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The Combination of National Image: A Study of International "Weak Communication" from the Perspective of Liquidity Theory

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Abstract:
Under the background of globalization and the change of information and communication technology, the construction of national image attracts much attention, and the theory of "weak communication" emerges as the times require. Based on Hall's "junction theory" and text analysis method, this paper studies famous video bloggers in the countries along the "One Belt and One Road" on the Douyin. The paper probes into the role of "weak communication" in the construction of national image. The research finds that "weak communication" can effectively enhance the audience's identity, eliminate cultural estrangement, overcome cultural barriers and enhance emotional ties through "weak language", "weak stand", "weak theme" and "weak social interaction". It is of great significance in cross-cultural communication. At the same time, its fragmentation, secondary, interpersonal, mass communication methods fit the theory of information diffusion, effectively improve the effectiveness of communication, image communication in China to provide theoretical and practical reference.

Keywords:
national image; joint theory,weak communication, intercultural communication

1 Introduction

With the deepening of globalization, the construction and dissemination of national image has become an important issue in the field of international relations. With the rapid progress of information communication technology, especially the popularity of the Internet, the communication pattern has undergone profound changes, and the power of folk communication has risen day by day, which has had a noticeable impact on the shaping of the national image. In this context, the theory of "weak communication", as a model different from the traditional official strong communication, has gradually attracted the attention of academic and industrial circles. However, the current research on "weak communication", especially the interaction between China folk "weak communication" and other countries' cultures in the international context and its influence on the construction of national image, still leaves much room for further discussion. Based on Hall's "engagement theory", this paper deeply study the characteristics of China's micro-folk "weak communication" in foreign communication, the effectiveness of communication methods and the acceptance of foreign audiences, aiming at revealing the mechanism of "weak communication" in the construction of national image and

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providing theoretical basis and practical reference for enhancing China's image communication ability on the international stage.

2 Literature review

2.1 Folk weak communication

Weak communication means "weak pole" communication effect mode which is different from official strong communication. Generally speaking, weak communication is a special mode of communication dominated by netizens and the public, and supported by the timeliness of information transmission and the universality of effect coverage on the Internet. China has always adhered to the linkage between the government and the people, and created an integrated mode of communication between the government and the people. This reflects the significance of adhering to the concept of harmony between man and nature in China's philosophy to promote the establishment and development of a lasting and effective public opinion field.

In recent years, due to the gradual decentralization of the right of communication to the lower level, people can easily use the "media access right" to release videos to spread the traditional culture around them, and the characteristics of timely and extensive network communication can easily attract the attention of the audience. The rise of this phenomenon has also attracted the attention of scholars. For example, Yin Pan's *Strategy analysis of spreading Chinese excellent traditional culture by short video in the view of weak communication theory-Taking the practice of China in Classics as an example,* this paper analyzes the short video communication strategy of traditional culture from three angles of emotional law, linking law and light rule of weak communication theory, and points out that the people have more potential to spread their feelings and to control the feelings of the "other" in promoting the spread of Chinese excellent traditional culture. In *The Formation Mechanism and Development Path of Community Economy: Based on the Perspective of Strong-weak Relationship*, Yang Yuxiu pointed out that "weak relationship" plays an important role in promoting the development of community economy, which proves that "weak communication" has a certain conduction and promotion role in the development of things groups.

Although scholars have analyzed the positive effects of audience's borrowing short video platforms and online communities for "weak communication" and their advantages for Chinese cultural communication from different dimensions, they have not connected this theory with "joint theory" to illustrate the influence of "weak communication" of China people and "joint" of other cultures under the background of global cultural integration, which is worthy of further study.

2.2 Joint theory

Its core definition lies in the way that two or more different elements can be connected together under certain conditions. It emphasizes that the connection between these elements is not fixed and innate, but has the characteristics of temporality, situational and contingency. That is to say, under different social, historical, cultural and other background conditions, various scattered and independent elements, such as different cultural concepts, social groups, political interests, etc., will be "joined" in a specific way, and then form a new unity or a new discourse structure, social relations and so on.

