An Effectiveness Study on the Impact of Cross-cultural Communication Alienation on China-related Coverage

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Abstract: The phenomenon of communicative alienation is given a positive meaning by the complex cultural interplay in which it is embedded in the process of intercultural communication. Using comments on AFP's 'Dawn of the Empire' photo series as an example, this study uses case study and text analysis methods to crawl and collate 216 relevant data points on three international platforms - Twitter, Facebook and YouTube - using the search term 'Dawn of the Empire'. The study also analyses the effectiveness of cross-cultural communication of this news coverage, with 216 comments on Weibo and Bilibili. The study argues that communication alienation also has its positive side, and that by communicating positive alienation and considering communication alienation as an online cultural movement, it can to some extent contribute to reconstructing the communication system of international exchange, expanding and updating the ways of communication, improving international exchange and reducing conflicts, thus achieving a virtuous circle.

Keywords: cross-cultural communication, communication effectiveness, China-related coverage, communication alienation, agence France-presse

1. Introduction

Communication alienation in communication studies often has negative consequences and is a problem that content producers and audiences need to be aware of in order to avoid it. As the "new cold war" against China continues in the international environment, Western countries are trying to continue their campaign against China by reporting from different angles. Agence France-Presse (AFP) took the opportunity to negatively promote the Chinese military on the occasion of the 100th anniversary of the founding of the Communist Party of China on 1 July 2021 by reporting a series of photos of Chinese soldiers in an attempt to deepen China's negative image internationally. The photos were also dubbed "Dawn of the Empire" by Chinese netizens because of the dark style of the photo shoot, which was also reflected in previous reports on China, as well as the photo shoot of French leader by French presidential photographer Moissonniere on 4 May 2023, with the shadow of the "AFP filter". The combination of photographs with the theme "Dawn of Empire" has created a phenomenon of communication alienation in Chinese netizens' circles.

This study explores the phenomenon of communication alienation in Chinese netizens' comments, comparing data from five platforms in China and abroad, and fully analysing the textual content of the comments based on descriptive statistics using Fishu and spss.

In the course of the study, the phenomenon of communication alienation is evident, and in the context of cross-cultural communication, this event of communication alienation has achieved a positive communication effect and had a positive impact.

2. Literature Review

Current research methods in the literature are mainly qualitative, and research on alienation in intercultural communication focuses on three research themes: cultural communication, the phenomenon of alienation, and alienated translation.

2.1. Themes of Cultural Communication

Film and television productions, literature, traditional Chinese culture and sports culture are the focus of cultural communication. For example, in "Alienation and naturalisation of Chinese elements in cross-cultural communication",the two films, Kung Fu Panda 2 and Wolf Warrior 2, are used as examples. When comparing the communication of alienation between Chinese films in the US and American films in China, the focus is still on Chinese culture and elements. Cultural communication studies has less to do with political coverage, the political aspect of culture is also particularly important in cultural communication, especially in political reporting, which is more realistic and profound than in literature and film.

2.2. Themes of the Phenomenon of Alienation

At present, the main focus of research on the phenomenon of alienation is to analyse the problems caused by communication alienation, how to avoid communication alienation, and to study communication alienation as an existential problem rather than an existential phenomenon, and the position of scholars is mostly negative towards communication alienation. The focus on the issue of communication alienation is more on the issue of the subject of communication. These studies not focus too much on the audience side, resulting in the role of the audience being overlooked. Audience studies focus only on the analysis of communication effects on the cognitive psychology of the audience, analysing the internal psychology of the audience and ignoring the external social characteristics. The perspective is elaborated to avoid spreading the negative effects of alienation.

2.3. The Theme of Alienated Translation

Most of the literature on alienated translation remains at the level of translation strategies, focusing on the positive side of communicating alienation. Alienated translation can greatly enrich the expression of the target language, help readers broaden their horizons and absorb fresh nutrients, thus facilitating the exchange and dissemination of culture. The positive side of communicative alienation is given, but the positive and positive side of communicative alienation is not explored on a broader and more diverse level.

