



An Analysis of the Development of Zhuang Cultural Communication from the Perspective of Cross-cultural Communication

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Abstract

As globalization continues to deepen, interactions among countries are increasing, fostering closer encounters and integrations among diverse cultures. Against this backdrop, as a significant representative of China's ethnic minority cultures, Guangxi Zhuang culture faces both challenges and opportunities in engaging in exchanges with other global cultures. Located in the southern border of China, The Guangxi Zhuang Autonomous unique geographical location and rich cultural traditions endow it with a unique position and far-reaching influence in cross-cultural communication. Through such communication, it can enhance global understanding of the ethnic minority cultures in southern China, promoting cross-cultural exchanges and dialogue, which holds significant importance and far-reaching implications for shaping the national image and enhancing national soft power. This paper uses the literature research method and the case study method to explore the current state of communication of the Zhuang culture. The aim is to provide suggestions and opinions on the current problems.

1. Introduction

The research, which is on the development of Zhuang culture, is conducive to enhancing the understanding of specialty tourism and can improve research on cross-cultural tourism. The research ways of the study on the development of Zhuang cultural communication from a cross-cultural communication perspective and the research process needs to be further improved. The solution of the situation of Zhuang culture dissemination can improve the status of special tourism and further expand the scope of international special culture research. The research on the development of Zhuang culture communication from the perspective of cross-cultural communication is conducive to promoting Chinese culture to the world, enhancing our cultural soft power as a whole, spreading the concept of peace, and creating a favorable external environment for our national development.

However, to provide a rigorous academic analysis, this study must move beyond general descriptions. Therefore, this study addresses the following research questions:

What are the current strengths and weaknesses of Zhuang cultural communication in the cross-cultural context?

What factors facilitate or hinder the effective dissemination of Zhuang culture internationally?

What strategies can enhance the cross-cultural communication of Zhuang culture?

This paper is organized as follows: Section 2 reviews relevant literature and defines the methodology. Section 3 analyzes the characteristics of Zhuang culture. Section 4 discusses

interpersonal differences between Zhuang and Western cultures. Section 5 presents the current status of dissemination. Section 6 analyzes the advantages and disadvantages. Section 7 offers recommendations, followed by the conclusion.

2. Literature Review and Methodology

2.1 Literature Review

Intercultural communication, established as a distinct discipline in the 1970s, examines how people from different cultural backgrounds communicate. Early scholarship by Hall (1976) emphasized the role of context, while Hofstede (1980) focused on cultural dimensions such as individualism versus collectivism. In the Chinese context, research on intercultural communication began in the 1980s and has since expanded rapidly.

Current definitions of intercultural communication generally categorize it as: (1) interpersonal interaction between people from different cultural backgrounds constructing meaning; (2) the encoding and decoding of information across different contexts; and (3) a symbolic exchange process where effectiveness is influenced by differences in symbol systems.

In the context of "culture going global," foreign cultural communication is not merely information transmission but a strategic activity to project soft power. As noted by scholars like Nye (2004), soft power relies on the attractiveness of a country's culture. For China, transforming cultural resources into cultural influence requires effective cross-cultural communication strategies that bridge the gap between domestic production and international reception. This paper situates the Zhuang culture within this broader framework, analyzing how an ethnic minority culture navigates the global stage.

2.2 Methodology

This study employs a combination of literature research and case study methods to examine the current state of Zhuang cultural communication.

2.2.1 Literature Review Strategy

The literature review was conducted using the following databases: CNKI (China National Knowledge Infrastructure), Wanfang Data, and Google Scholar. Keywords used in the search included combinations of the following terms: "Zhuang culture," "cross-cultural communication," "intercultural communication," "ethnic minority culture," "cultural dissemination," "Guangxi," and "cultural soft power." The search covered publications from 2000 to 2024. Inclusion criteria required that sources be peer-reviewed journal articles, academic dissertations, or officially published books; sources were excluded if they lacked relevance to Zhuang culture or cross-cultural communication theory.