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In recent years, foreign friends in China have used video platforms to spread their own culture and China culture, and this phenomenon has attracted widespread attention and gradually attracted the attention of scholars. Domestic scholars study this theory from the perspective of cultural construction. For example, Xi Shaoying thinks that the success of Indian film overseas market can not be separated from the joint strategy of combining local culture with internationally (western) recognized values in "*Research on the joint strategy of international communication of Indian film industry-a case study of four Indian films*". Four Indian films are selected to analyze how to use "joint" to go to Indigenization, to build the joint practice of identity and re-Indigenization, and to realize the global spread of Indian culture, so as to provide reference for the external spread of China culture. Gu Zhun of the School of Journalism of Fudan University pointed out in "*Joining: A Pragmatic Discourse Mechanism for Spreading the Image of China" that the combination of local culture and factors such as "perception*" and "empathy" will help foreign audiences to increase their recognition and acceptance of Chinese culture.

However, these studies did not explore why these cases were "combined" successfully from the microscopic point of view, nor did they combine with the folk "weak communication" theory, thus explaining the benefits of the combination of the two for the spread of Chinese culture.

2.3 Question raised

Based on Hall's "engagement" theory, this paper will try to study and answer the following questions: In China's external communication, what are the different effects of folk micro-"weak communication" compared with official communication? What are the positive effects of folk micro-weak communication modes (fragmented communication, secondary communication, interpersonal communication and mass communication) on improving communication effect? How do foreign audiences feel and accept this kind of communication?

3 Research methods and process

In this paper, text analysis method is used to study. Text analysis is a systematic, objective and qualitative analysis method for text content. The sample of this study is the national video bloggers along the Belt and Road which are published on Douyin and other video platforms and related to China's content, and these bloggers are required to have a distinct influence and a huge number of fans. The selected bloggers mainly include "rose", "Ebo" and "Crooked Nut Research Association", all of which have millions or even tens of millions of fans, and their content styles and role positioning are also consistent with this study. Therefore, these bloggers are selected to be representative, which is convincing in investigating the communication effect of their videos related to China released on platforms such as TikTok on the national image construction along the Belt and Road.

4 Weak communication: the password to open the audience's "spiritual identity"

4.1 Weak language: strengthen the audience's sense of identity

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Under the "weak language expression", the mutual "combination" of Chinese culture and foreign culture will not only eliminate the understanding barriers and barriers of the audience to a certain extent, but also strengthen the audience's recognition of the contents of the videos released by bloggers. Social identity theory points out that people tend to identify with things that are similar to themselves or can represent their own groups. This theory is also applicable at the level of cultural communication. In the case, we can clearly find that the relevant bloggers do not spread their own culture blindly, but refer to the "China element" appropriately, and the strategy of spreading culture based on the similarities between foreign culture and Chinese culture will not only invisibly narrow the psychological distance with the audience, but also enhance the audience's recognition of foreign culture. In anthropology, cultural relativity emphasizes that different cultures have their unique values and meanings, and there is no absolute distinction between good and bad. "Weak language expression" may reflect the respect and understanding of different cultures, and avoid measuring and conveying information by a single cultural standard, thus making the audience feel the diversity and inclusiveness of culture and strengthening the audience's identity.

In order to further explore the unique role of "weak language expression" in promoting audience recognition, I deeply analyzed the components of this expression from five dimensions (simple vocabulary, unique language style, local grammar characteristics, local accent characteristics and local language and cultural background). Combined with the table, we can clearly find that the "weak language expression" adopted by bloggers in introducing their own and China cultures plays a significant role in enhancing the audience's recognition from the perspective of "engagement theory". Whether it is the combination of our simple vocabulary with the native language of China, or the combination of a little native grammatical features with the language and culture of China, it has achieved profound effects.