This study will take news event commentary as an object of study to learn the effect of cross-cultural communication alienation from the audience's perspective, and to explore the positive side of the cross-cultural communication effect of this communication alienation event in multiple ways.

3.   Research Methods

This study proposes to adopt a qualitative research method, and the research object is the "Dawn of Empire" multi-object photo combination dissemination.

By borrowing Python technology and manual data crawling, manual cleaning, using spss, Fei Shu to analyse the cross-cultural dissemination effect of Chinese netizens' comments on three major external platforms: Twitter (text+image), Facebook (text+image) and YouTube (text+video), and two Chinese domestic platforms, Weibo (image+video) and Bilibili (text+video), the study will be conducted to analyse the communication effects of the cross-cultural communication of this related news report.

4.   Result

4.1.   The Current Situation of Chinese Netizens' Comments

4.1.1. The Current Situation on Platforms at Home

Due to the overwhelming number of domestic comments, the study compared and matched the 216 comments after cleaning the foreign platforms. The comments of the tweets with the highest number of likes were extracted for the analysis, with a total of 216 comments, including 19 comments for the graphics platform Weibo and 197 for the video platform Bilibili.

The number of hot reviews cleaning roughly concludes that the status of domestic comments obviously spread more video platforms, so further statistics from the total number of tweets, Weibo the highest heat 9 tweets, the total number of likes 5058 times, the highest number of likes 3354 times, the minimum number of likes 60 times, the average number of likes 562 times. The 27 most popular videos on Bilibili were viewed a total of 8,479,000 times, with a single maximum of 1,770,000 views, a single minimum of 17,000 views and an average of 314,000 views. The total number of likes was 437,000, with a maximum of 129,000 likes, a minimum of 0.04 million likes and an average of 16,000 likes.

The total number of secondary comments on Weibo was 259, with a maximum of 124 and a minimum of 3. The average number of comments was 28.8. The total number of secondary comments on Bilibili was 9810, with a maximum of 2686 and a minimum of 35, and an average of 363.3 comments.

In addition, statistics have been kept on the number of pop-ups, coins, favourites and retweets on Bilibili, and the results are as follows: The total number of pop-ups was 3008, the highest number of pop-ups was 1153, the lowest number of pop-ups was 1 and the average number of pop-ups was 376. The total number of coins is 10,505, with a maximum of 4,694 coins, a minimum of 83 coins and an average of 1,313 coins. The total number of favourites is 49,887, with a maximum of 22,000 favourites, a minimum of 674 favourites and an average of 6,236 favourites. The total number of retweets is 5928, with a maximum of 1813, a minimum of 45 and an average of 741.

As the platform limits an account to one like, the comparison data for domestic audiences is equivalent to the number of likes, and the domestic audience prefers the video format, which has a higher video reach.

4.1.2. The Current Situation on Platforms Abroad

The data is as of 10 June 2023, and the foreign comments are mainly on Twitter, Facebook and YouTube. Due to the limited Chinese comments on international platforms for this study, there are 216 comments after cleaning, including 104 comments on the graphics platform Twitter, 3 comments on Facebook, 107 comments in total, and video platform YouTube 109 comments.

Cleaning up the numbers roughly suggests that the current state of foreign commentary video and graphics platforms is similarly widespread, so further statistics in terms of total. There were 10 twitte related tweets, with a total of 955 likes, a maximum of 347 likes, a minimum of 3 likes and an average of 95.5 likes. Facebook has a total of 3 tweets and no relevant data, YouTube has 12 videos with a total of 65,707 views, a single high of 15,980 views, a single low of 341 views and an average of 5,475.6 views.

