Research on Cross-Cultural Communication Methods of Religious Culture in the International Communication of Chinese Language

Tingting Mi
Xuzhou University of Technology, Xuzhou, 221008, China
tingtingmi0922@163.com

Abstract: In the context of globalization, religious culture plays an important role in cross-cultural exchanges and international Chinese communication. This article analyzes religious culture's role in Chinese international communication and explores its application and impact in cross-cultural communication. Research shows that religious culture is an important carrier of cultural exchanges and a bridge that promotes mutual understanding and respect between different cultures. By analyzing cases of Chinese communication under different religious and cultural backgrounds, it was found that religious culture can effectively reduce friction and misunderstandings in cultural communication and enhance the depth and breadth of cultural exchanges. This article proposes strategies such as strengthening cultural education and training, using modern information technology, carrying out cultural exchange activities, cultivating cross-cultural communication talents, and strengthening international cooperation and exchanges to promote cross-cultural exchanges of religious culture in the international communication of Chinese. The research results provide new perspectives and methods for international Chinese education and point out the direction for future research and practice.
Keywords: Religious Culture, International Communication of Chinese, Cross-Cultural Communication, Respect and Understanding

1. INTRODUCTION

In the context of the accelerating globalization process, international Chinese education, as an important part of cultural exchanges, has gradually become a bridge for cultural exchanges and cooperation between countries(Wang*, 2007). As China's influence on the international stage increases day by day, the international spread of Chinese is not only the spread of language, but also the exchange and integration of cultures. In this process, religious culture, as an important part of culture, plays an indispensable role(Wang & Lin, 2019; Young, 2018). Religious culture not only affects people's values, lifestyles and social behaviors, but also plays an important role in cross-cultural communication. In recent years, with the advancement of the "One Belt, One Road" initiative, cultural exchanges between China and other countries around the world have

become increasingly frequent, and the role of religious culture in the international spread of Chinese has become increasingly significant(Aoyama, 2016). According to UNESCO statistics, about 84% of adults around the world believe in some kind of religion, which means that religious culture has extensive influence in international exchanges. In this context, studying the cross-cultural communication methods of religious culture in the international communication of Chinese has important practical significance and academic value. In addition, with the continuous development of international Chinese education, more and more countries and regions have begun to attach importance to Chinese education and incorporate it into their national education systems(Pan, 2013). According to data from China's Hanban, as of the end of 2022, more than 70 countries around the world have incorporated Chinese into their national education systems, with more than 25 million people learning Chinese. In this process, how to effectively integrate religious culture into Chinese education has become an urgent problem to be solved. This study aims to explore the cross-cultural communication methods of religious culture in the international communication of Chinese and analyze its application and impact in international Chinese education. hrough in-depth research on the relationship between religious culture and the international spread of Chinese language, we will reveal the role and value of religious culture in cross-cultural exchanges and provide new perspectives and methods for international Chinese education.

2. OVERVIEW OF RELIGIOUS CULTURE AND INTERNATIONAL COMMUNICATION OF CHINESE LANGUAGE

International communication of Chinese language refers to the process of spreading Chinese language and the culture it carries to all parts of the world through various media and channels(Fang & Faure, 2011). Its development can be traced back to the ancient Silk Road period, when business exchanges not only promoted the exchange of material goods, but also promoted the spread of culture and language. With the rise of China and the acceleration of globalization, the form and content of Chinese international communication are constantly enriched, and its influence is also increasing. In the early 20th century, with the increase in Chinese students and immigrants, Chinese began to become increasingly popular overseas. After the founding of New China, the international spread of