Table 1 Weak Language Expression: The Integration of Multiple Elements and Communication Effects

Identity construction	Native elements	Chinese element	Joint mode and meaning	Case
Weak language expression	Simple vocabulary in our country (such as Uzbek vocabulary)	Popular Chinese vocabulary	The combination of native simple vocabulary and popular Chinese vocabulary can form an easy-to-understand and distinctive language expression, lower the threshold of understanding, increase the sense of closeness and reduce the obstacles for the audience to understand.	Uzbek blogger Mina is in Xi 'an. When introducing Uzbek cuisine, she skillfully borrowed the method of "joining" by using "delicious" (Chinese) with the name of local cuisine (Uzbek).

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	Unique language style (such as the rhythm of Indian English)	Simple and clear Chinese expression style	Combining unique language style with Chinese expression style, and combining different language styles can make the content lively and interesting and attract the audience.	Indian blogger "Gao Ge's Happy Life" tells interesting stories about life in China in a language with Indian English rhythm, combined with concise Chinese expressions, so that the audience can easily understand.
	Local grammatical features (such as Russian noun case change)	Chinese grammatical habits	Keep some local grammar features and follow Chinese grammar habits, show language features and help content spread.	Russian blogger "Natasha Family" keeps the feature of Russian noun inflection in expression, and follows Chinese grammar at the same time, so that the audience can not only feel the charm of Russian, but also understand its meaning.
	Features of native accent (e.g. Arabic accent)	Characteristics of Chinese pronunciation and intonation	Combine the characteristics of local accent and Chinese pronunciation and intonation to create a unique phonetic style and enhance its appeal.	Egyptian blogger "Mu Xiaolong" speaks with an Arabic accent, which is combined with Chinese pronunciation and intonation to make his video more recognizable and attract the attention of the audience.
	Common sayings, proverbs, etc. in the national language and cultural background.	China's common sayings and proverbs	Using the common sayings and proverbs of the two countries skillfully in the video to enhance cultural understanding and resonance.	When introducing Iranian culture, Iranian blogger "Iran Little Cat" will quote Iranian proverbs, and also mention China proverbs with similar meanings to promote cultural exchanges.

Through the in-depth analysis of "weak language expression" in the perspective of "cohesion theory", we can clearly see its remarkable role in enhancing audience recognition. However, we can't ignore the possible problems. For example, some bloggers may not be able to accurately explain the real culture and distort the meaning because of unclear words or insufficient knowledge reserves when pursuing the communication effect of "weak language expression". This not only misinterprets the original culture, but also sends the wrong message to the audience. Moreover, when we think about the communication strategy of using "weak language expression", we should not only focus on a single element, but also fully consider the audience's

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psychology and other factors in combination with reality to prevent its communication effect from being absolute, thus repeating the mistake of "magic bomb theory".

Finally, we should not only realize the advantages of this communication strategy compared with "strong communication", but also comprehensively consider various influencing factors according to the actual situation. On the basis of comprehensive balance, the communication strategy should be used reasonably to achieve good communication effect.

4.2 Weak position: bridge the cultural gap

"Weak stance" is a unique communication strategy in cross-cultural communication. When introducing things to the audience, it skillfully uses a neutral and objective position and presents a positive and friendly attitude, thus effectively eliminating cultural barriers and finally promoting the exchange and understanding between different cultures. The cognitive dissonance theory of social psychology points out that individuals will feel some discomfort in the face of contradictory cognition, thus prompting them to change their attitudes or behaviors to reduce this dissonance. In the context of cross-cultural communication in China, the audience may have conflicts with foreign cultures due to cultural differences. However, since the blogger's "weak position" communication strategy has avoided the problems caused by different positions, it has further improved the communication effect.