The total number of likes was 466, with a maximum of 126 and a minimum of 0, and an average of 38.8 likes. The international platform also allows only one like per account due to platform restrictions, so the international audience prefers the graphic format. The total number of secondary comments on Twitter was 174, with a maximum of 75 and a minimum of 0. The average number of secondary comments on Facebook was 0. The total number of secondary comments on YouTube was 91, with a maximum of 31 and a minimum of 0. The average number of comments was 7.6. Comparing the data by comments, the audience prefers the graphic format and the graphic reach is higher.

In addition to this, statistics on likes, retweets, quotes, bookmarks were also carried out on Twitter and the results are as follows: The total number of likes is 1029, with the highest number of likes at 347, the lowest at 30 and the average number of likes at 129. The total number of retweets is 95, the highest number of retweets is 31, the lowest number of retweets is 1, and the average number of retweets is 16. The total number of quotes is 48, with a maximum of 31 quotes, a minimum of 0 quotes and an average of 8 quotes. The total number of bookmarks is 21, with a maximum of 8 bookmarks, a minimum of 0 bookmarks and an average of 3.5 bookmarks.

The sum, maximum, minimum and average of the platform data were calculated to show that Chinese netizens prefer video formats on domestic platforms and graphic formats on international platforms.

4.2. Tendency to Concern and Tendency to Comment

The tendency to pay attention and the tendency to comment are mainly represented by counting the frequency of words, with specific statistics based on nouns and adjectives, with nouns determining the tendency to pay attention and adjectives determining the tendency to feel emotions. Statistical analysis of key sentences is also carried out.

4.2.1. Domestic

The results of the keyword frequency analysis of the domestic comments are as follows: the nouns were dominated by the keywords empire, soldier and people, accounting for 40.9%, 15.1% and 12.1% of the noun frequency respectively, while the adjectives were mainly cheerful and nice, accounting for 33.3% and 25% of the total adjective frequency respectively.

It can be concluded that Chinese netizens on the domestic platform are more concerned with the image of the empire, the image of the military and the identity of the people. the tendency of comment sentiment is positive.

4.2.2. International

International platform comments according to keyword word frequency analysis, the specific results are as follows: nouns are dominated by the keywords empire, soldier, oppression, effect, word frequency accounted for 24.2%, 8.7%, 8%, 8% of the noun word frequency; adjectives are quite good, powerful, dark, fear, good, word frequency accounted for 17.8%, 14.2%, 14.2%, 14.2%, 14.2%, 14.2%, 14.2% of the adjective frequency, respectively. 10.7%.

This shows that Chinese netizens on foreign platforms are more concerned with the image of the empire, the image of the soldiers, the feeling and presentation of the photos, and the tendency to comment on the emotions is both positive and negative, but if the study analyse the specific texts in detail, we find that the negative words that represent the emotions have a positive side in terms of the overall textual expression. According to the repetition degree, there are the key several sentences, found that domestic and foreign platforms have common repetition of more sentence type:

The first is "I sat up in a dream at midnight, the powers were actually myself", the number of repetitions on the domestic platform is 6, and the total number of likes is 13410.

The number of repeats on international platforms is 14. The total number of likes is 466.

Secondly, this is a photo of a French journalist on his knees, right?

The number of repeats abroad is 11 and the total number of likes is 99.

Thirdly, that would not have been possible if Germany had not occupied it for a month more! the number of repetitions on the domestic platform is 6, the total number of likes is 11,832, the number of repeats on international platforms is 18, the total number of likes is 104.

Fourth, when it comes to photography, we have to learn from AFP, the number of repeats on the domestic platform is 4, the total number of likes is 2814, the number of repeats on international platforms is 2, the total number of likes is 2.

Fifth, according to the Chinese, the military is particularly nice and safe, the number of repeats on the domestic platform is 4, the total number of likes is 21790, the number of repeats on international platforms is 14, the total number of likes is 14.

The key phrases added to the national platform are as follows:

First of all, Strategic Fooyou Agency has done it again for nothing, AFP's filming is just strong. The number of repeats is 3 and the total number of likes is 1188.

Second, it's the dawn of the people, the glory of the republic is repeated 3 times and the total number of likes is 746.

