Research Article

New Path of Stranger Interaction Platform and Network Cross-Cultural Communication in the Omnimedia Era

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The Internet is a new medium for disseminating information. The emergence of online information dissemination tools has overcome the limitations of time and space in the early information dissemination tools, and online information dissemination has extraordinary attractiveness in all walks of life. Online communication is the dissemination of information, including news, knowledge, and other information, through computer networks. The benefits of high speed, high volume, interactivity, immediacy, vividness, openness, ease of discovery, and online communication over time, across different fields and media, enable people to appreciate online media in a new way. The Internet is rapidly becoming the new preferred means of communication due to its unparalleled advantages. The research on cross-cultural communication on the Internet is based on the globalization of economy, the globalization of information dissemination, and the development of cultural marketing. This paper has conducted a research experiment on the new path of stranger interaction platform and network cross-cultural communication in the all-media era. The experimental data show that the paths of cultural dissemination account for 39% of introductions by others and 26% of social platforms such as WeChat. Promotional information on other platforms accounted for 17%, app stores accounted for 12%, and others accounted for 6%. It can be seen that the introduction and recommendation of others are the main way of cross-cultural communication. After studying the interactive platform for strangers in the all-media era, we learned from the Internet that cross-cultural communication has gradually become the main way.

1. Introduction

In the 1990s, globalization became a concern. Globalization mainly refers to economic globalization, which develops rapidly with the development of international division of labor and international cooperation. It is a real and irrefutable reality. However, globalization is not only economic globalization but also cultural globalization. Its cross-border activities will inevitably bring about the collision, exchange, and integration of different national cultures. Since the 1990s, the global economic integration has developed well, and cross-cultural communication has gradually become a key issue for communication to promote development. In cross-cultural communication, western capitalist countries have become the most important intermediaries with their relatively developed economies and communication industries. Due to globalization, some cultures influence and merge with others, and some cultures consciously develop into “strong cultures.” Under the background of today’s economic globalization, various cultures are experiencing a period of conflict, division, and integration, and cross-cultural communication is becoming an increasingly important means of cultural communication. Its influence surpasses even any other communication content, becoming one of the most powerful factors of economic and cultural globalization [1, 2].

With the acceleration of the process of globalization, the rapid development of information technology, and the rise of knowledge economy, the clash of civilizations caused by different cultural forms is a major challenge facing mankind in the 21st century. On the one hand, the Internet facilitates the exchange of different cultural forms because it provides speed and convenience for cultural exchange [3, 4]. On the other hand, due to the hegemonic and
subversive nature of western cultural exchanges and the new injustices and inequalities it brings, it creates an inherent crisis in cross-cultural communication online. Ignoring this crisis will deepen the inherent contradictions of human society and hinder the exchange and spread of human culture.

This paper studies the new path of stranger interaction platform and network cross-cultural communication in the all-media era. Its data shows that “online radio channels” accounted for 15.4%, “video channels” accounted for 16.6%, “live channels” accounted for 12.4%, and “news information channels” accounted for 26.3% of the total selections. The specific gravity is significantly higher than several other options. Among several other channels, “translation channels” accounted for 18.6% of all picks. The lowest proportions are e-commerce channels and tourism culture channels, accounting for 4.7% and 5.4%, respectively. It can be seen from the above data that the news information channel, as the main channel of the platform, has been widely recognized by users. The news content on the platform is high-quality and the presentation forms are rich, so its news information channel is widely loved by users and has become the preferred channel for users on this new media platform. This is also of great significance for promoting the development of new paths of current network cross-cultural communication.

