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A study on the planning and mechanism of intercultural communication within the variety show "Divas hit the road" from the perspective of intercultural communication

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Abstract:
With the advancement and gradual complication of the wave of globalization, the previous scenario of merely communicating with Europe and the United States has gradually transformed into a new trend of regional and country-specific economic and trade exchanges and communications. During its hit broadcast, "Divas hit the road" significantly influenced Chinese audiences' cognition of Southeast Asia and also promoted cultural exchanges and communications between China and Southeast Asian countries. This article explores, through research methods such as questionnaire surveys and text analysis, how cultural exchanges and dissemination are carried out during the production process of "Flowers and Young Friends", and simultaneously analyzes its planning and mechanism in cross-cultural communication.

Keywords:
Divas hit the road, Cross-cultural Communication,Variety Show, Engagement Theory, Empathetic Communication

1 Introduction

With the advancement and increasing complexity of globalization, the previous scenario of blindly communicating with Europe and the United States has gradually evolved into a new situation of economic and trade exchanges and communication among regions and countries. In this context, cross-cultural communication and cultural integration have emerged as significant topics. Nevertheless, Chinese people have shown little interest in the cultures and products of neighboring countries and possess insufficient cognition. Meanwhile, Southeast Asian countries also hold misunderstandings regarding China's national image. At this juncture, the popularity of the variety show "Divas hit the road" has captured our attention. We have observed that some variety shows, including "Divas hit the road", have played a considerable cognitive role in Southeast Asia and, to a large extent, promoted the exchange and integration of Chinese and foreign cultures in the process of external communication. The design of numerous games and links in the program "engages" the exotic cultures of China and Southeast Asia, thereby providing a cross-cultural bridge for China to understand

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Southeast Asian culture.

We are intrigued by how the program "engages" different cultures through "digital cultural communication planning", "editing", "montage", or "program planning". What are the cognitive effects?

2 Literature review

2.1Cross-cultural Communication

Current research on cross-cultural communication mainly falls into two categories: domestic inter-ethnic cross-cultural communication and international cross-cultural communication. Research on domestic inter-ethnic cross-cultural communication often focuses on minority art and tourism. Qi Lijing studied the cross-cultural communication strategies of the Bai people's peacock dance in Globalization Background: A Study on Cross-cultural Communication Strategies of the Bai People's Peacock Dance as an Example. Duan Yaqing explored the cross-cultural communication logic of ethnic traditional art in the Logical Framework of the Unity of the Chinese Nation. Lu Jia looked for new developments in cross-cultural travel in Searching for Cross-cultural Communication and Sustainable Development in Tourist Destinations. In international cross-cultural communication, most studies take cross-cultural communication as the background, while some focus on the contribution of cross-cultural communication in other fields. In "A Study on the Theory and Practice of Music Integration into Foreign Language Education under Cross-cultural Communication Background," Wu Xuezhong explores new paths for foreign language education, Xu Ouqi in "A Study on the Innovation Points of Character Creation in Film under the Perspective of Cross-cultural Communication" explores the role of cross-cultural communication in the spread of film, Li Xiaofei's "A Study on Cultural Self-efficacy of Chinese College Students in Cross-cultural Communication" and Liang Chen's "A Study on the Cultivation of Cross-cultural Communication Ability of College Students under the Background of International Communication" focus on the role of cross-cultural communication in education. In the arts field, cross-cultural communication research is mostly used for domestic ethnic groups, while international art cross-cultural communication is rarely explored, and there has been no research on the planning and mechanism of cross-cultural communication in TV variety shows.

2.2Integration Theory

Integration theory was proposed by Stuart Hall, and integration refers to the formation of a new unified body under certain conditions when two different elements are combined. In the integration theory, the integration of things is non-deterministic and accidental, and the elements that undergo integration may be two completely different things. Chinese scholars have not conducted much research on integration theory, and most of it is concentrated on analyzing the intrinsic meaning of the theory. Zhou Xingjie in "The Aesthetic Implications of the Theory of Integration" reveals the leftist hue of the cultural study of the integration theory. Zou Weihua in his study of Stuart Hall's "articulation theory," felt that the theory provides value and significance for us to deeply understand the hidden interests of complex real-world societies, power relations, and ideological networks. Kong Susuyan in her study of "the application of articulation theory in cultural studies" argues that the theory provides new possibilities for interpreting the "China issue." In general, research on the articulation theory tends to focus on the theory's own meaning and connotation, as well as its application in

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the localization of cultural studies, but there has been no research on its application in cross-cultural communication and no research on the effectiveness of its application.