The foreign press shot: Dawn of the Empire, Xinhua News Agency filmed it: New opening of a large stand. The number of repetitions is 4 and the number of likes is 12,453.

4.3. Discussion of Communication Alienation from a Semiotic Perspective

Ma Xinying summarises the three meanings of alienation as an academic concept: first, from a religious perspective, alienation means separation from God, i.e. estrangement from God, disbelief in God and ignorance; second, from a psychological perspective, alienation refers to the human feeling of suffering; third, from a philosophical perspective, alienation is mainly used to characterise the relationship between subject and object [1]. Communicative alienation is that which develops from the third and becomes the alienation of the audience from the communicative purpose of the communicative subject.

The rapid rise of the Chinese economy is perceived as a threat by the West, and the clash of civilisations between China and the West has caused public panic, and while AFP stories on China do not directly distort the facts, the negative stories are more subtle and reveal latent hostility [2]. At the same time, Chinese websites have very little influence in France, and sources are more often drawn from English-language websites, which also increases the level of misinterpretation of the reports [3].

In the previous lexical frequency analysis of comments and syntactic analysis of comments show a clear phenomenon of communication alienation.

Therefore, this study introduces semiotic theory as a framework for the analysis of communication alienation, according to the analysis of the current semiotic analysis model will be from the image symbols and emotion symbols as two analytical weight. Image symbols from the

noun word frequency, mainly the empire, the military, and the introduction of the symbol of "China" to explore the symbols of the empire, China in the military as a carrier. Emotion symbols are derived from the frequency of adjectives, and are divided into subjective malicious emotions of the subject and deconstructed malicious emotions of the audience, the oppressive emotions of the subject and reassurance of the audience. Emotion symbols are derived from the frequency of adjectives, and are divided into subjective malicious emotions of the subject and deconstructed malicious emotions of the audience, as well as oppressive emotions of the subject and reassurance emotions of the audience. Hall's decoding theory and Fisk's symbolic resistance theory as well as sub-contextualisation and counter-contextualisation theories are introduced to analyse the audience's perspective of communication alienation [4,5]. The specific model is as Figure 1 shows:
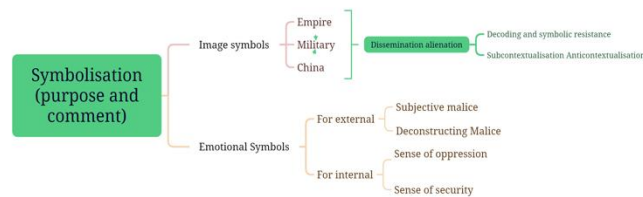

Figure 1: Semiotic analysis model (Picture credit: Original).

In terms of image symbols, the AFP, as the main body of communication, is more interested in portraying a negative image of China as an "empire", with the "Chinese military threat theory", which has been so widely promoted in the West, being the most pervasive and harmful. The "military threat theory" has reached a hysterical level [6]. While the image of empire in the minds of Chinese netizens symbolises power and economic development, the image of empire in the minds of netizens on international platforms focuses on the advantages of the "Western imperial image" and diminishes the negative images such as darkness and oppression, the image of empire on the domestic platform of Chinese netizens focuses on both the positive and negative aspects of the "Western imperial image". The image of empire on the domestic platform, where Chinese netizens focus on both the positive and negative aspects of the "image of Western empire", and the introduction of the image of the "Great Qin Empire", which also carries the dual attributes of power and domination in a positive and negative way, represents a different interpretation from that of the communication subject. The image of China has been covertly and negatively propagated by the AFP, while the image of China has also generated a symbolic resistance and different interpretations and results of the decoding of the terms "empire" and "soldier" due to the national self-confidence of Chinese netizens [2]. In terms of emotional symbols, AFP's more communicative purpose of promoting China's image externally is subjective and malicious, internally it aims to create a negative image of military oppression for both the French and Chinese public, while Chinese netizens present positive comments of deconstructing malice externally, first, with a sincere attitude of deconstructing the dark malice of the photo, first, with a sincere attitude of deconstructing the dark malice of the photo, sincerely believing that the effect of the photo is good and beautiful; Second, taking history as a lesson, using historical Franco-German contradictions to learn from history, using historical Franco-German contradictions to humorously and sarcastically divert the contradictions and deconstruct the wickedness, deconstructing the wickedness of France against China into the wickedness of France against Germany for symbolic resistance: China is different from Germany, the analysis of key sentences by netizens on the domestic platform highlights the contrast between the shooting level of AFP and Xinhua, humorously calls on Xinhua to learn shooting techniques from AFP, deconstructs the subjective wickedness in layers. Finally,

