

Research and Analysis on the Overseas Breakthrough of Chinese Cultural Symbols Based on the SIPS Model

--Taking the Video Content of "Tai Chi Zidong" on YouTube and TikTok as Examples

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Abstract

On international social media, "Tai Chi Zidong" has become a blogger with millions of followers dedicated to spreading Chinese culture, emerging as an influential case of cross-cultural communication. This paper takes the video content of "Tai Chi Zidong" on YouTube and TikTok as the research direction, examining the challenges and potential breakthroughs in the cross-cultural communication of Chinese culture. Employing the SIPS communication effect model proposed by Japan's Dentsu company for analysis, it is found that "Tai Chi Zidong" begins by accurately targeting users, maintaining the original cognitive frameworks of overseas users while focusing on their emotions, thereby eliciting recognition and gradually increasing online and offline community participation. Through offline communities, cross-cultural agents for spreading Chinese culture are selected, further accelerating the international dissemination of Chinese cultural symbols. However, during the communication process, vigilance is needed against issues such as cultural imperialism and cultural discount, necessitating strategy adjustments and considering the perspective of the West in the dissemination of Chinese culture, while proposing feasible strategies and methods.

1. Introduction

With the rapid and comprehensive development of various social media around the world, the international communication landscape has changed dramatically. Major social media platforms have evolved from being dominated by traditional media to a diversified model characterized by the flourishing of self-media. As a result, in addition to China's traditional official media, Chinese self-media blogs have also become an important player in spreading Chinese cultural symbols and

an important window for the world to understand China. However, at present, various types of Chinese overseas self-media accounts generally suffer from problems such as homogenization of content, fixed audience groups, and backward forms of communication. Many fan groups are still Chinese or overseas Chinese, making it difficult to form a strong overseas community bond and achieve the expected communication effect. In the context of accelerated globalization, to accelerate the overseas dissemination of Chinese cultural symbols, overseas media accounts will be the key battlefield. Therefore, it is necessary to recognize the current shortcomings and make reasonable use of overseas media accounts, social platforms and communities to promote cross-cultural communication and accelerate the export of Chinese cultural symbols, which is a key direction worthy of attention and academic research. On the overseas social media platforms YouTube and TikTok, there are a number of Chinese influencers who are influential overseas, such as Li Ziqi, MediaStorm, and Taiji Zidong, who have become opinion leaders in the fields of food, electronics analysis, taijiquan, and cultural relics. However, there is a lack of communication model analysis of cross-cultural communication in the academic world, and this paper will take the SIPS model to analyze in detail, so it has an important reference value for the development of the subsequent research, providing new thoughts and ideas. This article will focus on Taiji Zidong's YouTube video and TikTok short video content, combined with the SIPS communication effect model for in-depth analysis, and analyze in detail the four dimensions of Sympathize, Identify, Participate, and Share & Spread of Taiji Zidong's blogger. dissemination methods and effects (Table 1.1).

Table 1.1 The Top Five Most Popular Video Stats for Taiji Zidong

Video content and title	Amount of collection	Shares	The number of likes	Number of comments	Views
Stamp your feet	78600	60500	557700	3618	14800000
Learn this you won't have neck shoulder and back pain	178700	77600	510800	4053	8800000
Lose belly fat	111500	95800	425100	1960	9900000
Pat the armpits and Dazhui point	107300	69900	383000	1943	9100000
Promote blood supply to the heart muscle	59800	76700	341300	1488	1060000

The data may be sluggish, selected for this sample only as a reference, and the Taiji Zidong video content is all of one type, and therefore does not materially affect the research content of this paper. As of October 6, 2024

2. Analysis Object

The research object of this paper is Tai Chi Zidong, who has nearly 5 million followers on YouTube and TikTok. The five most liked videos on YouTube and TikTok (mostly from TikTok due to its larger fan base) are selected for analysis. The reasons for choosing this blogger as a case study are as follows: 1. Based on publicly available information, it is found that 85% of its fan

base are overseas users (based on IP addresses, which may cause slight errors as it cannot accurately distinguish between Chinese and overseas Chinese users). 2. The blogger does not have corresponding accounts on mainstream domestic video and social media platforms, confirming that the blogger is a professional overseas video blogger, differing from bloggers like Papi Jiang and Li Ziqi who have large fan bases both domestically and overseas. 3. The blogger's video content focuses on traditional Chinese martial art Tai Chi, Chinese medicine health knowledge, and excellent traditional Chinese culture, with sales of Chinese martial arts and health courses reaching tens of thousands of purchases, all from overseas users. Based on these three points, it can be roughly judged that Tai Chi Zidong is a self-media account dedicated to overseas platforms with high overseas fan stickiness and unique features and specificity not possessed by most Chinese overseas blogger accounts.