2.2.2 Case Study Selection Criteria

Cases were selected based on the following criteria: (1) they represent major channels or events through which Zhuang culture is disseminated internationally; (2) they have sufficient documentary evidence for analysis; (3) they demonstrate diverse forms of cultural communication (festival events, expo platforms, media productions). The selected cases include the Zhuang "March 3rd" Festival overseas celebrations, the China-ASEAN Exposition, and film/television works co-produced with ASEAN countries.

2.2.3 Analytical Framework

This study adopts an analytical framework grounded in cross-cultural communication theory, particularly drawing on Hall's high-context/low-context communication theory and the concept of "cultural discount" as developed in the field of international cultural economics. The framework guides the analysis by focusing on how cultural content is encoded, transmitted, and decoded across cultural boundaries, and what factors influence the effectiveness of this process.

2.2.4 Identification and Validation of Advantages and Disadvantages

The advantages and disadvantages of Zhuang cultural communication were identified through thematic analysis of the literature reviewed, supplemented by case study observations. To ensure validity, findings were cross-referenced against multiple sources, and patterns were triangulated across different types of evidence (policy documents, academic literature, media reports, and event records).

3. The characteristics and connotations of the Zhuang culture

Guangxi Zhuang culture is a treasure within the cultures of China's ethnic minorities. To successfully promote its cross-cultural communication, it is essential to first deeply understand its characteristics and connotations in order to effectively convey its unique features to the outside world. The characteristics of Guangxi Zhuang culture mainly encompass four aspects: Firstly, it boasts a profound historical and cultural accumulation. Guangxi has a long history and rich cultural traditions, and the Zhuang people uphold the cultural heritage left by their ancestors, transmitting the Zhuang language, script, traditional crafts, and more. Among these, the Zhuang script, an independent writing system, is one of China's five major scripts and holds significant historical and cultural value. Secondly, it is a melting pot of multiple ethnicities. Guangxi is a region where multiple ethnic groups reside, and the Zhuang culture has long exchanged and integrated with the cultures of the Han, Miao, Yao, and other ethnic groups, forming a unique multicultural landscape. Therefore, Guangxi Zhuang culture has preserved its unique characteristics while absorbing the essence of other ethnic cultures, presenting a colorful and diverse tapestry. Thirdly, it possesses rich ethnic flavors. The ethnic customs in Guangxi are strong and evident in areas such as clothing, architecture, cuisine, music, and dance. Zhuang clothing is colorful and magnificent, architectural craftsmanship is exquisite and unique, Zhuang cuisine has its own distinctive features, and music and dance are passionate and enchanting, showcasing the Zhuang people's love and pursuit of life. Fourthly, it has a unique religious culture. Guangxi Zhuang has a rich tradition of clan culture, with customs such as the family system and clan sacrifices that have been passed down to this day. Clan culture plays an important role in cohesion and transmission within Zhuang society and is a crucial manifestation of the emotional bonds among the Guangxi Zhuang people. A deep understanding of the characteristics and connotations of Guangxi Zhuang culture can effectively avoid the ineffective communication mode of merely transmitting forms without conveying essence, thereby facilitating the smooth development of cross-cultural communication, expanding the breadth and depth of cultural exchanges, enhancing the effectiveness and influence of cultural communication, and promoting the inheritance and innovation of ethnic cultures.

4. The differences in interpersonal relationships between Zhuang culture and the national cultures of English - speaking countries and their cross - cultural communication

Interpersonal relationships refer to the connections between people. They constitute one of the crucial environmental factors involved in cross-cultural communication. The main factors influencing interpersonal relationships include cultural factors, social factors, psychological factors, and natural geographical and spatial factors. Since people from different cultures acquire different worldviews, values, cognitive styles, norms, as well as roles and role behaviors during socialization, the ways of handling interpersonal relationships and the basic principles of such relationships can vary greatly across cultures. In terms of cultural factors, Mr. Jia Yuxin once said: Traditional agricultural culture inevitably shaped a patriarchal social structure maintained by blood ties in China, which in turn led to a hierarchical orientation in interpersonal relationships in Chinese cultural history, with a differentiated mode of association becoming a social reality. In contrast, maritime culture shaped a completely different social structure according to its own requirements, where individual-orientation replaced group-

orientation; a society based on contractual relationships replaced the patriarchal family society bound by blood ties. As a result, individualism led to parallel or equal interpersonal relationships.