2. Related Work

This paper studies some technologies of the new path of network cross-cultural communication, which can be fully applied to the research in this field. Lee et al. proposed a theoretical framework. They explained that the effect of exclusion depends on the extent to which exclusion is transmitted in a cultural normative or counter-normative manner, rather than in an explicit or implicit manner [5]. Qin and Fedorovskaya believed that in the context of modern globalization, research in the field of cross-cultural communication has become particularly important [6]. Combined with individual interviews, Huang and Yang’s study further analyzed the deep-seated reasons for the formation of the mixed mode of implicit theory in cross-cultural groups. They found that school evaluation methods and the definition of student achievement affect teachers’ implicit creativity theory [7]. Based on the community network structure and the improved classical network propagation model, Chen constructed a susceptible infection recovery model for the grassroots propagation of engineering safety culture. He discussed the law of basic-level dissemination of engineering safety culture [8]. Stanislavova and Solovyova worked on issues related to “intercultural communication” issues. This shows the complexity and relevance of this issue to the stage of modern cultural development [9]. These methods provide some references for our research, but due to the short time and small sample size of the relevant research, they have not been recognized by the public.

Based on the interactive platform of strangers, this paper has reviewed the following relevant materials to optimize the research on the new path of network cross-cultural communication. The study by Liao et al. is based on the new characteristics of news consumption and the resulting new problems. They made an in-depth analysis of the capabilities that contemporary news audiences should possess, including the selection, decoding, and encoding of news information [10]. Xu focused on the business value and business intelligence of social media, such as examining customers’ online commenting behavior and the impact of social media on business performance [11]. Moreno aimed to reflect on the new status of museums in the digital age. Works using new media must be understood as a space for nonhierarchical communication, where the role of the artist is diminished and the public becomes the user to complete the opening process [12]. Radu et al. believed that social media can be useful by posting information about discounts, offers, and the advantages of accessing products offered by an institution. It is used in advertising and promotion strategies [13]. Deng et al. believed that media convergence enables professionals in the mass media field to use various media to publish news and present information and entertainment [14]. The findings of Ismail et al. showed that the spread of liberal ideology and secular ideology goes hand in hand. Its widespread growth is consistent with the rapid development of communication media in the era of convergence [15]. These methods provide sufficient literature basis for us to study the new path of stranger interaction platform and network cross-cultural communication in the all-media era.

3. All-Media Interactive Platform and Network Cross-Cultural Communication

Cross-cultural communication is a comparative study of information dissemination between different cultural boundaries. The rapid development of information technology, the simultaneous cooperation between globalization and regional economies, and the efforts of multinational corporations to expand their overseas activities have defined the framework for cross-cultural communication in the new century. In this paper, by studying the interactive platform of strangers in the all-media era, the development of a new path of network cross-cultural communication has reached a new level.

3.1. Omnimedia Stranger Interaction Platform. Standing at the front end of the 21st century, it is surprising to find that the media world is showing an increasingly wonderful landscape. With the continuous emergence and development of physical media such as mobile phones and tablets or virtual media such as Weibo, Tianya Community, and Renren.com, the boundaries between spoken media, print media, electronic media, and online media, which were originally separate, are gradually disappearing. It is replaced by an era of omnimedia that is changing with each passing day [16].

Regarding the concept of all media, at present, there is no unified normative definition in academia. The term originated from a cleaning company in the United States that provided full service in residential areas. Founded in 1999, the company owns and operates a variety of media formats, including magazines, books, news apps, TV shows,
radio shows, and websites that promote home services and products, although the media forms covered by the company at that time, compared with the wide variety of media forms today, may only show a concept of multimedia, which is not comprehensive. However, at the end of the last century, the development trend of the media, which was not gradually prosperous until this century, was revealed. In the first decade of this century, the connotation of omnimedia has been continuously enriched. So far, it includes newspapers, magazines, radio, television, audio and video, film, publishing, the Internet, telecommunications, and satellite communications that use human sight, hearing, sight, and touch. So far, there are two main research dimensions on the concept of omnimedia: one is omnimedia based on the fusion of multiple media forms and the other is omnimedia based on the fusion of different media management models.

Omnimedia has developed from traditional media and new media. Therefore, before discussing the communication modes of all media, it is necessary to first explain the communication modes of traditional and new media.