by illustrating the relationship between the army and the people, the sense of oppression is transformed into a sense of security. At the same time, the cultural proximity of the communication content helps to increase the communication effect [7]. While the AFP communicates the oppression of Chinese soldiers, it also achieves cultural proximity with the sense of security that Chinese netizens have towards Chinese soldiers, and the two sides of the same coin are inseparable from each other, enhancing the effect of communication alienation.

5. Discussion

In an intercultural context, there are many factors that influence the encoding and decoding process and thus the effectiveness of communication, of which "culture is one of the key factors" [4]. Taking into account the cultural environment of the audience, the following audience analysis will be carried out in terms of political, economic, cultural and psycho-social aspects.

5.1. Audience (Chinese Netizens) Analysis

5.1.1. Domestic Netizens in China

The domestic Weibo and Bilibili platforms are dominated by Z-generation users. Generation Z is a generation that has enjoyed China's rapid economic development. They have a confident and high perception of China, and is politically consistent with China's international image. They are all educated in Marxism, are led by the Communist Party with political confidence. The Z era has individuality and unique cultural characteristics, and the domestic pursuit of individuality is closely related to the elements of the national trend, which is coupled with China's deep cultural heritage. The cultural psyche has a strong cultural self-awareness, with quoting history in comments is also a manifestation of cultural self-awareness, the image of "empire" is affirmed and reflected. The use of words such as "republic" and "people" shows a clear self-awareness. Social attributes are love of sharing, love of social interaction, love of video, online casual relationships and weak social relationships have become common with the advent of social media, making it easier to form synergy and easier to form a broad consensus of opinion on video platforms. Psychologically, the z-era loves peace and seeks equality, and comments tend to take a humorous and light-hearted approach to communication.

5.1.2. Chinese Netizens on International Platforms

Chinese netizens on foreign platforms are mainly Y-era users who have grown up with more pronounced political characteristics than in the Z-era, are more concerned with political correctness and the country's image, and have grown up in an environment where they have experienced China's poverty and economic rise. This is different from the tendency of commentary in the Z period, where the positive aspects of the "imperial" image were more often affirmed than the negative aspects of the empire were reflected upon. The same applies to culture, as cultural self-confidence was not pure enough in the y period, and "cultural conceit" and "cultural inferiority" were intertwined, resulting in extreme confidence in the image of China and affirmation of the "imperial" image. This is reflected in the extreme confidence in the image of China, the affirmation of the "empire" and the indulgence in the dream of the "Celestial Empire" of the Chinese historical period. Self-perception is unclear. Social attributes are still accustomed to the early Web 2.0 era of forums, blogs and other graphical social networks, and are less active than video, psychologically expecting China to rise and even achieve the historical "unification of the world".

There is also a "fan" mentality in the perception of "China" by Chinese netizens at home and abroad. This is especially the case on foreign platforms, where a lot of excessive attention is paid to

"China", showing a strong perception and identification with other commenters, as well as additional behavioural patterns expressed in speech and account ID tags [8].

Based on the context of cross-cultural communication of this event, the interpretation of the text by cross-cultural users does not only depend on the text itself, but the "everyday experience", which integrates many elements such as emotions, cognitions and attitudes, is the fundamental driving force shaping this reception process [9]. This refers to the life experiences of Chinese netizens on both domestic and international platforms.