Although influenced by Han culture, the Zhuang ethnic group, which is based on rice farming, still has its own characteristics in interpersonal relationships. Influenced by "Na Culture" (rice culture), the Zhuang people exhibit a clearly gentle, respectful, and courteous code of conduct in social relations. They interact with others and other ethnic groups with humility and politeness, avoiding conflicts and emphasizing harmony among people. The Zhuang people, who live by the "Na" (rice fields), call their homes "ranz" (lan), which has three meanings: home, house, and surname. These stilt houses cluster together, mainly linked by blood ties, and their arrangement is deeply influenced by the proximity of blood relationships. They generally form small clusters of stilt houses, which then expand into larger clusters or neighborhoods of related families, taking care of each other. Internally, families unite under the leadership of the clan chief or village elder to protect the peace of each family, maintain harmony within families, mediate disputes, and ensure the continuation of the bloodline. In Zhuang areas, helping others and resolving difficulties for them has become a traditional custom and value. Often, villages serve as units, where people, regardless of poverty or wealth, family background, or even ethnicity, follow the ancient Zhuang custom of "duorao system" or "da beigong" (mutual labor exchange). Whenever there are production activities such as spring planting and autumn harvest, house moving, or building construction, everyone in the village will come out collectively to help without compensation. In life events such as weddings and funerals, they also actively lend a hand, considering it a necessary obligation. Externally, the clustered clans often display a strong sense of collectivism. For instance, if someone in the clan attains a high position, it is considered a glory for the entire clan and becomes a bargaining chip in the clan's external interactions. If someone in the clan is harmed, the clan generally unites externally to protect its members. The strong sense of kinship cultivated by families and clans permeates every Zhuang village. Coupled with the concept of extended kinship that maintains social relations like "everyone in the world is a close neighbor and brother," people always feel a sense of intimacy and harmony within this environment. The Zhuang people's tendency towards extended kinship in maintaining social relations is best reflected in their titles. Regardless of age, Zhuang people generally do not address each other using "you" or "I." Instead, they politely use respectful titles (or nicknames) based on their generation. Younger people respectfully address older people, humbly referring to themselves as "yu" (I), "xiao de" (little one), or "zai xia" (myself below); older people use nicknames for younger ones ("yu" or childhood names) and refer to themselves based on generation and closeness. I still vividly remember returning to my hometown in the countryside when I was young and being called "gu po" (aunt) by someone over 20 years older than me, which puzzled me greatly. In contrast, American culture does not have titles based on generation and closeness like in Zhuang culture. Friends, acquaintances, superiors, subordinates, and even family members are accustomed to addressing each other by their first names, reflecting equality in interpersonal relationships, which is inconceivable and a major breach of etiquette for the courteous and respectful Zhuang people. Furthermore, in American culture, it is difficult to sense a strong sense of kinship among family members or clan members. This is because Americans have always emphasized individual freedom, pursuing self-actualization, personal struggle, attaching great importance to individual rights and privacy, and emphasizing individuality, self-expression, and accountability. It is rare to see situations where "one person's success brings prosperity to the whole family" or where "one bad apple spoils the bunch." Among families, there is little mutual care, and they rarely appear collectively externally. When the newly elected American President Obama took office, newspapers reported that his aunt was deported for illegally staying in the United States. This is difficult to understand in the Zhuang society where "emotion is paramount." On the contrary, this reflects the independence and self-reliance in interpersonal relationships in American culture. American culture emphasizes self-reliance and

self-dependence, expecting others to do the same. Even when helping family members or friends in distress, it is out of voluntariness rather than obligation. Therefore, in cross-cultural communication activities, it is not difficult to observe a phenomenon: Foreign friends often feel somewhat at a loss in the face of the Zhuang people's hospitality, while Zhuang friends rarely feel the strong affection they expect from Americans, like a stone thrown into a river, occasionally causing just a ripple.