Traditional media disseminate information in a linear fashion. The most important features of linear communication are the absence of interruptions and the certainty of direction. Propagation is described as a linear, one-way process. The first stage is that the source sends the information, the sender converts it into a signal to be transmitted, and after transmission, the receiver converts the received signal into information and sends it to the receiver. That is to say, in this process, it is a linear communication process starting from the communicator, going through the medium, and ending with the recipient. For example, in television, a program is created and broadcast. Each program has a time slot, and viewers who want to watch it must strictly adhere to the time of the broadcast program, which can neither be advanced nor delayed. In this mode, viewers’ choices are limited and they cannot watch the show in its entirety to their liking. In traditional mass media, the individual needs of the audience are partially satisfied by their own choices of information products on the mass market [17].

Nonlinear propagation is one of the main characteristics of new media. Nonlinear communication emphasizes the autonomy of the listener, who can selectively absorb information according to their preferences. Circular patterns are described in the article “How Propagation Works.” This model is very different from the straight line model. In the process of communication, the concept of the communicator and receiver does not exist, but both appear in the feedback loop as participants in the communication behavior by sending and receiving information. A good example of this is the use of digital television. Due to the development of digital technology, TV programs are clearer, faster, and more informative. Different from traditional TV, the viewing of digital TV is not limited by the broadcast time of the program, and the audience can watch the program on demand at any time according to their viewing habits.

The nature of information dissemination in the traditional media era is one-way, while in the new media era, it is interactive, and the nature of information dissemination in the omnimedia era is multidimensional development. The difference between all-media news communication and traditional news communication is shown in Figure 1.

From the communicator’s point of view, information does not depend on a single channel, television, radio, the Internet, etc. Communicators can spread information in all directions through different media in order to convey information as effectively as possible in the shortest time possible. In the media age, the boundaries between senders and receivers of information are becoming more and more blurred, the sender is also the receiver, and the content of information is becoming more and more abundant. This is reflected in the fact that many stories are not first reported by professional media organizations but are recorded by eyewitnesses at the scene with mobile phones and posted online [18].

In the media age, information travels faster and easier. What happens in one place can be monitored through different terminals, and events are relayed immediately.

Stranger socializing is when two people that do not know each other socialize. It obtains the opportunity to get in touch through a certain channel and produces social behavior, which is a social behavior of material exchange and spiritual exchange. Stranger social platforms refer to tools and channels used by strangers to socialize. Stranger social platforms survive with different forms of products, such as live broadcasts, games, and interest communities. Not long after the socialization of strangers became popular on the Internet, it appeared in everyone’s field of vision. Despite its various controversies, this way of socializing has evolved over two decades. Technological innovation has also played a positive role in the development of strangers’ social platforms, and the major leap in the development of strangers’ social platforms depends on the popularization of LBS technology. LBS, a location-based service, needs to be implemented on mobile devices. At the beginning of the 21st century, application software with positioning as the core function appeared widely, and social networking with strangers developed rapidly. The conceptual diagram of the stranger interactive platform is shown in Figure 2.

In the rapidly developing stranger social market, different platforms have their own unique characteristics and appeal. This gives users a great choice and also makes the stranger social market more vibrant [19]. From the point of view of the purpose of users using stranger social platforms, stranger social platforms are divided into two categories. They are social platforms for strangers for the purpose of obtaining information and making friends. From the perspective of the friendship mode of stranger social platforms, stranger social platforms are divided into three categories. These three categories are the three most common matching modes in stranger social platforms: sliding matching, LBS-based geographic location matching, and smart matching. With the continuous improvement of technology and products, there are many new models emerging, but the stranger social market is still dominated by these three models [20].

This paper analyzes the algorithm of the interactive platform based on cluster analysis. Cluster analysis is to cluster different datasets, and each different dataset has its own
different needs. The general situation of the cluster analysis is as follows. (1) The algorithm is adaptable to multiple nodes. (2) It can also work well for mixed data. (3) It can handle datasets of any shape well. (4) The less input from people, the better. (5) It is not sensitive to useless data or duplicate data. (6) The order of the user’s input data has no effect on the clustering results. (7) The dataset has a multiattribute problem. (8) It employs constraint-based clustering. (9) The clustering results are easy to understand.