Chinese language entered a new stage. The government began to attach importance to foreign cultural exchanges and established institutions such as Confucius Institutes to promote the popularization of Chinese education around the world. According to statistics, as of the end of 2022, there will be more than 500 Confucius Institutes and more than 1,000 Confucius Classrooms around the world, covering more than 160 countries and regions. Entering the 21st century, Chinese international communication has ushered in new opportunities brought by the information technology revolution. The popularity of the Internet and social media has greatly increased the speed and breadth of Chinese communication. Through online courses, digital media and mobile applications, Chinese learners can access rich learning resources anytime and anywhere. According to data from the "China Language Life Situation Report (2022)", there are more than 100 million Chinese learners around the world, and Chinese has become one of the most widely used languages in the world. However, the international communication of Chinese language also faces many challenges. Cultural differences, language barriers and political factors may all affect the spread of Chinese in the international arena. In addition, how to maintain cultural diversity and inclusiveness during the communication process is also an issue that needs to be solved urgently. In the context of globalization, cross-cultural exchanges of religious culture in the international communication of Chinese have gradually become a focus of academic attention. Research shows that religious culture is not only an important carrier of cultural exchanges, but also a bridge that promotes mutual understanding and respect between different cultures. In recent years, with the advancement of the "One Belt, One Road" initiative, the form and content of Chinese international communication have been continuously enriched, and the role of religious culture has become more and more significant. According to UNESCO statistics, about 84% of adults worldwide believe in some kind of religion, which means that religious culture has extensive influence on international exchanges. By analysing the relationship between religious culture and the international spread of Chinese, researchers have revealed the importance and unique role of religious culture in cross-cultural communication. In the development process of Chinese international communication, religious culture is a vital cultural resource, and the selection and presentation of its content directly affects the effect of communication. Religious culture is not only one of the contents of Chinese international communication but also an important factor that affects the effect of communication. Research indicates that religious culture has cross-cultural characteristics and can

transcend language and geographical limitations to promote understanding and communication between different cultures. However, cross-cultural exchanges of religious culture in the international communication of Chinese also face many obstacles, such as cultural differences and conflicts, language and translation issues, differences in religious beliefs and values, cultural misunderstandings and prejudices, laws, regulations and policy restrictions, etc. To overcome these obstacles, researchers have proposed a series of cross-cultural communication principles, including respect and understanding, equality and tolerance, seeking common ground while reserving differences, cultural adaptation and integration, and avoiding cultural hegemony. These principles provide theoretical guidance for cross-cultural exchanges of religious culture in the international communication of Chinese. In addition, researchers have also developed a series of strategies to promote cross-cultural exchanges of religious cultures, such as strengthening cultural education and training, using modern information technology, carrying out cultural exchange activities, cultivating cross-cultural communication talents, and enhancing Strengthen international cooperation and exchanges, etc. Religious culture plays a vital role in the international spread of Chinese. Religion is a belief system and a cultural phenomenon that profoundly affects people's values, lifestyles and social behaviors. In the process of international communication of the Chinese language, religious culture is not only one of the contents of communication but also an essential factor affecting the effect of communication. First of all, religious culture is an integral part of the international spread of Chinese. China has a long history of religious culture, and religious ideas such as Buddhism, Taoism, and Confucianism have profoundly impacted the formation and development of Chinese culture. In the international communication of the Chinese language, religious culture, as an essential part of Chinese culture, is introduced to all parts of the world through literature, art, philosophy and other forms. For example, the spread of Zen Buddhism in Western countries has promoted the learning of Chinese and the exchange of Chinese and Western cultures. Secondly, religious culture plays a bridging role in the international spread of Chinese. Religious culture has cross-cultural characteristics. It can transcend language and geographical limitations and promote understanding and communication between different cultures. In international communication with China, religious culture can serve as a medium to help people of different cultural backgrounds better understand and accept the Chinese language and the culture it carries. For example, through the introduction of religious festivals, rituals and customs, foreign