5. The current situation of the dissemination of Zhuang culture in Guangxi

5.1 Cross-border Celebration of Traditional Festivals

In recent years, Guangxi has implemented the "going out" strategy by hosting cultural events such as the China-ASEAN Exposition and the International Folk Song Art Festival, as well as broadcasting cultural programs on television media, creating a new model for cultural export. Cultural exchanges with Southeast Asian countries have yielded positive results. Breaking away from the traditional practice of holding international festive events solely in Guangxi's Zhuang ethnic majority areas, the Guangxi Ethnic Arts Research Institute has taken the local traditional "Zhuang People's March 3rd" festival overseas to Thailand and Vietnam. By inviting foreign guests in, traditional festive culture has been taken out. In October 2017, China and Cambodia collaborated on the large-scale stage performance "Angkor Dynasty," which integrated theater, entertainment, and dining, highlighting the positive development trends between China and ASEAN countries in the context of the Belt and Road Initiative. In 2019, the World's First Rice Noodle Conference was held in Nanning, Guangxi, where various types of domestic rice noodles were "boiled," showcasing Guangxi's food culture as a "rice noodle paradise" and providing a one-stop experience for people on-site regarding rice noodles.

5.2 China-ASEAN Exposition: Building a Platform for Culture

Since 2004, Guangxi has successfully hosted 16 China-ASEAN Expositions (hereinafter referred to as the "Exposition"). The 14th Exposition in 2017 expanded participating countries westward to the UK, the westernmost end of the Silk Road Economic Belt, and southward to Singapore, broadening areas of exchange and deepening cooperative relations with Singapore. At the 16th China-ASEAN Exposition in 2019, ASEAN countries continued to achieve impressive results. An increasing number of ASEAN enterprises enthusiastically participated in the Exposition, diving into the vast China-ASEAN market. ASEAN countries had a total of 1,548 booths, accounting for 28.6% of the total number of booths, an increase of 7.1% year-on-year. Seven ASEAN countries, namely Vietnam, Indonesia, Cambodia, Laos, Myanmar, Malaysia, and Thailand, occupied entire pavilions, with Vietnam leading the number of ASEAN country booths with 250. The "Nanning Channel" facilitated by the Exposition has provided a reference for other cities in Guangxi to actively integrate into the national Belt and Road Initiative, building an economic platform for culture.

5.3 Promoting Guangxi Culture Through Film and Television Works

In 2016, the "Chinese Animation" column co-produced by Guangxi People's Broadcasting Station and Cambodian National Television officially debuted on Cambodian National Television, with the Chinese classic animation "Journey to the West" serving as the first dubbed animation of the column, earning unanimous praise from Cambodian audiences. In 2017, Guangxi established the "ASEAN Language Film Dubbing Center," focusing on breaking communication barriers in Guangxi's external promotion. The game "Fishing Joy" developed by Guilin Lihang Network Technology Co., Ltd. entered the Thai market and was enthusiastically pursued by foreign young people. Documentaries co-produced by China and ASEAN countries, such as "New Maritime Silk Road" and "Tales of Time," were broadcast in ASEAN countries, attracting ASEAN audiences with exquisite compositions and vivid plots, sparking a wave of Zhuang people's Buluotuo culture.

6. The advantages and disadvantages of the external dissemination of Zhuang culture

6.1 Advantages

6.1.1 Government Support and Effective Policies

In 2013, when participating in the review of the implementation of the Belt and Road Initiative in Guangxi, General Secretary Xi Jinping proposed to position Guangxi as a key economic linkage gateway for the development of the Belt and Road Initiative, leveraging Guangxi's unique geographical advantages to establish it as an important strategic support point in the process of the Belt and Road development. In 2016, the inaugural year of the upgraded China-ASEAN Free Trade Area, to further deepen economic and cultural exchanges and cooperation between China and countries along the Belt and Road, a seminar on ASEAN economic and trade relations, hosted by the Ministry of Commerce of China and organized by the China-ASEAN Exposition, kicked off in Nanning, Guangxi, on April 16, 2019. To date, the seminar has successfully held 11 sessions, attracting participation from 200 enterprises from the ten ASEAN countries. This has positive practical significance for exchanges and cooperation between China and countries along the Belt and Road, as well as for inspecting local socio-economic achievements and traditional cultures.