2.3The Variety Show of "Divas hit the road"

"Divas hit the road" is a reality show about outdoor travel that Hunan TV launched in 2014. There is not much research on it in academia, and most studies analyze it from the perspectives of its communication effects and program content. Liu Ruixing in his study "The Study of the Travel-type Reality Show 'Divas hit the road' from the Perspective of Communication Theory" explores the advantages and problems of its communication effects and provides communication implications for travel-type reality show programs. Sun Gege conducted a study on the official Weibo account of "Divas hit the road" through literature analysis, analyzing the program's communication content and identifying its characteristics. Zhang Andi explored the value of conflict elements in reality TV programs in "An Analysis of Conflict Elements in Reality TV Programs - Taking Hunan TV's 'Divas hit the road' as an Example." In summary, most studies on "Divas hit the road" have focused on its communication effects, communication content, and program content. No research has been found that analyzes the program from a cross-cultural perspective.

2.4Literature Review Conclusion

Combining the available literature, it is known that the academic community has studied cross-cultural communication, hybrid theory, and the TV program "Divas hit the road." However, no studies have been found that combine all three factors. This study will take a cross-cultural communication perspective, using textual analysis and questionnaire surveys, and employing hybrid theory and empathic communication to investigate how the TV program "Divas hit the road" "hybridizes" different national cultures, and analyze its strategies and mechanisms for cross-cultural communication.

3 Research Methods

This study employed the method of questionnaire survey and textual analysis to answer the above questions.

3.1 Method of Questionnaire Survey

The questionnaire survey began on July 17, 2024, and ended on July 25, 2024, with an online and offline approach. It was distributed through WeChat Moments, Weibo, and offline distribution, and a total of 309 questionnaires were collected. Among them, 286 were valid questionnaires, and 23 were invalid questionnaires. The demographic information of the respondents is presented in Table 1, which meets the conditions for conducting the study.

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Table 1 Demographic information of respondents

Educational background	Age	Gender		Sum
		Male	Female	
Junior high school and below		2	1	3
	18~30	2	1	3
High school/Technical school		19	7	26
	Under18	9	3	12
	18~30	5	3	8
	30~41	5	1	6
Junior college		17	25	42
	Under18		1	1
	18~30	16	21	37
	30~41	1	3	4
Undergraduate		88	104	192
	Under18	1	3	4
	18~30	81	96	177
	30~41	6	5	11
Master degree or above		16	30	46
	18~30	15	27	42
	30~41	1	3	4
Sum		142	167	309

4 Research findings and discussion points

According to the survey (as shown in Figure 1), over 90% of the respondents believe that "Divas hit the road" has had a positive promotional effect on Southeast Asia. By analyzing the program content, the author will focus on the following aspects that the "Divas hit the road" has changed the audience's perception: beautiful natural scenery, local customs, urban landscapes, the friendliness of local people, and the collision of Chinese and foreign cultures. For these aspects, the majority of respondents believe that the program has promoted their understanding of Southeast Asia in these areas.