Bloggers tend to adopt an objective and neutral attitude when introducing foreign "Water-splashing Festival" or "Russian art", which makes the audience's attitude when receiving information more inclined to "same-direction interpretation", thus strengthening the communication effect of "weak communication". I think this good communication effect can be observed from the two ends of the information cycle, that is, the starting point of the communicator's dissemination of information and the nature of the information that the audience is eager to accept. First of all, when spreading information, communicators prefer that the nature of the information they spread is "harmless" and "natural", making it easier for the audience to interpret and accept, thus earning traffic and attracting fans. Therefore, on the whole, it is a good choice to adopt the strategy of objective neutrality and appropriate integration at the level of cultural communication. Among them, the most prominent is Pakistani bloggers, who take an objective and neutral attitude to explain the "home culture" of Pakistan and China with the background of "China-Pakistan friendship" and try to explain their advantages and areas to be improved with an unbiased attitude. This not only "infected" the audience's psychology, but also found the same point through the common fragments of the "family culture" of the two countries, thus obtaining a good communication effect.

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Table 2 Weak Position: The Integration and Bridging Role in Cross-cultural Communication

Identity construction	Native elements	Chinese element	Joint mode and meaning	Specific case
Weak position	Domestic life scenes (such as traditional festivals, daily leisure, etc.)	China cultural elements (such as festive atmosphere, lifestyle, etc.)	Show domestic life scenes, add China cultural elements, present them in an objective way, and reduce the conflict caused by differences in positions.	When sharing the Songkran Festival in Thailand, Thai bloggers also mentioned that the Spring Festival in China also has a lively celebration atmosphere, allowing the audience to feel the joy of festivals in different countries.
	National cultural characteristics (such as art forms, folk traditions, etc.)	Interest points of China audience (holidays, etc.)	Combine the national cultural characteristics with the interest points of China audience, show it impartially, and enhance the attraction and identity.	When Russian blogger "Russian Art Tour" introduces Russian ballet, it will mention China audience's love for elegant art and attract China audience to pay attention to Russian culture.
	The values of one's own people (such as family values, friendship values, etc.)	China's traditional values (home culture, etc.)	Find the common ground of the values of the two countries, present them naturally and promote mutual understanding and acceptance.	Pakistani blogger "China-Pakistan Friendship House" shows the scene that Pakistani families attach importance to family ties, echoing China's family concept and deepening the emotional connection between the two peoples.
	Domestic social phenomena (such as education, medical care, etc.)	Relevant information in China (such as medical care, employment and other fields)	Objectively compare the social phenomena of the two countries, without making subjective judgments, and provide multiple perspectives for the audience.	When the Indian blogger "survey of education, India" shared the current situation of education in India, he also mentioned some characteristics of education in China, so that the audience could have a more comprehensive understanding of education in different countries.

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	The natural scenery of the country (such as mountains, rivers, etc.)	China people's love for nature.	Show the natural scenery of the country, arouse the emotional resonance of the audience in China and narrow the psychological distance.	Kazakhstan blogger "Beautiful Scenery of Kazakhstan" shows the magnificent scenery of mountains and grasslands in Kazakhstan, attracts China audience's yearning for Kazakhstan and promotes cultural exchanges.

The audience usually wants the information they receive to be "easy to understand" and "unbiased", because this kind of information rarely arouses the psychological antipathy of the audience and invisibly strengthens the resonance with the "information source". In the case, the audience's reaction to the "objective attitude" and "common point" communication strategies adopted by bloggers also illustrates this point.

4.3 Weak theme: crossing cultural barriers

"Weak theme" plays a unique role in cross-cultural communication, that is, it takes relaxed and daily theme content as a link, crosses cultural barriers and promotes communication and understanding between different cultures.

In cultural communication, due to the differences between different cultures, information will lose value in the process of communication. In the case, bloggers tend to use the common points between China and their own cultures to spread. These China cultures, which are closely related to the audience, together with the "weak themes" formed by the combination of foreign cultures that can attract the audience and are easy to understand, can not only facilitate the audience's interpretation, but also arouse their interest in reading.

Table 3 Weak Theme: Cross-cultural Communication with Relaxed and Daily Life as the Bond

Identity construction	Native elements	Chinese element	Joint mode and meaning	Specific case
Weak theme	The process of making local specialty snacks (such as making Dongyin Gongtang in Thailand)	Interesting things about learning to cook China specialty snacks (such as funny attempts when learning to cook pancake fruit)	Choose a relaxing and everyday theme to show the contents related to food in the two cultures and promote cultural exchange and integration.	Thai blogger "Thai Delicious" showed every step of making Dongyin Gongtang, from the preparation of ingredients to the cooking process, and also shared the interesting thing that the pancake shape was weird because he didn't master the heat and the amount of batter when he learned to make pancake fruit in China.