3. Research Method

The tool selected for this paper to assess the effectiveness of Taiji Zidong's self-published media accounts in overseas communication is the SIPS model, an analytical tool for the digital media era launched by Nidec in 2011 after AISAS, which consists of four stages: Sympathise, Identify, Participate, Share & Spread: The SIPS model thrives in the age of social media, emphasising two-way interaction and user aggregation of influence.

The SIPS communication model optimises communication efficiency, expands the user base and enhances user stickiness through empathy, acknowledgement, participation and sharing. The SIPS communication effect model focuses on users' needs, improves participation, focuses on the users themselves, focuses on the users themselves, and carries out in-depth communication and dissemination around the users themselves, integrates individuals into the group, and drives the individuals with the group to promote the communication with each other. The four dimensions of the SIPS model are not only The four aspects of the SIPS model are not only a progressive relationship, but also a relationship of layer by layer testing, after a level is completed and passed the test, only then can it be further continued at the next level, and this paper will analyse the unique way of spreading Chinese culture of the overseas self-media blogger, Taiji Zidong, from the four aspects, so as to reflect on the current dilemma of cross-cultural dissemination of Chinese culture, and to find out a more suitable way for the international dissemination of Chinese cultural symbols.

3.1 Sympathize in the SIPS model: Seeking Emotional Resonance in Traditional Chinese Cultural Symbols Amidst Seeking Common Ground While Reserving Differences

Resonance, originating from a concept in physics, later extended to the spiritual realm of humans and has been widely used and studied in the field of communication in recent years. Identifying the emotional focus of overseas internet users facilitates the analysis of the cross-cultural common ground, which refers to the communication context and background formed by the shared experience of cross-cultural communication subjects. By analyzing the overseas users' affection for Chinese self-media bloggers and their attention to the disseminated content, and seeking the potential emotional resonance of overseas users, it is conducive to deepening the advantageous direction of traditional Chinese cultural symbols, thereby avoiding weaknesses and accelerating innovative dissemination methods (Xin & Ye, 2020). Analyzing the highly popular videos of the blogger "Tai Chi Zidong," it is found that the success of Tai Chi Zidong in grasping audience emotions lies in three points.

3.1.1 Seeking Emotional Resonance with Specific Target Groups

Despite differences in cultural backgrounds, religious beliefs, and linguistic environments among countries, observing from the perspective of specific groups reveals many similarities. At this point, it is necessary to distinguish from national backgrounds and focus on the groups themselves. For example, young children's dependence on their parents, soon-to-be married individuals' expectations for their future families, students' aspirations for future schools, hungry people's desires for food, and patients' attention to treatment technologies are exclusive emotions of specific groups, unrelated to national borders or cultures. Only by identifying these exclusive emotional needs among specific groups can overseas self-media better tap into users' hearts, thereby accumulating the first large group of fans for better dissemination in the future.

The success of Tai Chi Zidong further demonstrates the feasibility of this path. Among the roughly collected and organized 13,062 comments on Tai Chi Zidong's five most popular videos, it is found that individuals aged 40 to 60 account for 70% of the commentators, while those under 25 make up less than 5%. The content of these five videos revolves around traditional Chinese martial arts or simple health preservation exercises related to traditional Chinese medicine, which happen to correspond to the health concerns of individuals aged 40 to 60. The comments below the videos also focus on health-related topics. Moreover, non-verbal communication is also crucial. From a visual cognition perspective, Tai Chi Zidong has worn extremely plain traditional Chinese practice clothes since the beginning, and the target group for such clothing is middle-aged individuals aged 40 to 60. Combined with the content of the videos, such as Tai Chi martial arts and health preservation knowledge, it further consolidates the accuracy of the audience group and firmly grasps the emotional resonance of the target group.

Clarifying the audience portrait and comprehensively creating targeted traditional Chinese cultural symbols for visual and auditory senses is a crucial step in the initial development of overseas self-media accounts. Only by doing so can a solid fan base be established, marking a solid first step in the dissemination of traditional Chinese cultural symbols. It also leaves room for maneuvering in potential difficulties in the future, avoiding total failure due to later setbacks and promoting the long-term development of traditional Chinese cultural symbols "going global."