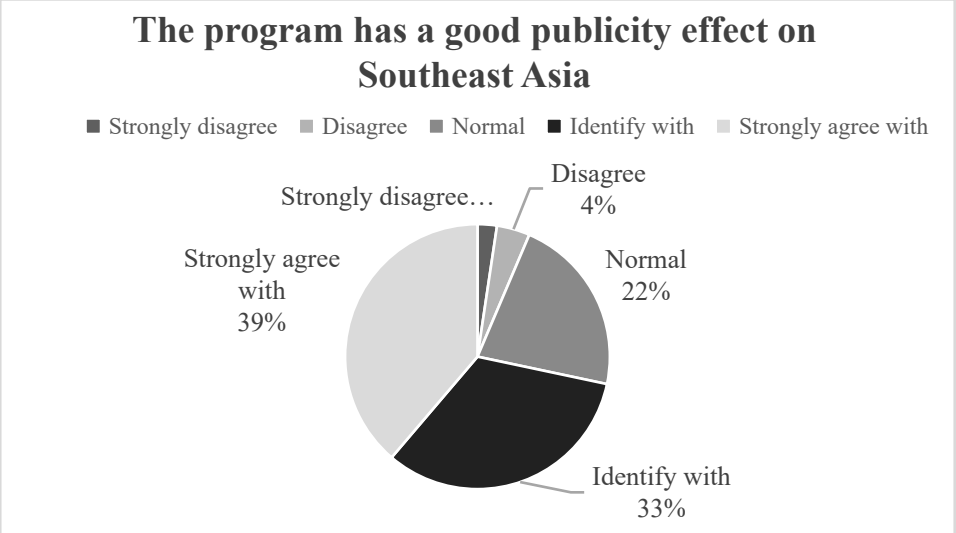


Figure 1 The publicity effect of the program on Southeast Asia

Stuart Hall believes that the way of connecting two or more different elements together under certain conditions, which is reflected as a relational practice of constructing unity in differentiated elements, is called "junction". Southeast Asia is adjacent to China, and there are many similarities between the two in terms of

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culture and lifestyle, but at the same time it has its own unique charm. At the same time, the number of China's outward exchange and cooperation projects has been increasing in recent years. In the cultural exchange and collision, the cultural differences between China and Southeast Asia have become the cultural exchange points, i.e. the "junction points" of culture. Through the design of relevant elements such as segments, the program team aims to bring cross-cultural resonance to audiences while integrating Chinese and Southeast Asian cultures to construct a transcultural bridge for cultural communication between China and Southeast Asia.According to the survey (as shown in Figure 2), audiences have a higher level of recognition for the program's beautiful natural scenery in Southeast Asia, local customs, urban landscapes, and the collision of Chinese and foreign cultures. Therefore, this study will conduct an in-depth analysis of the four aspects mentioned above in terms of cultural integration and exchange.