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	Traditional handicraft production steps (such as woven carpets in India)	Appreciation and learning of traditional handicrafts in China (such as learning simple stitches of Chinese embroidery)	By introducing the production of handicrafts, we can enhance our understanding and love of the traditional cultures of the two countries.	The Indian blogger "India Handicraft Art Tour" introduced the complex technology of hand-woven carpets in India, including pattern design, color matching and weaving skills. The video shows his own love for Chinese embroidery and makes the audience feel the charm of traditional handicrafts of the two countries.
	Domestic children's gameplay (such as Iranian jumping rope)	China children's game interaction (such as playing the eagle to catch the chicken with China children)	Take children's games as the theme, show the happy time of children in both countries and narrow the psychological distance.	Iranian blogger "Iranian Children's Fun Paradise" shared the scene of Iranian children playing rope jumping, and he also recorded himself playing the game of catching chickens with China children. The children's laughter and slapstick showed the pure friendship between the children of the two countries.
	Leisure activities in the natural scenery of the country (such as hiking in the Russian forest)	Outdoor leisure in China (such as playing Tai Chi in the park in China)	Compare the leisure activities of the two countries in natural scenery, and enrich the audience's understanding of different cultures.	Russian blogger "Explore Russia" showed the scene of hiking in the Russian forest. He walked along the path. At the same time, he also mentioned that he saw a lot of people playing Tai Chi in the parks in China, which made the audience understand the entertainment ways of people in different countries in nature.
	Small humor of domestic life (such as street anecdotes in Turkey)	Humor in getting along with friends in China (such as misunderstanding and funny things in language communication with friends in China)	Humor as the theme, showing the life interest of the two peoples.	For example, the Turkish blogger "Happy Trip to Turkey" shared interesting street stories on the streets of Turkey.

The audience will selectively contact different media content according to their own needs to get satisfaction about information, situations and so on. The relaxed and interesting content presented by the "weak theme" not only meets the entertainment needs and curiosity of the audience, but also attracts their attention

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and participates in cross-cultural communication. For example, Iranian bloggers showed Iranian children playing traditional games, which not only made the audience feel the innocence and happiness of foreign children, but also aroused their interest in learning Iranian culture.

The choice and presentation of "weak theme" is a clever way of cultural integration. Bloggers combine the cultural elements of their own country with the topics that China audiences are interested in, thus creating attractive and unique communication content. For example, when introducing Indian carpets, Indian bloggers' "Indian Handicraft Art Tour" not only showed the unique craftsmanship of carpets in other countries, but also shared their own experience of learning embroidery knowledge in China. In this contrast, the cross-cultural communication with the theme of handicraft art not only shows the color of Indian culture, but also highlights the integration of China and India in the art field.

Therefore, "weak theme", as a cross-cultural communication strategy, has important significance and value. It can cross cultural barriers and promote communication and understanding between different cultures. However, in practical application, it is necessary to pay attention to its limitations and constantly explore and innovate in order to better play its role.

4.4 Weak social interaction: the "warm power" to enhance emotional ties

"Weak socialization" is of great significance in cross-cultural communication. It presents the interaction between foreign bloggers or people and their friends and neighbors in China in a soft and infectious way, thus constantly strengthening the connection between different cultures in this interaction.

Observing this communication strategy from the "social support theory" of social psychology, we can find that the sincere and friendly scene displayed by "weak socialization" has brought positive social support to the audience. This will help to break the barriers between cultures and promote people of different cultures to accept and blend with each other.