5.2. Text Analysis

A focus on audience initiative is also a key to successful communication. The main targets of intercultural communication vary from country to country and from region to region, but generally speaking, those who have a strong ability to subscribe, a high level of interest in watching and listening and access to the media are often people with a certain level of education and a certain ability to understand and think [10]. The texts then play on the active spirit of the audience, which will be categorised and analysed in the following commentary texts.

5.2.1. Domestic

The domestic commentary texts can be broadly divided into six categories of commentary:

The first category is the complimentary category, targeting the Chinese People's Army and the AFP's filming techniques, respectively, openly saying that the People's Army is strong, beautiful, and has a sense of security, e.g. a D-word netizen posted a comment on Weibo at 15:45 on 7 April 2023: At least it's powerful! [likes]. To AFP technical shooting affirmation, with very good, great to describe, or take the Xinhua News Agency photo comparison to praise the AFP photo shooting is very good, to encourage Xinhua News Agency to learn. For example, a certain netizen at the beginning of the letter T in Beeping: ah, it's too beautiful, ours is always a very festive shot [doge].

The second category is the category of borrowing from the past to satirise the present, the words that appear frequently are "the Great Qin Empire", "the Franco-German War", "occupation", "surrender", etc. Netizens first borrowed the Great Qin Empire, the first feudal dynasty to ever exist in Chinese history, as a symbol of empire, pointing out the differentconnotations of the word empire, and secondly borrowed the Franco-German War as a powerful retort to AFP's smearing of the Chinese People's Liberation Army, with the photo jokingly called "Prussian style" and "German style". The second is a powerful attack on AFP's smear campaign against China's PLA. This is German style.

The third category is the category of symbolic resistance, which transforms darkness, red, dawn and murderous spirit, which are full of negative meanings, into a positive one, combining darkness with dawn, which is also the "darkness before the dawn" and also means "iron will", with hope. Red represents the struggle of the revolutionary ancestors, and killing is also symbolically resisted as an inner sense of security, and the killing energy is transformed into a positive meaning.

The fourth category is self-identification. One is the recognition of 'imperial identity' and 'great power identity', but empire has more to do not with oppression but with the progress, civilisation, power and excellence behind it. Some netizens' self-identity has shifted from 'the dawn of empire' to 'the glory of the republic' and 'the dawn of the people'. Empire' is seen as a negative image and the negative part is removed. Self-identification was also reflected in the reference to the People's Liberation Army as a close relative of the people and the strong support of the people.

The fifth category is behavioural conversion, where many Chinese netizens posted their own behavioural conversions and those of others around them who felt that the PLA was a good army to join after looking at the photos.

The sixth category looks to the future. After viewing the AFP photos, some netizens commented that they were looking forward to the future military parade of Chinese soldiers and were inspired by the sense of justice and majesty displayed by the soldiers.

5.2.2. International

Netizens' comments on international platforms can be divided into four categories: the complimentary category, the category of borrowing from the past to satirise the present, the category of symbolic resistance, the category of self-identification

The four categories are not dissimilar to the first four categories of netizen comments on the domestic platform. The fourth category is symbolic resistance, which is not as pronounced as the domestic comments that question the negative identity of the empire.

5.3. Comparative Analysis: Domestic and International Platform Reviews

5.3.1. Comparison of Symbols

The first domestic platform image symbols: presenting an introspective and reflective inward thinking, changing "the dawn of the empire" to "the glory of the republic" and "the dawn of the people", dispelling the charm and not being obsessed with the "road to empire", a reflection on the "empire", and a clearer self-identity.

Second, on the domestic platform, there is an expansion of symbols, a more pronounced effect of symbolic resistance, a variety of new textual innovations, black and red (spiritual symbols): iron and blood, and a reduction of self-aggrandisement. Domestic emotional symbols also give rise to the autonomy to join the army and the hope for the development of the country's future parades.