6.1.2 Connected by Land and Sea, Strategically Positioned

The Guangxi Zhuang Autonomous Region is located in southern China and is the only coastal autonomous region in the country. It borders Vietnam on land and faces the Beibu Gulf on the sea, with a long coastline, developed ports, and a strategic geographical location facing Southeast Asia. It serves as the most convenient sea passage for southern China. Historically, Guangxi has played an important role in economic, political, and cultural exchanges between China and Southeast Asian countries. During the Western Han Dynasty, when Emperor Wu of Han sent Zhang Qian on a mission to the Western Regions, Guangxi became the earliest departure port for the Maritime Silk Road and the eastern starting point of the Southwest Tea-Horse Road, a land-based Silk Road.

6.1.3 Geographically Close and Culturally Connected

According to research by scholars such as Qin Shengmin, the Zhuang people originate from the Xi'ou and Luoyue tribes of the ancient Baiyue peoples and share a common origin with the Thai people. They exhibit great similarities in language, architecture, religion, and other aspects. The Zhuang people living in Guangxi have deep cultural ties with the Dai, Nong, Bu Biao, and Shan Zhai ethnic groups in Vietnam, the Shan ethnic group in Myanmar, the Thai ethnic group in Thailand, and the Lao Loum ethnic group in Laos. For example, there is a similar bronze drum culture among the Thai, Lao Loum, Shan, and Zhuang peoples; similar brocade patterns exist between Zhuang brocade and Lao Loum brocade; nearly identical looms are used by the Shan ethnic group in the Dongzhi area of Myanmar and the Zhuang people; and the "water scoop" used in agriculture by the Shan ethnic group in Myanmar is extremely similar to the "water scoop" used by the Zhuang people in folk settings. These several cross-border, linguistically connected, culturally similar ethnic groups share a sense of identity, spontaneously facilitating cross-border exchanges among them.

6.1.4 Diverse and Unique Culture

The Zhuang people are an ethnic minority with a long history, originating from the Xi'ou and Luoyue tribes of the ancient southern Baiyue peoples. Over the course of historical development, they have formed a diverse and unique national culture, including language systems, theatrical culture, architectural culture, textile culture, and more.

The ethnic minorities in Guangxi, represented by the Zhuang people, have a long history and splendid cultural arts, having formed their own unique national cultures. For instance, the Huashan Cliff Murals, the Dragon Mother Culture of Daming Mountain, and the bronze drums of the Zhuang people are already renowned both at home and abroad. In addition, national cultural heritage such as the drum towers of the Zhuang and Dong peoples, traditional Miao medicine, and Zhuang brocade, as well as festive activities like the Zhuang "March 3rd"

Festival, the Yao Panwang Festival, and the Mulam "Walking Slope" Festival, deeply attract tourists from both within and outside China.