Russian blogger "Bridge of Friendship between China and China" often records scenes of celebrating festivals and exchanging cultures with Russian friends in his videos, which shows the close relationship between friends of the two countries, such as making traditional food together and learning each other's languages. This kind of "weak social communication" not only makes the audience deeply feel the friendship between the two peoples, but also builds a good platform for cultural exchanges between China and Russia, so that the audience can have a deeper understanding of Russian culture and promote the cultural and spiritual exchanges between the two peoples.

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Table 4 Weak Social Interaction: The Construction and Strengthening of Cross-cultural Emotional Bonds

Identity construction	Native elements	Chinese element	Joint mode and meaning	Specific case
Weak social interaction	Scenes where neighbors share fruits and vegetables (such as Egyptian neighbors giving each other dates)	Sharing food experiences with China neighbors (such as sending Egyptian specialties to China neighbors)	Show the social model of friendship and mutual assistance between the neighbors of the two countries and strengthen emotional identity.	The Egyptian blogger "Life in Egypt" vividly recorded the scenes of exchanging dates, exchanging planting experiences and trivial matters between Egyptian neighbors, which effectively enhanced the deep feelings between the neighbors of the two countries.
	Exchanges between relatives and friends on traditional festivals in our country (such as Nawuluzi Festival in Kazakhstan)	Celebrate the lively scene of China Festival with friends in China (such as spending the Spring Festival with jiaozi and setting off firecrackers).	Through festival social scenes, the hospitality of the two peoples is reflected and cultural integration is promoted.	Kazakhstan blogger "China-Kazakhstan cultural exchange messenger" shared the joyful scene of relatives and friends gathering during the traditional Kazakh festival Nawuluzi, which made the audience fully feel the differences and similarities between the festival cultures of the two countries.
	Mutual assistance and cooperation in community activities in the country (such as community cleaning activities in Pakistan)	The process of participating in activities with China community residents (such as planting trees with China community residents)	Present social interaction in community activities and strengthen the ties between the two peoples.	Pakistani blogger "Batie Community Life" specifically shows that Qi Xin, a community resident in Pakistan, participates in cleaning activities together. This kind of transnational community cooperation has effectively brought the hearts of the two peoples closer.
	The hospitality of one's own people (such as the warm welcome ceremony in India)	Hospitality etiquette and culture in China (such as tea ceremony culture in China)	Compare the hospitality of the two countries, highlight friendship and sincerity, and promote mutual understanding.	Indian blogger "Indian Style" comprehensively introduced the tradition of Indian people's hospitality, such as welcoming guests with flowers, spices and traditional dances, which made people feel the unique charm of China's hospitality etiquette. Through comparison, the audience could have a deeper understanding of the cultural differences and common ground between the two countries.

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	Sincere communication between friends in China (such as frank dialogue between friends in Thailand)	In-depth communication and sharing with friends in China (such as sharing life insights with friends in China)	Show the sincere feelings between the two peoples with the theme of communication between friends.	Thai blogger "Sino-Thai Friendship Bridge" deeply shared the scenes of frank communication between Thai friends and his own experience of discussing the meaning of life and cultural differences with China friends, which made the audience deeply feel the profound friendship between the two peoples.

From the perspective of "Cohesion Theory", "weak socialization" has formed a unique cross-cultural social model by combining the social style of foreign bloggers with the social culture of China. The model not only retains the characteristics of foreign cultures, but also incorporates elements such as hospitality in China's social culture, making cross-cultural communication more natural. For example, the "China-China Friendship Ambassador" of Saxophone Tambo shows the scene of Kazakh people's warm hospitality to people in the video, and also introduces the etiquette in China culture. The presentation of this cross-cultural social model enables the audience to understand the commonness of the two cultures more comprehensively, thus further promoting the exchange and integration of the two cultures.

To sum up, "weak socialization", as a way of cross-cultural communication, has a positive role in enhancing emotional ties and promoting cultural exchanges. But we also need to constantly explore and improve the ways and methods of cross-cultural communication in order to achieve more in-depth and effective cross-cultural communication.