3.1.2 Deepening Cognitive Resonance of Overseas Users' Existing Cognitive Schemas with Traditional Chinese Cultural Symbols

As China's influence in the world gradually expands, representative traditional Chinese cultural symbols have also been accelerated in their dissemination and development, leaving a deep impression on overseas users. For instance, specific elements such as martial arts, pandas, Taoism, calligraphy and painting, and traditional Chinese medicine have become synonymous with China in the minds of overseas users. Therefore, leveraging these key elements can reduce cultural shock and avoid disrupting overseas users' existing cognitive schemas, thereby increasing their attention. After forming a certain level of fan loyalty, based on the large number of overseas fans who are already familiar with the content, a gradual transition can be made by introducing new traditional Chinese cultural symbols to overseas users. This not only effectively alleviates viewers' oppositional interpretations but also facilitates the cross-cultural dissemination of Chinese culture in a subtle manner.

In the early videos of Tai Chi Zidong, the focus was on performances of traditional Chinese martial arts. Most comments discussed the coolness and practicality of the martial arts moves, and relying on the original emotional resonance of traditional Chinese martial arts in the minds of overseas users, a large number of fans were gained. After forming a certain fan base, mid-phase

videos began gradually teaching health preservation knowledge, which also aligned with the original health needs and cognitive schemas of the target fan group, without causing too much conflict. With a certain scale of fan base established, later videos gradually began to combine Tai Chi martial arts with health preservation, breaking the original mindset of overseas users about martial arts, and surprisingly, the number of fans grew rapidly. The reason for this is that from the outset, it did not break the original emotional cognition and resonance of overseas users towards traditional Chinese culture, but instead subtly added new connotative meanings within the existing cognitive schemas of overseas users.

To export traditional Chinese cultural symbols, it should be done on the basis of their excellent and widely known aspects, subtly adding new functions and connotations. This not only effectively accomplishes the international dissemination of Chinese cultural symbols but also stimulates overseas audiences' further understanding of Chinese culture, further deepening the foundation for the overseas dissemination of traditional Chinese culture.

3.1.3 Deepen the Value Resonance Based on Regionality and International Relations

Cross-cultural communication inevitably encounters objective problems such as high and low context culture, cultural hegemony, and cultural imperialism. In the early stage of cross-cultural communication, these problems are often difficult to overcome and solve, so we can choose to carry out hierarchical and progressive communication with geography as the core. There has always been a view in the academic circles that in the process of "going out" of Chinese culture, we should focus on the neighboring countries and regions in Asia, especially some East and Southeast Asian countries that are deeply influenced by Confucian culture, because it is much easier to recognize this in the context of common culture (Pan, 2018). In this way, in the initial stage of dissemination, it is easier to give full play to the advantages of traditional Chinese cultural symbols, and after the initial stability is obtained, the country with the initial dissemination as the center of gravity is formed again, and the surrounding countries are disseminated in a divergent manner.

Judging from the fan base of Taiji Zidong, combined with the five most popular video comments, Asian countries and countries with good relations with China account for the largest proportion. The reason for this is nothing more than the friendship of the country itself to China, and the people of the country have a certain value resonance with China.

The international dissemination of Chinese traditional cultural symbols needs to be carried out gradually, from simple to difficult, and gradually diverge the charm of Chinese traditional cultural symbols, from less to more, so that many countries should become transit stations and accelerators for the dissemination of Chinese traditional cultural symbols, so as to further promote the global development of Chinese traditional cultural symbols and enhance the global influence of Chinese traditional cultural symbols.

3.2 Identity in the SIPS model: Enhance the Credibility of Overseas Media Accounts and Strengthen Overseas Users' Sense of Identity with China

Resonance and confirmation is a progressive hierarchical relationship, after getting the resonance with overseas users, how to further deepen the impression of fans and enhance their own influence, it is necessary to further get the affirmation and confirmation of fans, so as to further develop from basic goodwill to mature trust.

To strengthen the trust of overseas media, it is necessary to start from two aspects: first of all, from the overseas market itself, to clarify the values of the region in which it is disseminated, to clarify the means of industrial commercialization under its values, and to standardize the

standards. For example, Hollywood's superhero movies embody the heroism and individualism of Western capitalist society, and if the communication platform is global, it is necessary to find the common values of a specific group of people. Secondly, it is necessary to understand the mechanism of the communication platform, and to adhere to long-term and consistency, that is, the content theme is consistent and the update speed is maintained for a long time.