6.2 Disadvantages

6.2.1 Lack of Ethnic Characteristics, Homogenization of Tourism Resources

With the proposal of the "Belt and Road" initiative, Guangxi, leveraging its unique advantages, has swiftly captured the attention of both domestic and international audiences, becoming a major tourism destination. In recent years, Guangxi has been committed to building itself into a strong tourism province based on its local characteristics. Despite the continuous expansion of its tourism scale, the overall level of tourism development remains relatively low. Guangxi boasts 352 national A-grade scenic spots, among which the number of 5A-grade scenic spots is significantly low, with the majority being 4A-grade. There are approximately 37 rural tourism attractions rated above four stars, roughly equivalent to the number of farm stay destinations. Most tourist attractions draw visitors with inexpensive yet high-quality seafood and local delicacies. The goods sold are mainly standardized crafts, which not only fail to highlight the local traditional culture but also lead to the homogenization of tourism products. For instance, ethnic festivals, folk performances, and traditional handicrafts tend to be similar in content and form, losing the cultural characteristics of their respective branches. This can easily cause tourism fatigue and significantly reduce the effectiveness of promoting ethnic brands. The local traditional Zhuang culture in Guangxi is being marginalized, leading to a decreasing sense of cultural confidence and identity among the Zhuang people. The vigorous promotion of Mandarin and the high emphasis on English have gradually marginalized the Zhuang language, causing the new generation of Zhuang people to lose this language skill. The local Zhuang residents have a decreased sense of cultural identity and awareness of traditional culture protection. Many unique folk skills, songs, and dances of the Zhuang people are not being inherited, and there is a lack of awareness in protecting traditional culture.

6.2.2 Cross-Cultural Communication Leading to Cultural Discount

Due to cultural differences, stereotypes, and other factors, Chinese cultural products exhibit significant contrasts in their presentations in domestic and international markets. This phenomenon, where "flowers bloom inside the wall but do not fragrance outside," is known as "cultural discount" in the industry. The reasons for cultural discount include:

Diverse Languages and Translation Difficulties

Due to the wide range of communication targets and diverse languages, the translation of Zhuang culture is difficult to unify. Even for the same cultural phenomenon, multiple translations may exist, and these translations may be obscure or contain errors, resulting in a mismatch between the translation and the original information. This leads to a cultural discount in the dissemination of Zhuang culture in Southeast Asia. Many countries in Southeast Asia consider English as one of their official languages. Currently, the situation of focusing solely on translations in minor languages has limited the English research on Zhuang culture, affecting the information transmission function of Zhuang culture in English-speaking contexts. This will restrict further exchanges and cooperation between Guangxi and Southeast Asian countries.

Failure to Effectively Recognize Cultural Differences

Understanding the customs and religious beliefs of the target countries for communication and respecting their cultural taboos are prerequisites for cultural exchanges and dialogues. Only by recognizing each other's cultural differences and selecting effective communication strategies can targeted dialogues be conducted. In the process of cultural exchanges, dialogues, and cooperation with countries along the "Belt and Road," the role of cultural exchange mediator should be actively assumed. Cultural exchanges and cooperation should be conducted

based on comprehensive considerations of multiple dimensions such as culture, economy, and politics.

Lack of Competitive Awareness, Neighboring Provinces Have a First-Mover Advantage

Firstly, Guangdong has numerous ports and many opportunities for cooperation. With the implementation of the "Belt and Road" initiative, coastal provinces in Southeast China have been competing to become central hubs along the route. Although Guangxi's unique geographical conditions can provide certain advantages, it lags behind Guangdong in terms of marine transportation and marine cultural industries. Guangdong, with its strong capital, developed ports, and favorable trade policies, has seized cooperation opportunities with Southeast Asian countries on a first-come, first-served basis. It overlaps with Guangxi in attracting foreign investment and cooperates with ASEAN countries at a much faster speed and deeper level than Guangxi. Meanwhile, Thailand and Indonesia's strong support for Guangdong has put Guangxi in an awkward position.

Secondly, Yunnan has convenient transportation and rich tourism resources. As a province inhabited by numerous ethnic minorities, Yunnan is rich in tourism resources, such as Kunming Stone Forest, Dali, Lijiang, Shangri-La, Lugu Lake, and Xishuangbanna, which are renowned both at home and abroad and attract tourists from around the world every year. In recent years, Yunnan has become a shortcut and preferred destination for exchanges, cooperation, and trade with Southeast Asian countries. It has positioned itself as a new expansion center for communication and exchange with Southeast Asia within the "Belt and Road," which implies that Guangxi's central hub position is likely to be replaced by Yunnan.

7. Measures and Suggestions

Cultural communication is a complex human activity. It involves the exchange, encounter and integration of different languages, cultures and ideas. The effect of communication is influenced by the nature of the subject, the object, the content and the way of communication. Among them, translation is an important and fundamental part of cultural communication to the outside world. Therefore, combining with the current situation of insufficient power and low quality of foreign communication of Zhuang culture, the author believes that the following three aspects can be optimized to improve the ability of foreign communication of Zhuang culture.

