultural cognition and other factors. The research shows that multi-modal communication can effectively promote the global popularization of English, and building a reasonable cross-cultural communication mechanism can enhance cultural understanding and integration, which is of great significance to international communication and cooperation.

### 1. Introduction

With the acceleration of globalization, English has become a global language with its wide range of use and important international influence [1]. English occupies a pivotal position in many fields such as international politics, economy, culture and education, and almost penetrates into every corner of the world [2]. An in-depth analysis of English as a global language transmission mode and cross-cultural communication mechanism is of great significance to promoting the understanding and integration of different cultures and promoting effective international communication and cooperation [3].

With the rapid development of information technology, the modes of communication are increasingly diversified, and multimodal communication has gradually become an important way of language communication [4]. The spread of English is no longer limited to the traditional written or oral expression, but is presented to the audience in a richer and more three-dimensional form with the help of images, audio and video [5]. This multi-modal communication mode not only expands the scope and audience of English, but also endows English with brand-new communication vitality.

As an important tool for intercultural communication, English is bound to be accompanied by intercultural communication [6]. In cross-cultural communication, due to the differences in people's ways of thinking, values and language habits under different cultural backgrounds, it is very important to construct a reasonable and effective cross-cultural communication mechanism [7]. This will not only help to avoid cultural misunderstanding, but also promote mutual respect and reference of cultures, and realize real cultural integration.

However, at present, there are still some deficiencies in the systematic study of English as a global language and the mechanism of cross-cultural communication. In view of this, based on relevant theories, this article will deeply analyze the multi-modal communication mode and characteristics of English and explore the elements of cross-cultural communication mechanism, with a view to providing practical guidance for the effective communication of English and the

smooth development of cross-cultural communication.

## **2. English as a global language, the theoretical basis of multimodal communication**

### **(1) The theoretical basis of English multimodal communication**

Multi-modal communication refers to the use of a variety of symbolic resources for meaning construction and information transmission. In this context, "mode" is a way for human beings to interact with the external environment through their senses, such as vision, hearing and touch. As an important ideographic mode, language cooperates with other modes such as images, sounds and actions. In the field of English communication, multimodal means that English can convey richer and more diverse information by means of various media and symbolic forms, such as written words with pictures, audio combined with video, etc., breaking the limitation of single language mode and enhancing communication effect.

Symbolic interaction theory emphasizes that human beings interact and communicate through symbols. English vocabulary and grammar are important symbols, which complement other nonverbal symbols in multimodal communication. Social semiotics theory holds that language is a social symbol system, and meaning comes from social and cultural context. English multimodal communication is influenced by social and cultural factors. Under different cultural backgrounds, English multimodal presentation is different.

### **(2) Influencing factors of English multimodal communication**

The characteristics of language itself are important factors. English grammar is relatively flexible and rich in vocabulary, which is conducive to adapting to different forms in multimodal communication. For example, complex scientific English can be understood through charts, animations and other modes, while simple everyday English can be spread with vivid images. Technological development provides support for multimodal communication. Internet and multimedia technology make English communication break through the time and space limitation, and realize the instant communication and interaction of audio, video and text. For example, online English learning platform provides multimodal learning resources with the help of various technologies. Cultural factors also affect English multimodal communication. Different cultures have different ways of accepting and presenting English, so it is necessary to consider the target cultural background to make the content and form fit the local cultural habits and improve the communication effect.

## **3. Patterns and characteristics of English multimodal communication**

### **(1) The main modes of English multimodal communication**

Writing is the most basic mode of English communication, which widely exists in books, newspapers, magazines, online articles and other written materials. With its rigorous grammar and rich vocabulary, written English can accurately convey complex information and is suitable for deep reading and knowledge transmission. For example, academic works, professional documents, etc., systematically expound the theory and research results in the form of words, and provide professional knowledge reserves for English learners.

English is spread through audio, including English radio, audio books, English songs and so on. Broadcasting transmits news, information, cultural programs and other contents in a real-time way, so that listeners can listen to it conveniently in scenes such as housework and commuting, and cultivate their sense of English language. Audio books present the contents of books by voice, which is suitable for people with different reading abilities. English songs, with their unique rhythms and rhythms, make English learning easy and interesting. Repeated singing of lyrics helps to remember vocabulary and sentence patterns.

With the development of video technology, video has become an important mode of English communication. English movies, TV series, online teaching videos, etc., combine images, sounds and words to create a real language environment. English movies show foreign cultures and life scenes, and learners can improve their listening and speaking skills through role dialogue. The

online teaching video provides grammar explanation, oral training and other contents for different learning needs to help learners understand and master English knowledge in an intuitive and vivid way.

## (2) Characteristics of English communication in different modes

In order to understand the characteristics of different modes more clearly, the following Table 1 is specially arranged. Character mode is suitable for deep learning and knowledge accumulation, but its propagation speed is limited and its interaction is weak. Audio mode propagation is convenient and can make full use of fragmentation time, but the information carrying capacity is relatively limited. With the combination of multiple elements, video mode is informative and interactive, which can attract the audience's attention and improve their interest in learning.