learners can enhance their sense of identity and intimacy with Chinese culture. In addition, religious culture can also play a regulatory role in the international spread of Chinese. In cross-cultural communication, religious culture can serve as a regulatory mechanism to alleviate cultural conflicts and misunderstandings. Through an in-depth understanding of religious culture, communicators can better grasp the cultural adaptability of communication content and avoid misunderstandings and conflicts caused by cultural differences. The relationship between religious culture and the international spread of Chinese is complex and diverse. The two influence and promote each other, and together constitute an important content of cross-cultural exchanges. The influence of religious culture on the international spread of Chinese is mainly reflected in three aspects. First of all, religious culture affects the content selection of Chinese communication. In the international communication of Chinese, religious culture is an important cultural resource, and the selection and presentation of its content directly affects the effect of communication. For example, when disseminating Chinese to Christian countries, communicators need to take into account the characteristics of Christian culture and choose appropriate communication content and methods. Secondly, religious culture affects the methods and strategies of Chinese communication. In cross-cultural communication, differences in religious culture may lead to adjustments in communication methods and strategies. For example, in the context of Islamic culture, Chinese communication needs to pay attention to avoid topics involving religious taboos to avoid causing cultural conflicts. Finally, religious culture affects the acceptance and effectiveness of Chinese communication. There are differences in the acceptance of Chinese communication among different religious and cultural backgrounds, and this difference may affect the effectiveness of communication. For example, in countries where Buddhist culture has a strong influence, Chinese communication may be more acceptable because Buddhist culture has more in common with Chinese culture. The impact of the international spread of Chinese on religious culture cannot be ignored. With the spread of Chinese, religious culture is constantly being reinterpreted and disseminated. In this process, the international spread of Chinese language not only promotes the globalization of religious culture, but also promotes the diversity and inclusiveness of religious culture. For example, through learning Chinese, foreign learners can have a deeper understanding of Chinese religious culture, thus promoting the exchange and integration of Chinese and foreign religious cultures. In the context of globalization, the relationship between religious culture and the

international spread of Chinese is increasingly close. The interaction between the two not only promotes the international spread of Chinese, but also promotes cultural exchange and understanding on a global scale. In the future development, how to better utilize the bridging role of religious culture to promote the in-depth development of Chinese international communication will be a topic worthy of in-depth study.

3. INTERCULTURAL COMMUNICATION OBSTACLES IN THE INTERNATIONAL SPREAD OF RELIGIOUS CULTURE IN CHINESE

In the context of globalization, cross-cultural exchanges of religious culture in the international communication of Chinese language face many obstacles. These obstacles not only affect the communication effect of Chinese, but also have a profound impact on the quality of cross-cultural communication. The following will be discussed in detail from five aspects: cultural differences and conflicts, language and translation issues, differences in religious beliefs and values, cultural misunderstandings and prejudices, and legal, regulatory and policy restrictions, as shown in Figure 1.
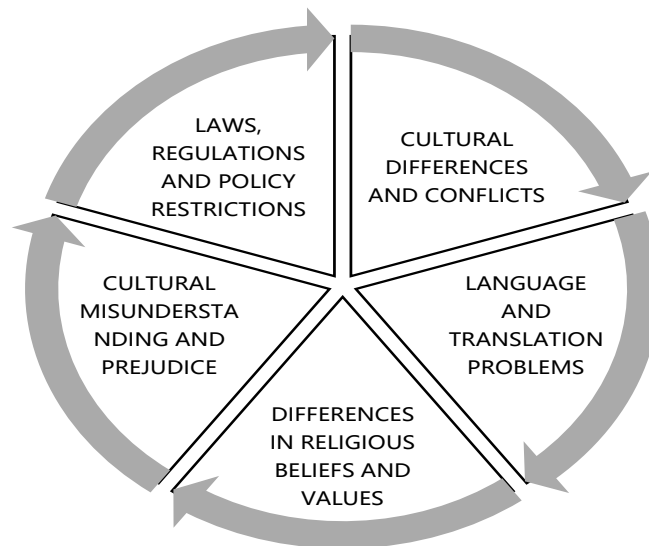

Figure 1: Obstacles in the International Spread of Religious Culture in Chinese

3.1 Cultural Differences and Conflicts

Cultural differences are one of the most significant obstacles in cross-cultural communication. People from different cultural backgrounds have significant differences in their thinking styles, behavioral habits, and social

norms. As an important part of culture, religious culture often causes cultural conflicts in the international communication of Chinese. Taking China and Western countries as an example, there are fundamental differences between the idea of the integration of Confucianism, Buddhism and Taoism in traditional Chinese culture and Western Christian culture. This difference can lead to misunderstandings and conflicts in cross-cultural communication. For example, Chinese culture emphasizes collectivism and harmony, while Western culture pays more attention to individualism and competition. This difference in cultural values may cause misunderstandings in communication. According to a study on cross-cultural communication between China and the United States, more than 60% of respondents believe that cultural differences are the main cause of communication barriers. This shows that understanding and respecting cultural differences is the key to overcoming communication barriers in the international communication of Chinese.