5.3.2. Text Comparison

Four types of comment appear both nationally and internationally.

One is the richer commentary on the domestic platform, which has more behavioural conversion commentary and forward-looking commentary. In the category of irony by reference to the past, the image of the Great Qin Empire is introduced. As China's first feudal dynasty, the Great Qin Empire was powerful, majestic and unified, and its historical image is deeply rooted in people's minds. Self-identification comments also emphasise the relationship between soldiers and the people, the army protecting the people, the people loving the soldiers, and harmony between the army and the people.

Second, symbolic resistance is more abundant, with symbolic resistance to "redness" and "killing spirit", while the number of symbolic resistance comments on international platforms is smaller in content.

5.4. Effectiveness Impact Analysis

5.4.1. International Interconnection

The analysis of communication effects highlights the positive side of communication alienation, the positive side is more pronounced, the climate of online opinion is optimised and there is no state of hostility and tension. It is conducive to storytelling in an international language, and for documentaries an international language means "storytelling with images", allowing "story" to replace "didactic" [11]. For commentary, learning to communicate in an international language is also a way of telling stories. The "international universal language" of commentary is serenity, using humorous comments to create a relaxed and pleasant atmosphere. In this case of communication alienation, most of the comments were positive, creating a good atmosphere for

communication. International communication requires environmental factors that cannot be ignored, both in terms of external and internal opinions, to create a more relaxed atmosphere for international communication.

5.4.2. Subjects

When publishing subjective and malicious information, communication subjects will pay attention to the form of expression, whether the future development will be more covert or will favour the perceived uselessness of subjective malice and reduce such forms, all to some extent to reduce conflict. This has been the case with AFP's smear campaign against China in recent years, suggesting that in the future the confluence of factors will also prompt communication actors to change their perception of communication and update their communication methods, and that the impact of this incident will also be a favourable factor for change among communication actors [2].

5.4.3. Audience

The counter-culturalisation of the audience has a significant effect, improving the audience's ability to make discerning judgements, enhancing positive understanding of the image of the country, and helping to unify and protect the image of the nation. The sharing of meaning in intercultural communication is not cultural identity, but a dynamic process of construction from knowledge to understanding and from understanding to recognition. "Understanding" is the ability to effectively decode the received message; "comprehension" is the ability to interpret the decoded message in a way that approximates the sender's meaning; "recognition" is the acceptance of the decoded meaning. "Recognition" is a receptive attitude towards the decoded meaning [12]. There is no shortage of Chinese netizens who reflect on and refute the word "empire" in the comments, deepening their knowledge of the correct image of the country, forming a unified external situation at home and abroad, and inspiring Chinese netizens to fight for national unity and the protection of the country's image.

5.4.4. Subjects and Audience Communication

The innovative new forms of communication that promote communication through banter, humour and positive compliments that are understandable, real, sincere and correct reduce the influence of instrumental and value rationality and promote the development of what Habermas calls communicative rationality. The qualification of interaction possessed by human beings shows that in matters of interaction they not only have the ability to choose wisely how to interact, but can also consciously use the value scale to influence the choices of the interaction process and create a mechanism for the accelerated development of a living human society.

The ability to use value scales to influence choices in the process of interaction and to create a social evolutionary mechanism by which humans accumulate, exchange, inherit and develop their own essential powers, thus making it possible to accelerate the development of a living human society [13]. The use of communicative rationality to achieve deeper communication between subject audiences, more often between users in the Internet era, has led to the accelerated development of the 'networked human society.

6. Conclusion

This study is slightly deficient in its analysis of the textual details and overlooks the emoji as a representative element of conveying feelings on the Internet in its textual analysis, focusing too much on the textual content. The positive effects of communication alienation can still be explored

in depth. Nowadays, international communication exchange is accelerating, and attention should also be paid to the study of communication alienation, especially the positive aspects, as a factor affecting international communication.

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