If this principle is violated, it will often lead to a lack of trust in fans and a decline in the number of fans, for example, Indian female Internet celebrities who travel to China completely ignore the patriotic values in the bones of our people, maliciously smear China, and want to gain Chinese fans through unconventional methods, but the result is counterproductive.

The success of Tai Chi Zidong is firmly attached to this principle, first of all, it can be seen from his five most popular videos, all of which are related to health, this common emotion, and has not caused any cultural conflict, and secondly, health culture is also a mainstream culture, and overseas users have a high degree of acceptance. Moreover, Taiji Zidong has almost maintained the speed of updating videos twice a day from September 8, 2022 to the present (October 6, 2024), changing the quality by quantity, and in the large-scale update of videos, it has also maintained the general direction of health, so that overseas video platforms can accurately recommend the viewing crowd, and the number of fans has grown steadily with the blessing of the algorithm.

For example, Tai Chi Zidong not only disseminates traditional Chinese cultural symbols and martial arts, but also implements the direction of China's policy, the healthy China strategy, and imperceptibly passes the Chinese policy to the fans and harvests the fans, so that it can form immeasurable fan trust for a long time, laying a solid foundation for the future dissemination of Chinese cultural symbols and opening the way.

3.3 Participate in the SIPS Model: Participation in Online and Offline Full Coverage Based on Mature Stage

From the perspective of communication is control, the criterion for testing the success of communication lies in whether the communicator has achieved some control or influence over the communicator, so that the receiver can act in the way expected by the communicator or produce a certain effect. Under this standard, the most intuitive manifestation is the depth of participation.

3.3.1 Optimize Online Participation, Increase the Vitality of Fans and Smooth Communication Channels

Online participation, such as commentary, video language responses, etc., is a deformation of oral culture, it is a kind of participatory performance, which creates a sense of closeness between the author, the text and the reader.

The behavior of overseas users participating in traditional Chinese cultural symbols is not only a deep-rooted experience of the communication content, but also an affirmation of the means of communication, and also the cornerstone of further stabilizing overseas media accounts. An important factor to motivate overseas users to participate is that media accounts also participate in it, becoming participants, not only showing their participation in the video content, but also actively communicating with overseas followers in the comment area to form a sense of interaction and participation.

It can be seen from the five most popular videos of Taiji Zidong that Taiji Zidong not only demonstrated the essentials of the action in the video content, participated in it, but also replied to the comments of netizens many times, whether it was about the essentials of the action, or other irrelevant content, which fully demonstrated the attention to the audience, shortened the distance between the audience, increased the sense of intimacy, and also enhanced the sense of

participation of overseas users in the reply (Yuan, 2017).

China's overseas media should abandon the idea of infusion, regard themselves as participants, and think from the perspective of participants, break the audience's stereotype of China, enrich the video content, stimulate the audience's participation, and form a smoother channel for the dissemination of traditional Chinese cultural symbols (Yuan, 2017).

3.3.2 Stimulate Offline Participation and Experience the Charm of Traditional Chinese Culture in an All-Round Way

Offline participation is the top priority of the whole participation link, which is not only the key to test the communication effect, but also the key to finding new communicators for the next step of sharing and diffusion.

Offline participation is a double-edged sword, because there is a huge profitability in offline participation, and many unofficial Chinese overseas media accounts, eager to monetize, completely ignore the order and criticality of offline participation, resulting in insufficient participation, and even breaking the good development path accumulated in the early and middle stages, which is counterproductive. Therefore, it is very important to grasp the time and node of offline participation.

Tai Chi Zidong, in the early video, there is no profit tendency at all, it is pure sharing and communication, in the middle of the video, when the number of fans exceeded one million, the URL of the course was increased, and in the middle and late video, only in the video, the video content invited to China to experience Chinese culture was displayed. This hierarchical relationship is not only a buffer relationship, but also a relationship with upper and lower level tests. If you don't accumulate a large number of fans in the early video, blindly adding the URL of the course may cause the number of fans to grow slowly, and even cause boredom among existing fans.

Although the offline link can certainly screen out some overseas users who love Chinese culture very much, so that they can feel the charm of traditional Chinese culture wholeheartedly, it is necessary to choose the timing carefully to avoid backfire.