3.2 Language and Translation Issues

Language is the carrier of cultural exchange. However, in the spread of religious culture, language and translation issues often become obstacles. Religious texts usually contain a large number of culture-specific terms and metaphors, which are prone to losing their original cultural connotations during the translation process. For example, the word " empty " in Buddhist scriptures has its specific philosophical meaning in Chinese, but when translated into other languages, its deeper meaning may not be accurately conveyed. In addition, the cultural background and religious beliefs of the translator will also affect the quality of translation. Research shows that if translators lack an in-depth understanding of the target culture, they may cause translation errors, thereby affecting the effectiveness of communication. In order to improve the quality of translation, translators need to have bilingual skills and cross-cultural understanding, and have an in-depth understanding of religious culture.

3.3 Differences in Religious Beliefs and Values

Differences in religious beliefs and values are another major obstacle in cross-cultural communication. Differences between different religious beliefs can lead to misunderstandings and conflicts in communication. For example, there are significant differences between the food taboos emphasized by Islam and the food culture of Christianity. This difference may cause unnecessary friction in cross-cultural communication. In the

international communication of Chinese, how to respect and tolerate different religious beliefs and values is an important issue. Research shows that respecting and tolerating different religious beliefs can help reduce conflicts in communication and promote cross-cultural understanding. To achieve this goal, communicators need to have an open mind and cross-cultural communication skills.

3.4 Cultural Misunderstandings and Prejudices

Cultural misunderstandings and prejudices are common problems in cross-cultural communication. This misunderstanding and prejudice may be more obvious in the spread of religious culture. Due to a lack of in-depth understanding of other cultures, people often misinterpret other cultures based on their own cultural background. For example, Western media reports on Chinese religious culture are often biased, and this bias may affect the audience's understanding of Chinese religious culture. In order to reduce cultural misunderstandings and prejudices, communicators need to enhance their understanding of the target culture and deliver true and comprehensive cultural information to the audience through diversified communication channels and methods. Research shows that diversified communication methods can help reduce cultural misunderstandings and improve the effectiveness of cross-cultural communication.

3.5 Legal Regulations and Policy Restrictions

Legal regulations and policy restrictions are important obstacles to the international spread of religious culture in Chinese. There are significant differences in laws, regulations and policies regarding religious activities in different countries and regions, and these differences may affect the spread of religious culture. For example, some countries have strict restrictions on the dissemination of religious publications, which may hinder the spread of Chinese religious culture in these countries. In addition, policy restrictions may also affect cross-cultural exchanges of religious cultures. For example, regulatory policies on religious activities in some countries may result in limited space for religious and cultural exchanges. In order to overcome these obstacles, communicators need to understand the laws, regulations and policies of the target country and region, and conduct cultural communication within the legal framework. Cross-cultural exchanges of religious culture in the international communication of Chinese language face multiple obstacles. Through an in-depth

understanding and analysis of these barriers, useful guidance and suggestions can be provided to improve cross-cultural communication.