5 Connotation and function of "weak communication" communication strategy

In the post-new media era, the "weak communication" mode not only has the conventional communication effect, but also has remarkable effect in improving and exerting the efficiency of the four communication modes: fragmented communication, secondary communication, interpersonal communication and mass communication. From the perspective of "engagement theory", information diffusion theory is of great significance to the "weak communication" of video bloggers in countries along the Belt and Road. Information diffusion theory emphasizes the rapid spread and coverage of information, which is consistent with the characteristics of fragmented communication, secondary communication, interpersonal communication and mass communication. Secondary communication expands the scope of communication through the forwarding and sharing of the audience, which can enhance its communication power and make the information spread further. Interpersonal communication focuses on direct communication between people, which helps to promote the flow of information in interpersonal networks and improve the pertinence and persuasiveness of communication. Mass communication has a wide coverage, which can make information more effectively transmitted to a large number of audiences.

From the perspective of "Joining Theory", fragmented communication mode is conducive to the spread and diffusion of information. Bloggers such as "rose" use short and pithy content clips when presenting their own

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characteristic culture in the video, such as introducing a step of making characteristic snacks and a detail of traditional handicrafts. These fragmented information are easy for the audience to receive and share quickly, which accords with the characteristics of rapid information dissemination in information diffusion theory. Through the continuous dissemination of these fragmented information, the audience can gradually form an overall understanding of the country's culture, improve the efficiency of fragmented communication and make cultural communication more efficient.

The mode of "weak communication" can effectively promote the secondary communication of media content. For example, interesting videos published by bloggers are easy to arouse the resonance of the audience and prompt them to spread again. For example, the audience may share the video of the "Crooked Nut Research Association" to their social groups, thus further expanding the scope of communication. This kind of secondary communication is in line with the idea that information continues to expand in multi-level communication in information diffusion theory, which not only strengthens the communication effect, but also makes more people understand the relevant cultural information.

From the perspective of information diffusion theory, interpersonal communication plays a key role in weak communication. The sincere and friendly interaction between bloggers and friends and neighbors in China, such as participating in community activities and learning languages from each other, belongs to the scope of interpersonal communication. This kind of interpersonal communication is based on real emotional connection, and it has strong persuasiveness and appeal. Moreover, the theory of information diffusion also points out that interpersonal communication can promote the in-depth dissemination of information in a small scope, and these interactive scenes can make the audience feel the culture and customs of countries along the Belt and Road more deeply, thus enhancing the effect of interpersonal communication.

The theory of information diffusion emphasizes the multi-coverage and wide spread of information, which makes information naturally have the efficiency connotation of mass communication. Well-known bloggers in countries along the Belt and Road have a huge fan base, and their videos are spread through platforms such as TikTok, which has a wide coverage. This is a very typical mass communication. The theory of information diffusion also emphasizes the rapid spread and extensive influence of information in mass communication. The video content of these bloggers can spread to a large number of audiences quickly, so that more people can understand the cultural characteristics of different countries and effectively improve the effect of mass communication.

6 Summary and reflection

The paper mainly focuses on the differences between the "weak communication" behavior of bloggers along the "Belt and Road" and the official "strong communication", as well as the specific performance and the audience's response to this.

Through research, it is found that the folk "weak communication" behavior has the following characteristics: weak language, weak position, weak theme and weak social interaction. These four points together constitute the value significance of "weak communication" and its outstanding characteristics when it is different from the official "strong communication". In addition, this paper also focuses on the reaction of folk "weak

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communication" behavior in the audience.

In addition, the folk "weak communication" behavior is consistent with the characteristics of fragmented communication, secondary communication, interpersonal communication and mass communication. From the perspective of information diffusion theory, with the mature communication system in the post-Internet era as the pillar, "weak communication" has a more obvious role in promoting the communication effect of the above four communication paths.

Admittedly, there are still many shortcomings in the research, such as the failure to analyze the "weak communication behavior" of typical bloggers along the "Belt and Road" one by one due to the constraints of the actual situation. Furthermore, due to the limitations of the research platform and other factors, the results obtained in this paper may be somewhat biased.

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