3.4 Share & Spread in the SIPS model: Sharing and Diffusion of New Culture Under the "Same Cultural Background"

The obstacles of cross-cultural communication are often limited to people with different cultural backgrounds, lack of persuasiveness, and the audience often has confrontational interpretation thinking, or even hegemonic interpretation thinking, so looking for people with the same cultural background to spread has become a new way, which is not only conducive to crossing the barriers of interlingual communication, but also can reduce hostility and facilitate cross-cultural communication and communication. This requires continuous selection of suitable candidates for dissemination, and these overseas cultural backgrounds not only need to understand the knowledge of Chinese traditional culture, but also need to be genuinely in love with China's excellent traditional culture.

With the explosive development of the information age, the emergence of social platforms has formed offline and online communities with different interests and hobbies, and people with pure interests have gathered in these communities, and this kind of group of people often has people who can really go all out to spread their love. Therefore, it is relatively simple for Chinese overseas media accounts, as the embodiment of online communities, to find people with cross-cultural backgrounds who truly love and spread traditional Chinese cultural symbols, but it is also necessary to pay attention to ways and means.

Tai Chi Zidong as an overseas media account focusing on the dissemination of traditional Chinese cultural symbols, itself has nearly five million fans, on the basis of a large number of fans, Tai Chi Zidong has made two screenings, the first is the establishment of paid knowledge video URL, according to the self-extension theory of psychology, when people are full of love for something, they may be willing to pay money for it, such as people who love photography, will buy expensive camera equipment, because these devices have become a tool for their self-expression and love to achieve their love. It is regarded as an extension of the self, and the purchase of Tai Chi knowledge videos can also be understood as a self-extension of the love for traditional Chinese cultural symbols. The second is the issuance of offline invitation videos, which is not only the payment of money, but also the cost of time and psychological construction, dedicated to the things he loves, to a completely unfamiliar cultural background country, enough to express his love for traditional Chinese cultural symbols, and when the two things choose to coincide with people, often this kind of person is the person who really loves Chinese culture. For example, the German Taoist chief, as a person with a Western cultural background, went deep into China to learn Taoism, a traditional Chinese religion, and after completing the study, he returned to China to found German Taoism, because of its cultural and background reasons, greatly reduced the obstacles to cultural transmission, and successfully completed the cross-cultural international transmission of Chinese Taoist culture.

If communication wants to form an explosive growth, it is unrealistic to rely solely on the dissemination of overseas media accounts, and it is necessary to tap the value of overseas media accounts themselves, and further find out the "agents" of the cross-cultural background of the dissemination of traditional Chinese cultural symbols to reduce the obstacles and barriers of Chinese traditional cultural symbols going overseas, and accelerate the Chinese traditional cultural symbols to go out and face the world.

4. Reflection on the Current and Improvement

Chinese cultural symbols "going out" must be based on tradition, updated and developed in modernity, and inherited into the future. The case of Tai Chi Zidong, based on traditional Chinese martial arts, carries the gathering of people from different cultural backgrounds in modern times, and builds a future bridge transmitted to the world. According to the communication effect analysis model of SIPS above, three aspects are summarized to improve the overseas of traditional Chinese cultural symbols.

Based on tradition. The prosperity of Chinese culture is based on the foundation of China's fine cultural traditions, and facing the world should also be based on excellent traditional culture, rather than blindly catering to the current trend and only paying attention to those "eye-catching" things, but China's fine traditional cultural symbols want to go to sea, and they can't just take care of themselves, but should also start from the perspective of the West, when spreading Chinese culture, they should be based on cultural commonality, gradually open the window to another culture, and use Western means to tell Chinese stories (Liao & Lu, 2010). In the West, there is "Hamlet", which is praised for the prince's revenge, and in China, there is "The Orphan of Zhao", and the Chinese people also praise him for his loyalty. The core of the two is the same, the interpretation method is different, so the audience is also different, and there are tens of thousands of classics in China that are in line with the core of Western culture, if the interpretation method is slightly changed, it will be able to gain extraordinary. Strengthen exchanges, avoid conflicts, seek common ground while reserving differences, and be harmonious and inclusive. The mutual exchange and cooperation between Chinese culture and other cultures will effectively reduce

misunderstanding and misinterpretation of our culture, and at the same time enhance the goodwill and interest in Chinese culture, so that the symphony can play the charm of Tang and Song poems, and use ballet to dance the profundity of Chinese opera and dance (Li, Liu & Liu. 2014).