The difference between all these datasets can be determined by calculating the squared difference between two points $\mathbf{m}_i$ and $\mathbf{m}_j$. The calculation formula of the squared difference used is the Euclidean distance, and the specific formula content is as follows:

$$d(i, j) = m_{i1} - m_{j1} + m_{i2} - m_{j2} + \cdots + m_{ik} - m_{jk}, \quad (1)$$

where $i$ belongs to $(m_{i1}, m_{i2}, \cdots, m_{ik})$ and $j$ belongs to $(m_{j1}, m_{j2}, \cdots, m_{jk})$; they all represent a $k$-dimensional data. Manhattan distance is another commonly used square difference calculation formula; the formula is as follows:

$$d(i, j) = m_{i1} - m_{j1} + m_{i2} - m_{j2} + \cdots + m_{ik} - m_{jk}. \quad (2)$$

Both Euclidean distance and Manhattan distance need not meet the following requirements: the distance between any two objects is not negative; the distance between the object and itself is 0. The distance from one object to another is the same as the distance from the other to this object; the distance between two objects must be the shortest distance.

The Minkowski distance is a generalization of Euclidean distance and Manhattan distance [21]; the formula is as follows:

$$d(i, j) = \left( (m_{i1} - m_{j1})^p + (m_{i2} - m_{j2})^p + \cdots + (m_{ik} - m_{jk})^p \right)^{1/p}, \quad (3)$$

where $p$ is a positive integer. If each object has a weight, the Euclidean distance is calculated as follows:

$$d(i, j) = \sum_{j=1}^{x} \sum_{i=1}^{y} m_{ij} w_{ij} (i = 1, 2, \cdots, x; j = 1, 2, \cdots, y). \quad (4)$$

The data processing method of clustering objects generally adopts the method of sum standardization, which is to first obtain the sum of the data corresponding to all objects and then divide each object by this sum, and the formula is as follows:

$$m_{ij} = \frac{m_{ij}}{\sum_{j=1}^{x} m_{ij}} \quad (i = 1, 2, \cdots, x; j = 1, 2, \cdots, y). \quad (5)$$

The object obtained in this way satisfies that the sum of all objects is 1, as shown in the following formula:

$$\sum_{i=1}^{x} m_{ij} = 1(j = 1, 2, \cdots, y). \quad (6)$$

The $k$-means algorithm is a simple clustering method, which uses the difference between samples as a benchmark. Assuming that the clustered $k$ clusters are $M_1, M_2, \cdots, M_k$...
and the initial cluster centers of each cluster are \( r_1, r_2, \cdots, r_k \), the dataset \( M \) is represented as follows:

\[
M = \{m_i|m_i \in R^n, i = 1, 2, \cdots, y\}.
\]  

(7)

The Euclidean distance between two data is as follows:

\[
d(m_i, n_j) = (m_{i1} - n_{j1})^2 + (m_{i2} - n_{j2})^2 + \cdots + (m_{iy} - n_{jy})^2.
\]  

(8)

The objective function formula is as follows:

\[
E = \sum_{i=1}^{k} \sum_{p \in m_i} d(m_j, r_i).
\]  

(9)

The mean shift algorithm is a density estimation algorithm that requires no input. The mean shift algorithm can be called in a continuous loop, which can quickly make the sample points converge to the place where the density function is the largest [22].