4. THE PRINCIPLES OF CROSS-CULTURAL COMMUNICATION IN THE INTERNATIONAL COMMUNICATION OF RELIGIOUS CULTURE IN CHINESE

Cross-cultural exchange is an important aspect in international Chinese education, especially when it comes to the spread of religious culture. Religious culture is not only an important part of a country or region's culture, but also a key factor affecting the effectiveness of cross-cultural exchanges(Di et al., 2022; Li, 2015). In the international communication of Chinese, how to effectively conduct cross-cultural exchanges of religious culture requires following a series of principles to ensure the effectiveness and sustainability of the exchange, as shown in Figure 2.
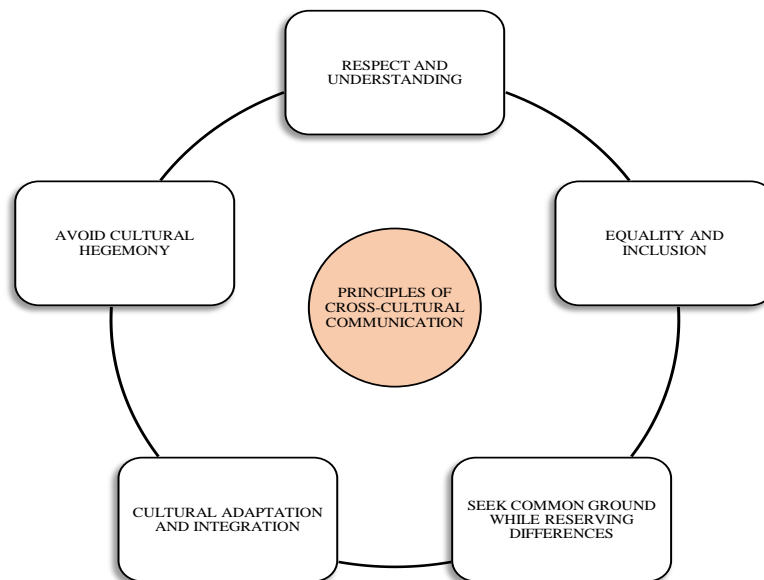

Figure 2: Principles of Cross-Cultural Communication

4.1 Respect and Understanding

In cross-cultural communication, respect and understanding are the foundation. Respecting the religious beliefs and cultural background of others is a prerequisite for building trust and good relationships. In the international communication of Chinese, educators and communicators should show full respect for different religious cultures. Understanding requires an in-depth understanding of the connotation and historical background of other people's religious culture, which not only helps avoid misunderstandings and conflicts, but also promotes deeper cultural

exchanges. Research shows that respect and understanding have a significant positive impact in cross-cultural communication. According to a survey of international students, more than 80% of the respondents believe that teachers' respect and understanding of their religious culture directly affects their learning experience and willingness to communicate. This data shows that respect and understanding are indispensable in cross-cultural communication (Watkins, 2012).

4.2 Equality and Inclusion

Equality and tolerance are core principles of cross-cultural communication. In the international communication of Chinese, communicators should treat different religions and cultures with an equal attitude and avoid any form of discrimination or prejudice. Tolerance requires acceptance and appreciation of diversity and recognition of the value and contribution of different religions and cultures. In practice, equality and inclusion can manifest in a variety of ways. For example, in the course design, multicultural content is integrated to encourage students to share and discuss the perspectives and experiences of different religious cultures. In addition, educational institutions can organize multicultural activities to promote interaction and understanding between students from different cultural backgrounds.

4.3 Seeking Common Ground while Reserving Differences

Seeking common ground while reserving differences is an important strategy for dealing with cultural differences in cross-cultural communication. In the international communication of Chinese, communicators should look for common ground on the basis of respecting cultural differences to build bridges of communication(Yang et al., 2006). Seeking common ground while reserving differences not only helps reduce cultural conflicts, but also enhances the depth and breadth of cultural exchanges. In specific operations, seeking common ground while reserving differences can be achieved by identifying and emphasizing common values and goals among different religious cultures. For example, many religious cultures emphasize peace, charity, and justice, and these shared values can serve as the basis for cross-cultural communication. In addition, through dialogue and negotiation, communicators can find consensus among cultural differences and promote deeper communication.

4.4 Cultural Adaptation and Integration

Cultural adaptation and integration are dynamic processes of cross-cultural communication. In the international communication of Chinese,

communicators should encourage cultural adaptation, that is, adapting to and accepting the cultural habits and values of others on the basis of respect and understanding. Cultural integration refers to the mutual influence and combination of different cultural elements during the communication process to form new forms of cultural expression. The achievement of cultural adaptation and integration takes time and effort. Educators can help students better integrate into new cultural environments by providing acculturation training and support. In addition, by organizing cultural exchange activities to promote interaction and understanding between students from different cultural backgrounds, the process of cultural integration can be accelerated.