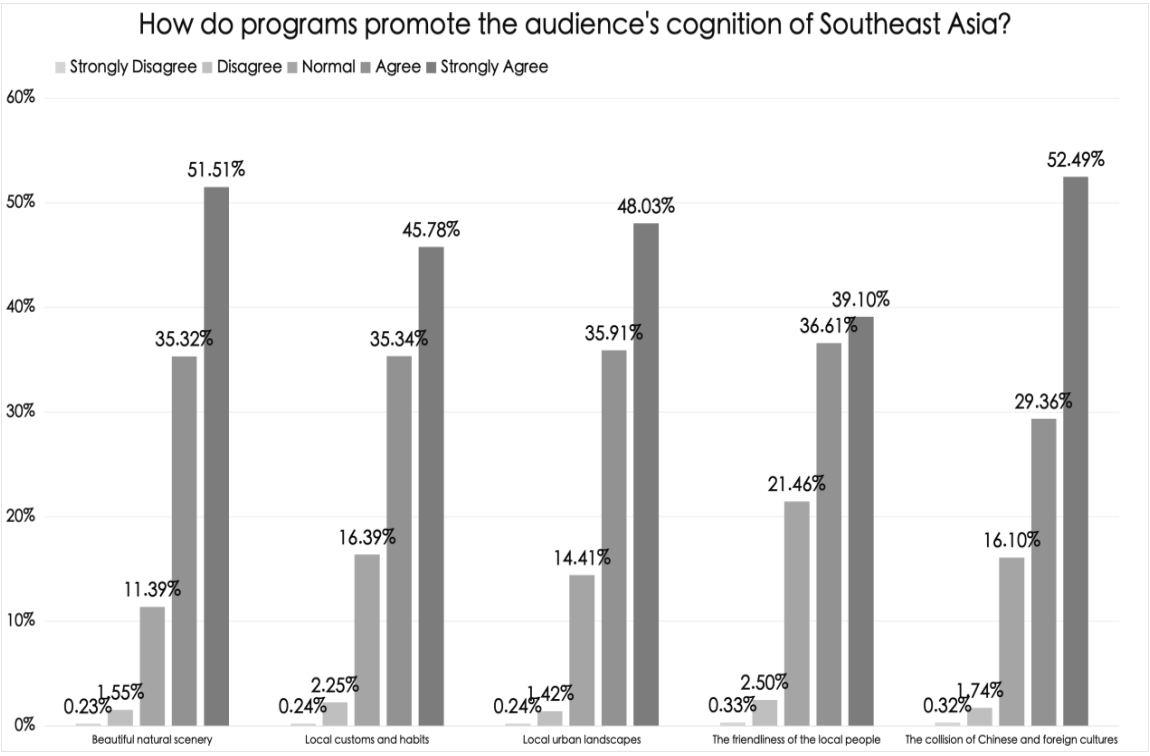


Figure 2 Cognitive promotion effect of the program on Southeast Asia

4.1 Planning the Topic: Microscopic Perspective from the Mass Discourse

By using empathy techniques reasonably, communicators pay attention to the emotional feelings of others and gain mutual interpretation and emotional resonance with their communication content from different cultural audiences, which can achieve better communication effects. The term "empathy" originates from psychology and refers to "the emotional response an individual makes to another's emotional state or situation, which is equivalent or similar to the feelings the other person is experiencing or may be experiencing." Scholar Wu Fei believes that "love, effective communication, focusing on the object and the situation are the basis for empathy." Empathy communication is a mutual emotional and spiritual resonance and extension between two or more subjects in information exchange activities, and there is a roughly similar interactive phenomenon in terms of cognition and understanding of the information content.

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During the program recording in Thailand, the guests experienced Thailand's traditional Songkran Festival, which has the same cultural origins as China's Dai people's Water Splashing Festival, both of which originate from the spread of Theravada Buddhism. Like the Water Splashing Festival in China's Dai people, Songkran Festival in Thailand also centers around water, where people splash each other with clean water to express blessings and wish for good luck and long-lasting happiness. Thailand's Songkran Festival has also innovatively integrated elements of a music festival, making it more culturally distinctive. The same cultural background and the same cultural connotation make audiences better able to fully understand the rich connotations behind them, which is more conducive to cultural exchange and communication.

4.2 Site selection: Similar perception of scenery aids cultural identity recognition

As a travel variety show, visual impact and travel experience are the outermost media scenes of "Divas hit the road". The tight travel schedule set by the program makes the natural scenery displayed on the trip the most impactful. For example, the Bromo volcano in Indonesia is quite different from the volcanic scenic spots in China, but as similar geological landscapes, they have something in common. The Mekong River, which runs through Myanmar, Laos, Thailand, Cambodia, and Vietnam, is also the Lancang River in China... In the program, the on-site demonstration and narration by the guide and the media presentation of related travel methods and scenery make the relevant scenery collide and compare in the audience's impression.

At the same time, tourists will have multiple physiological, emotional, cognitive evaluation, and behavioral tendency activities while gazing at exotic cultures and exploring new landscapes. At this time, the tourists' individual identity psychology is gradually strengthened by their own experiences. With the awakening of tourists' perception of the destination culture and the recall of their cultural memory within their own cultural circle, further stimulating people's rational cultural cognition, emotional emotional attachment and behavioral choice intention, ultimately achieving the construction of foreign cultural identity.

4.3 Personnel Setting: Foreign Local Guides Build Communication Bridges

The complex, multi-ethnic relationships and diverse religious and cultural traditions in Southeast Asian countries make their culture complex and diverse, with many differences from Chinese culture. At the same time, due to domestic market restrictions, ethnic and religious conflicts and other restrictive factors, many countries in Southeast Asia will have a strong dependence on external forces and inherent fragility, leading to a dependence and trust in Western forces, driving the penetration of Western ideologies, and causing the widespread dissemination of the defamation of China's national image in Southeast Asia.

In the program, a foreign local student studying in China will serve as the guide for the guests on each leg of the journey. With their understanding of both cultures and the intercultural commensurability, they mainly undertake the task of answering questions about exotic foreign cultures and introducing Chinese and foreign cultures for comparison. Such a setup not only avoids misunderstandings caused by cultural differences, lowers the communication barriers between the two sides, but also promotes cultural exchanges and helps Chinese and foreign audiences better understand each other's cultures.