Assuming a sample set \( M_d \) in a space (\( d \) represents the dimension of the sample), there are \( y \) sample points \( m_i \) in its space, \( i = 1, 2, \cdots, y \). By taking one of the sample points \( m \) randomly from the sample, then the formula of the kernel density of the sample can be formed according to the kernel function \( k(m) \) of the sample point. The density expression for this sample point is as follows:

\[
f(m) = \frac{1}{y} \sum_{i=1}^{y} K_H(m - m_i).
\]  

(10)

The expression for \( K_H(m) \) is as follows:

\[
K_H(m) = |H|^{-\frac{1}{2}} K\left(\frac{1}{H} - m\right).
\]  

(11)

If the similarity between the sample and the kernel should be represented by this kernel function \( k(m) \), then the improved formula of the algorithm is as follows:

\[
f_{h,k}(m) = \frac{C_{k,d}}{yH^d} \sum_{i=1}^{y} k\left(\frac{m - m_i}{H}ight),
\]  

(12)

where \( h \) is the radius of the kernel function and \( C_{k,d} \) and \( yH^d \) are the unit density [23].

The mean shift vector looks like this:

\[
x_{h,G}(m) = \sum_{i=1}^{y} m_i g\left(\frac{m - m_i}{h}\right) - m,
\]  

(13)

\[
x_{h,G}(m) = \sum_{i=1}^{y} g\left(\frac{m - m_i}{h}\right) - m.
\]  

(14)

3.2. Network Cross-Cultural Communication. Intercultural communication has a long history and has existed in a broad sense since the emergence of human society. In theory, intercultural communication is the communication of information and cultural exchanges among people, organizations, and countries belonging to different cultural systems. The essence of intercultural communication is its “interculturality.”

Cross-cultural communication penetrates into the entire human society and is the driving force for change and development. It can be said that without the interaction between cultures, there will be no survival and development of human society, let alone human development and civilization [24, 25]. The British philosopher pointed out: “The communication between different civilizations is the cornerstone of the development of human civilization. Greece learns from Egypt, and Arabia learns from the Roman Empire. Medieval Europe learns from Arabia, and Renaissance Europe imitates the Byzantine Empire.” Through the development of primitive society, slave society, and feudal society, human society has brought people from different regions, races, and nationalities together through cross-cultural interaction. It promotes the development of human culture and social change [26].

Chinese cross-culture is in a passive position in the international “image war.” Imports of expensive Hollywood movies almost dominate China’s cinemas every year. Japanese cartoon books and cartoons fill Chinese newsstands and TV channels. Internet broadcasting technology has developed steadily, and the latest Korean and American dramas are translated into Chinese with subtitles within 24 hours. More than ever, people can enjoy cultural products created through cross-cultural interaction and experience the latest cultural developments brought about by globalization. However, cross-cultural differences and multiple cultural identities are not what one might think. According to the clothing, etiquette, and behavior of the people in these films, as well as the cultural phenomenon they represent, it is easy to form an overall image of a country. Ideas such as western cultural centralism, cultural imperialism, postcolonialism, and new racism are implicit in cross-cultural products. While these products satisfy the cultural life of China, they also deconstruct and construct people’s cognition and attitude towards the world.

From a broader perspective, there are two main forms of intercultural interaction. The first one is regional cultural exchanges. It refers to the interaction of people from different cultural backgrounds, ethnic groups, and social groups
in different regions. It generally refers to the interaction between traditional culture and modern culture, national culture, and group culture, and its internal interaction within a country or region, immigration, urbanization, economic development, and education level are important factors affecting the interaction between cultures. The second one is international cultural exchange. It refers to the interaction and communication between people from different countries and cultures [27].

In a general sense, cross-cultural communication refers to cultural exchanges and cultural communication activities between different cultural backgrounds. This communication and dissemination process reflects the transmission of cultural information and the maintenance of cultural interaction among different cultural communication objects. Intercultural communication is the process of exchange, mutual penetration, contact, transformation, and sharing of cultural elements in different cultural forms on a global scale. These activities and processes involve countries, nations, groups, and even human societies of different cultures around the world.

From the perspective of cultural dissemination, the greatest significance of Chinese culture going across cultures to the world lies in the effectiveness of its dissemination form. That is, the cross-cultural factor is added to the traditional form of communication and its related factors, which greatly expands the scope and depth of the field. The Lasswell 5W propagation mode is shown in Figure 3.