Table 1 Comparison of Characteristics of English Multimodal Communication Modes

Communication Mode	Target Audience	Communication Speed	Information Capacity	Interactivity	Memory Effect
Text Modality	Suitable for individuals with reading abilities and deep learning needs, such as students, professionals, etc.	Relatively slow, depending on reading speed	Rich, capable of elaborating on complex viewpoints and knowledge in detail	Weak, readers mainly receive information unidirectionally	Reinforces memory through reading, beneficial for long-term knowledge storage
Audio Modality	Broad audience, including those unable to focus on reading for various reasons, such as busy office workers, children, etc.	Fast, can receive information while engaging in other activities simultaneously	Relatively limited due to time constraints, requires concise expression	Weak, listeners passively receive information but can enhance understanding through repeated playback	Enhances short-term memory through sound rhythm
Video Modality	Appeals to people of all ages, especially those who prefer intuitive and visual learning methods	Fast, can rapidly convey a large amount of information	Rich, combines multiple elements to deliver comprehensive information	Strong, some video platforms support audience comments and interactions	Provides multi-sensory stimulation, resulting in better memory effects

## (3) Multi-modal communication promotes the global popularization of English

Multi-modal communication has greatly promoted the popularization of English in the world. From the perspective of audience, different modes meet the needs of all kinds of people to learn and use English, so that English can cover a wider range of people. In the aspect of enhancing learning effect, multimodal provides diversified learning methods and improves learning efficiency. For example, video mode combined with scene teaching makes it easier for learners to understand and use English. At the same time, multi-modal communication promotes cultural integration, spreads English cultural content through different modes, enhances mutual understanding between different cultures, and promotes English to become a global language.

## 4. Cross-cultural communication mechanism in English multimodal communication

### (1) The basic theory of cross-cultural communication

Cross-cultural communication refers to the process of information transmission, meaning sharing and interaction between individuals, groups or organizations with different cultural backgrounds. This process involves many differences in language, values, beliefs and customs. Cross-cultural communication aims at breaking cultural barriers and promoting mutual understanding and cooperation. Its basic elements include communication subjects (individuals or groups from different cultural backgrounds), communication contents (covering culture, ideas, information, etc.), communication channels (such as language and nonverbal symbols, etc.) and communication situations (time, place, cultural background, etc.). These elements interact with each other to form a complex system of cross-cultural communication.

(2) The correlation between English multimodal communication and cross-cultural communication

As a global language, English has become an important bridge for cross-cultural communication in the process of multi-modal communication. Different modes carry rich cultural information, and literary works and academic works with text mode convey specific cultural values and ways of thinking; English broadcasts and songs in audio mode show cultural characteristics and emotional expression; Movies and documentaries in video mode visually present exotic cultural features and life scenes. For example, an English film is not only the display of language, but also the spread of cultural and social phenomena. By watching the film, the audience can get in touch with and understand other cultures and realize cross-cultural communication. English multi-modal communication provides rich materials and diverse ways for cross-cultural communication, enabling people with different cultural backgrounds to interact with each other conveniently.

(3) Elements of cross-cultural communication mechanism

The construction of cross-cultural communication mechanism involves many key elements, as shown in the following table 2:

Table 2 Analysis of Elements for Constructing Cross-Cultural Communication Mechanisms

Constructing Element	Specific Content	Role in Cross-Cultural Communication
Language Proficiency	Possessing a solid foundation in English, including grammar, vocabulary, listening, speaking, reading, and writing skills	Accurately expressing one's own viewpoints, understanding the other party's intentions, and avoiding communication barriers due to language misunderstandings
Cultural Awareness	Understanding differences in values, customs, beliefs, etc., across different cultures	Respecting cultural differences, reducing cultural conflicts, and promoting cultural understanding and tolerance
Communication Channels	Reasonably selecting multimodal communication methods such as text, audio, and video	Effectively conveying information based on the communication object, purpose, and context to improve communication efficiency
Interactive Strategies	Mastering interactive skills such as listening, asking questions, and providing feedback	Enhancing communication effectiveness between both parties, fostering a positive communication atmosphere, and promoting in-depth exchanges
Psychological Adjustment	Having an open and inclusive mindset, being able to adapt to cultural shocks	Overcoming psychological barriers caused by cultural differences and maintaining a positive communication attitude

Language ability is the cornerstone of cross-cultural communication, ensuring the accurate transmission of information. Cultural cognition enables communicators to communicate on the basis of respecting differences. Appropriate communication channels can optimize the effect of information dissemination. Effective interaction strategies promote both sides to actively participate in communication. Psychological adjustment helps communicators maintain a good attitude and cope with various challenges in cross-cultural communication. These factors are interrelated and influence each other, and jointly build a cross-cultural communication mechanism in English multi-modal communication, promote the in-depth exchange and integration between different

cultures, and help the harmonious development of global multiculturalism.

## 5. Conclusions

This article focuses on the multimodal communication and cross-cultural communication mechanism of English as a global language. In the process of globalization, English has broken through the limitations of traditional communication and spread widely around the world by means of multimodal communication. It is clear that there are main modes of English multimodal communication, such as text, audio and video. Each mode has distinct characteristics, the text mode is suitable for deep learning, the audio mode is convenient to spread, and the video mode is rich in information and interactive. Together, they promote the popularization of English in different audiences.

In terms of cross-cultural communication mechanism, English multimodal communication builds an important bridge for it and carries rich cultural information. The construction of cross-cultural communication mechanism is inseparable from language ability, cultural cognition, communication channels, interactive strategies and psychological adjustment, which interact with each other and jointly promote communication between people with different cultural backgrounds. However, there are some limitations in this study, such as the lack of quantitative analysis of multimodal communication effect and the shallow research on the application of cross-cultural communication mechanism in specific situations. In the future, combined with emerging technologies, we can explore the specific impact of multi-modal communication on people with different cultural backgrounds, further optimize the cross-cultural communication mechanism, better adapt to the ever-changing global environment, and promote the harmonious coexistence, exchanges and cooperation of global multiculturalism.

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