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4.4 Value Exploration: Unveiling Common Core through Developing Appearances

Asian values specifically refer to the official ideology of authoritarianism in some East Asian countries and the synonym of the "mainstream values" they advocate. Inheriting traditional East Asian civilization, Confucianism provides the theoretical basis for it. It upholds the values of family, collective, and society above individual values, emphasizing order and harmony. In the late 20th century, Singapore and other countries in the region achieved high economic growth and rapid urban development, creating the "East Asian miracle." They all advocated Asian values; China, at the same time, rode the spring breeze of reform and opening up, and its economy, urban development, and other aspects were developing at an extraordinary pace, walking out of its unique Chinese path. Although blindly advocating Asian values is wrong, it cannot be denied that the Asian values advocated by Southeast Asian countries and the establishment of a new form of human civilization and a community of human destiny advocated by China today all bear the same vein - Confucian culture. The show's depiction of Singapore's highly urbanized development and open and inclusive cultural atmosphere, combined with the foreign guides' explanation of Confucian culture, which is both promoted by China and Singapore, and the harmonious and friendly atmosphere created by the show's guests, provides viewers with a strong sense of attraction and familiarity. The official support of the Singapore Tourism Board and the show's presentation of Singapore's diverse tourism offerings also reinforce the same cultural thread, making Singapore's "Garden City" national image even more deeply rooted in people's minds.

5 Planning and mechanism of cross-cultural communication

5.1 Help cultural exchanges with local perspectives

In the theory of encoding and decoding, Stuart Hall pointed out that under the influence of various factors, such as cultural level, social environment, knowledge structure, decoding context, and social relationship between the sender and the receiver, the audience will make different decoding when receiving media information. In general, the audience's interpretation of communication content can be divided into three ways, namely, vertical interpretation, dominant interpretation and coordinated interpretation. In the process of internal communication of cultural programs, because the bearer and the recipient are usually in the same cultural context, the program's intended value is interpreted in a dominant or coordinated way, and the audience is prone to empathize after receiving the media information, thus achieving the purpose of cultural communication. In the process of external communication, due to the influence of cultural environment, when foreign audiences receive the same kind of media information as domestic audiences, due to the differences in decoding context, they usually interpret the media information in the process of cross-cultural communication in a neutral state, and the cultural ideology intended to be expressed by the program will be misunderstood, and the communication effect will be greatly affected.

When disseminating its content, "Divas hit the road" delves into the familiar situations and contexts of local audiences through experiential participation, transforming the confrontational decoding state into a rational and inclusive form of communication, and dispelling the cultural conflicts of foreign audiences through local experience and local perspective. Communicate Chinese stories in vivid expressions that can be understood by the other party in cultural differences. Compared with hard publicity, the program team uses softer and

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more interesting publicity methods to create a common meaning space for audiences at home and abroad. Through the exchange of programs, people from different cultural backgrounds continue to enhance their common understanding of the "community with a shared future for mankind" and help exchanges and mutual learning between Chinese and foreign civilizations.

5.2 Focus on the core of humanity and emotional narration

In the interactive ritual chain theory, Collins pointed out that when two or more people gather in the same space, whether they care about each other's existence or not, they will have an impact on each other's behavior. Moreover, through the emotional exchange generated by real experiences, members' group consciousness and emotional resonance can be further enhanced. Programs with humanistic spirit core can arouse the audience's thinking through emotional transmission, establish correct values and cultural identity, and multi-dimensional situation construction is more likely to arouse the audience's emotional resonance. "Divas hit the road"creates the emotional core of the slow variety show. The atmosphere and story presented by the program have both authenticity and sincerity. In a natural state, it outputs values and achieves the communication effect of empathy.

During the journey, the guests of the program deeply experience and appreciate the beautiful scenery and different cultures of different countries, talk about transnational friendship and make new friends. The program team breaks down the grand narrative theme of "The Belt and Road" into a subtle perspective of people's livelihood in front of the camera, which is easier to resonate with overseas audiences, so as to highlight China's image, and let the power of win-win cooperation reach the people's heart.