The specific content process of the 5W model: who, what, through what channel, to whom, and what effect, will be produced. The 5W propagation model is the most commonly used propagation model in communication.

The study of the path of communication is a key issue in the study of cross-cultural communication theory. At present, there are many academic viewpoints on this research topic in the academic world, and a lot of inductive analyses have been done on the paths and methods of cross-cultural communication. Intercultural communication is the process of communicating, sharing, and integrating cultural information between different cultural forms. Under normal conditions, the process of cross-cultural communication is the interaction between the communication subject and the communication topic. That is to say, the communication subject does not blindly output information, and the communication object is not completely passive when receiving information, but both objects are dynamic, interactive, and mutually influencing. The interaction and mutual influence between the dissemination subject and the dissemination audience are accomplished by the media transmitting information.

Intercultural communication is an important part of the overall communication activities of human society, representing the important interaction among individuals, groups, nations, and countries. Intercultural interactions maintain the dynamic balance of social structures and systems. It "unites" people from different regions, groups, nations, and countries, promotes the development of world culture, and makes human culture have the characteristics of "worldliness." It can be said that intercultural communication has promoted the development of human culture and the emergence of world civilization.

4. Multiangle Omnimedia and Cross-Cultural Communication

4.1. Cross-Cultural Communication of Chinese Element Advertisements

Advertising communication refers to the communication activities related to the brand, brand identity, brand positioning, and brand personality that the brand owner communicates to the target audience through communication tools. It takes planning as the core, it takes creativity as the key, and it pays the advertising management department in return. The main purpose of advertising communication is to promote brand image and establish brand identity. In order to achieve this goal, it needs the help of advertising creativity. Therefore, it puts into practice the advertising creativity with Chinese elements. On the one hand, because the foundation of brand internationalization is in the Chinese market, relying on the recognition psychology of Chinese audiences can rapidly expand market awareness. Secondly, Chinese element advertising also helps enterprises to create a unified brand image in various regions, enhance the professionalism of the brand in the minds of consumers, and improve the intimacy between consumers and the brand. In the practice of internationalization of Chinese brands, well-known enterprises such as Haier, Midea, Huawei, and Tsingtao Brewery have taken the lead in using Chinese-style advertising to create labels for national brands. However, due to the lack of experience of multinational enterprises and the backward awareness of advertising, products of the same level are frequently defeated in business competition with other countries.

In order to more intuitively reflect the competition in China’s advertising industry, this paper makes a statistical analysis of the awards in China from 2011 to 2017 at the Cannes Lions International Festival of Creativity. As an industry event leading the development of global advertising, the Cannes Lions International Festival of Creativity represents the world’s highest-quality advertising production technology and creativity. It is widely recognized by the international community and the industry. Therefore, the sample has a certain reference value. The proportion of award-winning advertising agencies at the Cannes Lions International Festival of Creativity in the past seven years is shown in Figure 4.

As can be seen from Figure 4, Chinese advertising agencies accounted for only 8% in the seven years, and US advertising agencies accounted for 10%. Multinational advertising agencies account for 82%, and multinational advertising agencies have covered almost all the advertising production services in the two countries in the past seven years. The trend of award-winning advertising agencies in China at

\[ \text{Effect} \rightarrow \text{Recipient} \rightarrow \text{Media} \rightarrow \text{Information} \rightarrow \text{Preacher} \]

**Figure 3:** Lasswell 5W propagation mode.
As can be seen from Figure 5, in the 2011 competition, only one was on the list, and after that, Chinese advertising agencies encountered the same situation of only one for many years. In 2015, the number of participants from China was as high as 260, but the submitted works were eliminated except for two companies that won awards. It was not until 2017 that Chinese advertising agencies ushered in a small-scale “explosion,” and a total of 3 Chinese advertising agencies made the list. It has occupied “half of the country” of China’s advertising agencies for nearly seven years. These phenomena are enough to show that China’s advertising industry is in a weak position in terms of competitiveness. The proportion of Cannes International Creative Award-winning advertisers in the past seven years is shown in Figure 6.