First, it emphasizes the transmission of cultural values. Showing Chinese cultural diversity and transmitting Chinese cultural values is the right thing to do when we carry out cultural communication to the outside world. The foreign communication of Zhuang culture should not only tell the wonderful stories of Zhuang history and culture, showing the cultural style of the Zhuang marine people, but also share and transmit the valuable national ideas and experiences of the Zhuang people, such as Zhuang clothes, Zhuang cuisine and the cultural values of peace between human beings and nature. The concept of ecological civilization embedded in the Zhuang culture is a microcosm of Chinese national culture and represents the universal value pursuit of human beings in this era.

Second, tell the national story. Let the stories tell the culture of the people of the Zhuang. In essence, cultural communication is about sharing the human experience of living. That is why we tell the stories what happen to people that attract the most attention. The ancient Zhuang people have many beautiful and moving legends and historical stories. We can use the transmission platform of the Zhuang culture to tell the myths, legends, historical stories and life stories of the Zhuang to the outside world. This will not only meet the cultural awareness needs of foreign audiences, but also subtly convey the national cultural values of the Zhuang people, such as reverence for nature and worship of ancestors.

Third, deepen the content of communication. We can translate and disseminate the culture of the Zhuang people in different categories to enhance the targeted of cultural communication to the outside world. Zhuang culture contains a wide range of contents, involving the clothing, food, living, entertainment and other aspects of the Zhuang people. Together with the existing

relevant Chinese literature, there is a rich basic material for foreign dissemination. Therefore, we can categorize and propagate for different communication objects. For example, we can take traditional festival culture as the main line, and deepen the translation and communication contents by costume, food, music and dance. In this way, we can avoid the general introduction and combine storytelling, deepening foreign audiences' impression and understanding of the traditional culture of the Zhuang people.

Fourth, enhance the audience experience. We can give full play to the advantages of network information technology in the era of mass media to enhance the experience of cultural contact for foreign audiences. In the era of mass media, the information technology means to carry out foreign communication are more powerful and promising. External communication activities of Zhuang culture can not only be graphic and vocal, but also enhance the communication and interaction between audiences and cultural information through advanced technologies such as the Internet and artificial intelligence. Enhancing the cultural experience of the audience can strengthen the effect of external communication. For example, we can apply relevant technologies to create interactive online games or record short videos to widely disseminate the culture of the Zhuang through personal or international social media platforms such as Tik Tok, Bilibili, YouTube and Facebook.

Fifth, strengthen the construction of professional talent team. The key to enhancing the strength of foreign communication of Zhuang culture lies in the establishment and cultivation of a team of our own national culture foreign communication talents. Only by creating our own team of ethnic culture foreign communication talents can we keep the initiative of foreign communication firmly in our hands. To this end, we can integrate the resource power of the three parties of foreign languages, news communication and ethnic culture under the leadership of local propaganda departments. We can make full use of the advantages of the local platform and set up a team of talents and experts for foreign translation and communication of the Zhuang culture according to local conditions. We can also organize a series of practical activities of translation and foreign communication of Zhuang culture with different topics such as Zhuang festival songs and dances. We will translate and disseminate the rich and colorful traditional culture of the Zhuang people in different categories.

8. Conclusion

The colorful culture of ethnic minorities is a beautiful scenery in the Grand View Garden of Chinese culture. It is our advantage to show the world the charm of Chinese culture and the affinity of China. The cultural resources of the Zhuang ethnic group are unique, and are a valuable asset for cultural exchange and appreciation between the Chinese nation and other ethnic groups in the world. We should cherish it and make reasonable use of it. In a word, the continuous strengthening of the Zhuang traditional festival culture to foreign countries is conducive to promoting the cultural development and prosperity of ethnic regions, enriching the international image of Guangxi, and telling the story of China with cultural diversity.

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