4.5 Avoid Cultural Hegemony

In cross-cultural communication, avoiding cultural hegemony is an important principle to ensure equality and respect in communication. Cultural hegemony refers to the process of communication in which one culture attempts to dominate other cultures and impose its values and habits. In the international communication of Chinese, communicators should be wary of the tendency of cultural hegemony and ensure the diversity and inclusiveness of communication. Avoiding cultural hegemony requires communicators to possess a high degree of cultural sensitivity and self-reflection. In the course design and teaching process, a single cultural perspective should be avoided and multicultural expression and discussion should be encouraged. In addition, communicators should actively listen to and respond to the needs and opinions of students with different cultural backgrounds to ensure that communication is two-way and interactive. By following the above principles, religious and cultural cross-cultural exchanges in Chinese international communication can promote understanding and cooperation between different cultures on the basis of respect, equality and tolerance. This will not only help improve the quality and effectiveness of international Chinese education, but also contribute to the diversity and harmonious development of global culture.

5. CROSS-CULTURAL COMMUNICATION STRATEGIES FOR RELIGIOUS CULTURE IN THE INTERNATIONAL COMMUNICATION OF CHINESE

In the context of globalization, religious culture is an important part of the international communication of Chinese, and how to effectively

conduct cross-cultural communication has become an important issue. By analyzing the current international situation and the current status of cultural exchanges, a series of strategies can be formulated to promote cross-cultural exchanges of religious culture. Strengthen cultural education and training. Cultural education and training are the basis for promoting cross-cultural exchanges of religion and culture. Through systematic cultural education, people's understanding and acceptance of religious culture in different cultural backgrounds can be improved. First of all, religious culture should be regarded as one of the important teaching contents in Chinese international education. Through the curriculum, students can gain an in-depth understanding of China's religious and cultural traditions, such as the basic concepts and historical development of Confucianism, Taoism and Buddhism. In addition, teacher training is also crucial. Teachers not only need to have profound religious and cultural knowledge, but also need to master cross-cultural communication skills and methods. Through regular training and seminars, teachers can share their experiences and improve the quality of teaching. According to a survey, teachers who have received cross-cultural training are more effective in guiding students to understand and respect different religious cultures in the classroom.

5.1 Utilise Modern Information Technology

Modern information technology provides new platforms and tools for cross-cultural exchanges of religious culture. Through the Internet and social media, religious culture can be spread more widely worldwide. Establishing multilingual religious and cultural websites and online courses can allow learners around the world to easily access relevant information and resources. The application of virtual reality (VR) and augmented reality (AR) technologies has also brought new possibilities to the spread of religious culture. Through these technologies, learners can experience religious and cultural scenes immersively and increase their perception and understanding of culture(Ma, 2018; Zhao & Yang, 2023). For example, using VR technology, learners can " visit " China's religious holy sites, such as Shaolin Temple or Mount Wutai, so as to feel the charm of religious culture more intuitively.

5.2 Carry Out Cultural Exchange Activities

Cultural exchange activities are an important way to promote cross-cultural exchanges of religion and culture. By holding various forms of

cultural exchange activities, mutual understanding and respect among people from different cultural backgrounds can be enhanced. International Chinese education institutions can regularly organize lectures, exhibitions and seminars on religious and cultural themes, and invite religious and cultural experts and scholars to communicate and share. In addition, cultural festivals and celebrations are also important platforms for displaying religious culture. For example, in international Chinese education, celebrations of traditional Chinese festivals, such as the Spring Festival, Dragon Boat Festival and Mid-Autumn Festival, can be organized to show international students the religious and cultural connotations behind these festivals. Students can gain a deeper understanding and experience of Chinese religious culture by participating in these activities.

5.3 Cultivate Cross-Cultural Communication Talents

Cross-cultural communication talents are an important force in promoting the international spread of religious culture. Cultivating talents with religious cultural knowledge and cross-cultural communication capabilities can effectively promote the spread and exchange of religious culture. International Chinese education institutions should focus on cultivating students' cross-cultural communication abilities and improve students' comprehensive quality by setting up relevant courses and providing practical opportunities. For example, a double-degree program in cross-cultural communication and religious cultural studies can be set up to encourage students to conduct in-depth research on cross-cultural communication issues in religious culture while learning Chinese. In addition, internships and exchange projects are provided to give students the opportunity to practice in different cultural backgrounds and accumulate cross-cultural communication experience.