From the perspective of advertisers, the international awareness of Chinese advertisers has increased in the past seven years, accounting for 34%. American advertisers account for 20%, and multinational advertisers account for 46%. There is still a gap between Chinese advertisers and multinational advertisers. Statistics show that in the past seven years, the basis of multinational advertisers has dominated. The growth trend of award-winning advertisers in China at Cannes Lions in the past seven years is shown in Figure 7.

As can be seen from Figure 7, Chinese advertisers only briefly overtook in 2015, and the overall fluctuation was not large. In addition, all Chinese advertisers on the list also include government agencies and social welfare organizations. This part of the data dilutes the true level of Chinese brand internationalization to a certain extent. In fact, only two mobile Internet companies have the capability of “self-promotion,” and the rest of the Chinese companies are almost all smart multinational advertising agencies.

Importantly, there is no shortage of excellent advertising creative companies in China. In this regard, the legend of Yingyang is the best example. The company once used the advertising slogan “Mom, I did the work for you” to make Diao brand washing powder famous overnight. It has successfully knocked on the door of thousands of Chinese consumers. Then, because of its deep understanding of the essence of Chinese culture, it has been trusted by many Chinese companies. It has successfully helped national brands to develop international markets and created many excellent advertising works that are deeply rooted in the hearts of the people. Therefore, the ability of Chinese enterprises to use “Chinese elements” to build national brands should be no less than that of multinational enterprises. Instead, it relies on long-term study of the Chinese market and Chinese culture. It can enhance its competitiveness by virtue of its low-cost and high-quality services and flexible operation methods, and it has become the main force for the dissemination of national culture. In addition, Chinese companies have spared no effort to incorporate “Chinese elements” into brand advertisements when developing new markets, adding value to their products with a unique and attractive culture. It gradually gained a firm foothold in the “foreigner circle.” There is reason to believe that the successful dissemination of these “Chinese elements” will surely help Chinese brands to shape one legend after another.

4.2. Cross-Cultural Communication of Sino-Russian Headline Media. This part uses the questionnaire survey method to conduct the survey. A total of 225 questionnaires were distributed, and 220 valid questionnaires were recovered. The statistics and analysis results of the questionnaires are as follows.

In terms of the widespread use and promotion of Sino-Russian Toutiao, among the 220 questionnaires collected this time, the proportion of people who know the use of Sino-Russian Toutiao is shown in Table 1.

According to Table 1, there are 132 people who know about Sino-Russian headlines, accounting for 60% of the respondents. There are 30 people who do not know about Sino-Russian Toutiao, accounting for 14% of the respondents, and 125 people who are using Sino-Russian Toutiao, accounting for 57% of the respondents. Judging from the number and proportion, the respondents are not very familiar with Sino-Russian Toutiao, but even fewer actually use them.

According to the statistics of the question of “Which channel did you learn about Chinese and Russian headlines?” in this survey, the proportion of introductions by others was 39% and the proportion of social platforms such as WeChat was 26%. Promotional information on other platforms accounted for 17%, app stores accounted for 12%, and others accounted for 6%. It can be seen that the introduction and recommendation of others are the main way for the interviewed groups to understand Sino-Russian headlines. Through inquiries to some of the interviewees, we learned that most of them learned about the new media platform Sino-Russian Toutiao through exchanges with

![Proportion of award-winning advertising](image-url)
teachers and people who have been studying longer than them after learning Chinese. Relatively few people learned about Sino-Russian headlines after seeing promotional information on other online platforms.

Sino-Russian headlines are functionally divided into news channels, online radio channels, video channels, live channels, translation channels, e-commerce channels, and tourism and culture channels. Each channel has different characteristics and complements each other in content and presentation form to meet the diverse needs of users. In this questionnaire, we investigated which channels the respondents often use or like, so as to grasp the attractiveness of different channels to users. The statistical results are shown in Figure 8.