Renewal and development in the modern age. China's excellent traditional cultural symbols are not immutable, and will continue to update their carriers and increase their audiences with the development of the times. The overseas dissemination of traditional Chinese cultural symbols needs to adapt to the Western social link, and for 5,000 years in China, the cultural carrier has always been updated and developed by the values and cultural background of the Chinese, and the Western society is a place with different cultural backgrounds and different values. Therefore, it is necessary to choose a cultural symbol suitable for Western society, and this symbol should continue to develop with the development of Western society, so that overseas audiences can deeply feel the multi-dimensional spirit of Chinese culture, so as to better stimulate continuous motivation for the dissemination of Chinese traditional culture to the outside world.

Passed on to the future. The future is an unknown that is difficult to confirm and is constantly changing, and the external communication of Chinese culture should also be constantly changing and developing. From the ancient Hua Mulan serving in the army for her father, to modern feminism, the connotation of this story has changed into a research direction, inspiring many women to continue to move forward in the dark, from the tragic love story of Liang Shanbo and Zhu Yingtai, to the present people's sincere yearning for love, or the extension of non-marriage, etc., are the inheritance of a modern way of traditional Chinese culture, and the same is true for overseas societies. Seize every opportunity, take the initiative to speak overseas, from cultural self-confidence to cultural mutual trust, and let the traditional Chinese cultural symbols and Western traditional cultural symbols promote each other and develop together while maintaining the firm core of the self, so as to stimulate the cross-cultural integration that will continue to the future, so that people around the world can see the charm of Chinese traditional culture, appreciate the wonder of Chinese traditional culture, and understand the spirit of traditional Chinese culture.

The global promotion of Chinese cultural symbols depends on their being grounded in tradition and adapted to the development of a modernized society, as well as being self-renewed to evolve into the future and to be passed on further. For traditional Chinese cultural symbols to resonate internationally, it is important to select those that are rooted in China's rich cultural heritage, but at the same time adaptable to the contemporary global environment. The case of Taiji Zidong illustrates how traditional martial arts can bring different cultures together and serve as a bridge for cultural exchange. After selecting the appropriate traditional culture in China, it is necessary to utilize the cultural commonalities to attract the Western audience's, through the similarities between the Chinese and Western narratives, and use the Western cultural means to display the Chinese traditional cultural characteristics. Secondly, traditional Chinese cultural symbols must also remain up-to-date and adapt to the cultural context and humanistic features of Western societies in order to maintain their relevance and expand their Western audience. Finally, there is a need to continue to evolve and develop in accordance with changing global dynamics, so as to actively engage in global exchanges, promote cultural self-confidence and mutual trust, foster the joint development of Chinese and Western cultural symbols, and promote cross-cultural integration while maintaining its own development, ensuring that traditional Chinese culture has lasting appeal and understanding in the world.

5. Summary

China's current cultural communication is still full of challenges, not only to grasp the route of

the official media, but also to grasp the direction of the development of self-media, which is often the main participants in the direction of individual users or media companies, this paper through the selection of self-media blogger Taiji Zidong's five hottest videos, the use of the SIPS model of the dissemination of the effect of an in-depth analysis, the conclusion that the self-media of the Taiji Zidong accurately grasped the SIPS communication model's conclusions, by analyzing the cultural commonality field and emotional intersection of the interests of audience groups, accurately grasping the target direction of the audience groups, combining the platform push traffic of social media and the fan mechanism, and adhering to the same type of video content mode for a long period of time, which further increases the stickiness of the fans, strengthens the relevance of the audience, and increases the sense of identity of the fans. At the same time, "Taiji Purple Moves" further deepens its interaction with readers by screening participants at each level through reply comments, paid videos, offline activities, etc. The dissemination of Chinese culture through communicators from overseas reduces the cultural gap in different cultural contexts and enables better personalized and in-depth communication and sharing. The case of Taiji Zidong accurately illustrates the feasibility and operability of the SIPS model in international communication, which is worthy of extensive promotion.

And in the future, the international dissemination of Chinese traditional culture should be based on adherence to national self-confidence, and further play out the specialization, so that more and more symbols of Chinese traditional culture will become synonymous with China. Academics also need to play a further role in facing up to the cultural differences in cultural communication, developing cross-disciplines, utilizing disciplinary knowledge, properly handling the relationship with the local culture of the target country, strengthening two-way cultural exchanges and cooperation, and creating more technology and knowledge conducive to the dissemination of traditional Chinese culture. Only with the joint efforts of many parties can traditional Chinese culture further demonstrate its cultural affinity and realize the international dissemination of Chinese culture in a big leap forward.

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