5.3 Pay attention to communication and cooperation, and build cultural bonding points

Empathy communication will generate emotional resonance through the transmission, diffusion and sharing of common or similar emotions, and ultimately form an emotional community, which helps audiences from different ethnic and cultural backgrounds bridge the cultural gap caused by political, social, historical and other factors. The recording of the "Divas hit the road" visited several countries that implement mutual exemption or visa on arrival in China's foreign policy, and also visited France, which coincided with the Sino-French tourism Culture year and held the 32nd Olympic Games, China and friendly countries' mutual help and mutual benefit, It is the significance mining of "Chinese circle of Friends" further in "The Story of Few Friends with Flowers". The Sino-foreign partnerships that punctuate the trip with ease at times reveal the coming of the "visa-free era" and what it means to maintain partnerships between countries.

In Xishuangbanna, Yunnan Province, the program guests boarded the China-Laos railway, asked the crew questions and chatted with passengers on the EMU train, and conveyed to the audience the remarkable achievements of the cooperation between China and Laos in railway and power grid and the rapid development of the China-Laos economic corridor in such a voice environment. Indonesia's Jakarta-Bandung high-speed railway, Bali power plant and Oman copper smelter also bear witness to the friendly cooperation between China and Indonesia. Such emotional resonance reduces the cultural barriers between the two sides, provides a platform for cultural exchange, and builds a cultural junction in cooperation and communication. Such cultural exchange background support is stronger and more firm, and cultural bonding is more diverse and more solid.

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6 Reflection and summary

6.1 Promote cultural communication from "cross-cultural" to "Transcultural"

Chinese scholar Shi Anbin believes that the transcultural communication theory is the transformation and upgrading of cross-cultural communication theory. Transcultural communication emphasizes the full understanding and respect of the target audience, the objective "transformation" of the multi-communication dimensions such as the content and mode of cultural communication, and tries to blend, integrate, dialogue and interact with the local culture, so as to change cultural estrangement and cultural discount into cultural identity. In the current era of globalization, cross-cultural communication carried out with a seemingly higher attitude is obviously no longer suitable for cultural communication and exchange, and can no longer meet the needs of global cultural complexity.

Transcultural communication emphasizes equal communication and dialogue among different countries and cultures, upholds an international communication concept of openness, inclusiveness and cultural equality, and generates new cross-cultural subjects and social and cultural forms through exchanges and transitions. At the level of communication effect, the main body of transcultural communication is more diversified, the mode of communication is more humanistic life, the communicator has the subjective choice and creation ability of the content, and the audience is actively accepted. In the process of moving from cross-cultural communication to transcultural communication, we can also adopt the principles of empathic communication, micro-narrative, negotiation and expression, focusing on humanity, respect and tolerance to promote cultural exchange and communication.

6.2 Give full play to the role and advantages of group culture communication

Overseas Chinese groups and overseas students have certain advantages and functions in cultural communication and national image communication. Especially in Southeast Asia, influenced by historical factors, the number of Chinese groups accounts for a large proportion of the total population. They can break cultural barriers by seeking for the commensurability between cultures, thus becoming the main audience and one of the important subjects of cultural communication in China. Overseas Chinese are familiar with foreign languages and local cultures, and through telling Chinese stories well and people-to-people exchanges, they can effectively realize policy communication and people-to-people bond. However, under the influence of historical factors, there is still a phenomenon of "Chinese exclusion" in Southeast Asia and some neighboring countries, and the evaluation of local Chinese loyalty has brought certain troubles to Chinese groups. Therefore, under the influence of multiple factors such as survival and development environment, it is difficult to carry out cultural communication with the help of overseas Chinese. In addition, the differences in environment and context formed by some overseas Chinese youth groups in the long-term development have led to low interest in Chinese culture, low sense of identity with Chinese images, and more or less certain cognitive biases, resulting in limited development of Chinese groups in the process of cultural exchange.

The advantages of overseas students in cultural communication also need to be further explored. Both the foreign students studying in China and the Chinese students abroad are important folk forces for cultural communication and exchange, which is very suitable for cultural exchange from micro-narrative and soft nar-

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rative. Students studying abroad can help spread Chinese culture and improve the effect of cultural communication, which has certain advantages in promoting people-to-people exchanges between the two countries. However, the effectiveness and advantages of international students in telling Chinese stories and spreading Chinese culture have not yet been highlighted. Therefore, the resource advantages of Chinese overseas Chinese groups and overseas students groups should be further explored and utilized.

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