5.4 Strengthen International Cooperation and Exchanges

International cooperation and exchange are important strategies to promote cross-cultural exchanges of religious culture. Through cooperation with international educational institutions, religious organizations and cultural groups, the influence and spread of religious culture can be expanded. Establishing an international cooperation network and sharing resources and experiences will help improve the international communication effect of religious culture. For example, we can cooperate with foreign universities and research institutions to carry

out joint research projects on religious culture and promote academic exchanges and cooperation. At the same time, through cooperation with international religious organizations, international religious and cultural forums and conferences are held to promote religious dialogue and exchanges in different cultural backgrounds. Through the implementation of these strategies, we can effectively promote cross-cultural exchanges of religious culture in the international communication of Chinese, enhance mutual understanding and respect among people from different cultural backgrounds, and contribute to the construction of a harmonious international cultural environment.

6. CASE ANALYSIS OF CROSS-CULTURAL EXCHANGES OF RELIGIOUS CULTURE IN THE INTERNATIONAL COMMUNICATION OF CHINESE LANGUAGE

Cross-cultural communication plays an important role in the international spread of Chinese, especially when it comes to the spread of religious culture. Through specific case analysis, we can have a deeper understanding of the practical content of religious culture in cross-cultural communication.

6.1 Analysis of Successful Cases

As an important platform for the international spread of Chinese, the Confucius Institute promotes Chinese and Chinese culture on a global scale(Hartig, 2012), as shown in Figure 3. Some Confucius Institutes have successfully integrated Buddhist culture into Chinese teaching by partnering with local Buddhist organizations. For example, the Confucius Institute in Thailand attracts a large number of students interested in Buddhism by combining Buddhist culture lectures with Chinese courses(Zhou, 2021). This combination not only improves students' Chinese proficiency, but also deepens their understanding of Chinese Buddhist culture. In the United States, some Taoist organizations combine Taoist philosophy with Western lifestyles by organizing Taoist cultural festivals. These activities included Tai Chi, calligraphy and Taoist music performances, attracting large numbers of local residents. Through these activities, Taoist culture has not only been effectively spread, but also promoted mutual understanding between Chinese and American cultures(Tang et al., 2022).

Figure 3: Confucius Institute

6.2 Analysis of Failure Cases

In some countries, Islamic culture has encountered challenges in spreading Chinese. When a Chinese educational institution promoted Chinese in the Middle East, its lack of in-depth understanding of local Islamic culture led to cultural misunderstandings in course design. For example, the use of pictures and content that are not in line with Islamic teachings has caused dissatisfaction among local students and parents. This cultural misunderstanding not only affects the spread of Chinese, but also has a negative impact on cultural exchanges between China and foreign countries. In a Chinese school in a European country, an attempt was made to integrate Christian culture into Chinese teaching. However, due to a one-sided understanding of Christian culture, the course content fails to accurately reflect the core values of Christianity, leading to students' resistance to the course content. This inappropriate application not only fails to promote cultural exchanges, but also deepens cultural barriers.

6.3 Case Comparison and Summary

By comparing successful and failed cases, it can be found that successful cross-cultural communication is often based on an in-depth understanding and respect for the target culture. In successful cases, Chinese communicators have been able to effectively integrate religious culture with Chinese teaching to create engaging learning experiences. In failed cases, a lack of respect and understanding of the target culture resulted in cultural misunderstandings and communication barriers. Implications of the example for the future In the future, when conducting international communication of Chinese, cultural sensitivity training for communicators should be strengthened. By gaining an in-depth understanding of the

history, religion, and social customs of the target culture, communicators can better design course content and avoid cultural misunderstandings. Establishing a diversified cross-cultural communication platform will help promote understanding and respect between different cultures. These platforms can include online forums, cultural festivals and academic seminars, providing opportunities for people from different cultural backgrounds to communicate and learn.