As shown in Figure 8, “online radio channels” accounted for 15.4%, “video channels” accounted for 16.6%, and “live channels” accounted for 12.4%. “News and information channel” was checked 115 times, accounting for 26.3% of all checks. Its weight is significantly higher than several other options. Among the other channels, the number of “translation channels” checked was 81, accounting for 18.6% of the total number of checks, and the proportion was slightly

| Table 1: The proportion of people who know that they use Sino-Russian headlines. |
|-------------------------------|--------------|-------------|
| Know                         | 132          | 60%         |
| I do not know                | 30           | 14%         |
| In use                       | 125          | 57%         |
higher. The lowest proportions are e-commerce channels and tourism culture channels, accounting for 4.7% and 5.4%, respectively.

It can be seen that the news information channel, as the main function of “China-Russia Toutiao,” has been widely recognized by users. “China-Russia Toutiao” is committed to building a flagship of Sino-Russian bilateral information and builds a bridge between China and Russia through authoritative and professional news. The news content on the platform is high-quality, and the presentation forms are rich, so its news information channel is widely loved by users. It has become the user’s preferred channel on the new media platform. This has also laid a good foundation for “China-Russia Toutiao” to convey China’s voice and deepen mutual understanding between China and Russia. The relationship between users’ perception of the popularity of Sino-Russian headlines and user stickiness is shown in Table 2.

Judging from users’ perception of the popularity of “China-Russia Toutiao,” among the users who choose to continue to use the platform, those who think that the platform is well known account for only 13% of the total number. In contrast, more people think that the platform is less well-known and very low, accounting for 19% and 16% of the total number of people, respectively. This shows that in the eyes of some loyal users of “China-Russia Toutiao,” the popularity of the platform still needs to be improved. The relationship between users’ trust in Sino-Russian Toutiao and user stickiness is shown in Table 3.

From the point of view of user trust, 55% of the users who will continue to use “China-Russia Toutiao” said they trust the platform very much, and 39% of them trust the platform. Only 6% of them expressed low trust in the platform. Among the users who choose not to continue to use “China-Russia Toutiao,” the proportions of “relatively distrust” and “very distrust” of the platform are 46% and 7%, respectively. The remaining 40% and 7% chose to be somewhat trusting and very trusting. Compared with popularity, users’ preference for trust in “China-Russia Toutiao” is obviously more obvious, and respondents generally have a higher degree of trust in the platform. This not only shows that users feel that the news information published on the platform is authentic and reliable but also reflects that users have a better experience during use. It has a strong sense of security.

As shown in Tables 2 and 3, according to the trend test made on the statistical results, both groups of tests have reached a significant level. It shows that there is a correlation between the tested variables. This means that platform popularity and user trust will have an impact on user stickiness. Through investigation and analysis, it can be seen that platform popularity and user trust are closely related to user
stickiness. Therefore, “China-Russia Toutiao” should focus on the improvement of these two aspects in the future development process. By increasing its popularity and expanding its influence, it has created a more reliable Sino-Russian bilateral information platform. It allows more users to choose and continue to use “China-Russia Toutiao,” so as to achieve a better communication effect.

5. Conclusion

New media has brought a lot of convenience to people in terms of clothing, food, housing, and transportation. The interactivity and immediacy, diversity and hypertext, and exchange and virtuality of new media provide people with the possibility to surpass traditional media. Communication between people is no longer limited to traditional methods such as face-to-face conversations and written correspondence. Various new interpersonal communication tools have emerged, such as WeChat, Weibo, online games, and forums. Changes in the environment of social interaction have a large impact on the youth groups in society. How to thoroughly, deeply, and accurately understand and implement the impact of new media on interpersonal communication is a topic of constant debate in academic circles. Through the research on all media, this paper puts forward practical suggestions for building a new path of network cross-cultural communication, which has important theoretical and practical significance. Based on the research on the new path of stranger interaction platform and network cross-cultural communication in the all-media era, it is also of great significance to promote the development of current network cross-cultural communication.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request.

Conflicts of Interest

The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

References