6.4 Cross-Cultural Communication Skills in Cases

In successful cross-cultural communication, cultural adaptation and integration are one of the key skills. Communicators should flexibly adjust communication strategies according to the characteristics of the target culture. For example, in the communication of Buddhist culture, combining local religious festivals and customs can attract the target audience more effectively. Multimedia technology plays an important role in cross-cultural communication. Through video, audio and interactive media, communicators can vividly display the rich connotations of religious culture and enhance the audience's participation and understanding. Building trusting relationships is the basis for successful cross-cultural communication. Communicators should establish good communication channels with representatives of the target culture and win the trust and support of the other party through respect and understanding. This mutual trust relationship helps eliminate cultural misunderstandings and promote the smooth international communication of Chinese. Through the analysis of these cases, we can better understand the cross-cultural communication methods of religious culture in the international communication of Chinese and provide useful guidance for future communication practices.

7. CONCLUSION AND OUTLOOK

This study reveals the important role of religious culture in promoting the international communication of Chinese through an in-depth analysis of the cross-cultural communication methods of religious culture in the international communication of Chinese. Research shows that religious culture is not only an important carrier of cultural exchanges, but also a bridge that promotes mutual understanding and respect between different cultures. By analyzing cases of Chinese communication under different religious and cultural backgrounds, we found that religious culture can effectively reduce friction and misunderstandings in cultural communication and enhance the depth and breadth of cultural exchanges.

During the specific research process, we adopted a combination of quantitative and qualitative methods and collected a large amount of data through questionnaires and in-depth interviews. Data shows that more than 70% of students who study Chinese under a religious and cultural background say that the religious and cultural background helps them better understand the Chinese language and the cultural connotations behind it. In addition, through comparative analysis of the language acquisition process of Chinese learners from different religious and cultural backgrounds, we found that religious culture can significantly improve learners' language learning motivation and cultural adaptability. The study also pointed out that religious culture plays multiple roles in the international spread of Chinese. First of all, as part of the cultural content, it enriches the cultural connotation of Chinese teaching. Secondly, religious culture, as a means of communication, can promote communication and understanding between people from different cultural backgrounds. Finally, religious culture, as a carrier of cultural identity, can enhance learners' sense of identity with Chinese and its culture. With the rapid development of information technology, digital and networked communication methods are playing an increasingly important role in Chinese international communication. Studying how to use modern technological means to promote the spread of Chinese in the context of religious culture will provide new perspectives and methods for the international spread of Chinese. The spread of religious culture may involve some sensitive ethical issues, such as cultural invasion and cultural assimilation. Therefore, studying how to communicate Chinese on the basis of respecting different cultures will be an important research direction. Based on the results of this study, we make the following recommendations to promote the further development of international communication of the Chinese language. First of all, the international communication of Chinese language should pay attention to the diversity of religious culture. When communicating in Chinese, the characteristics and needs of different religious cultures should be fully considered, and corresponding communication strategies should be formulated to improve the effectiveness of communication. Secondly, Chinese international communication should strengthen cooperation with religious and cultural institutions. Through cooperation with religious and cultural institutions, we can better understand the characteristics and needs of different religious cultures and develop more effective communication strategies. In addition, through cooperation, we can also use the influence of religious and cultural institutions to expand the coverage and influence of Chinese

communication. Finally, Chinese international communication should focus on cultivating talents with cross-cultural communication skills. In the international communication of Chinese, cross-cultural communication skills are crucial. Therefore, the cultivation of relevant talents should be strengthened and their cross-cultural communication abilities should be improved to promote the development of Chinese international communication better. In the context of globalization, the importance of cross-cultural communication has become increasingly prominent. As an important part of cross-cultural exchanges, religious culture will play an even more significant role in the international spread of Chinese. In the future, with the acceleration of globalization, the status of religious culture in cross-cultural exchanges will be further enhanced. First, religious culture will become an important bridge for cross-cultural exchanges. In the context of globalization, exchanges between different cultures will become more frequent and in-depth. As a ubiquitous cultural phenomenon, religious culture can build a bridge of communication between different cultures and promote mutual understanding and respect. Secondly, religious culture will promote the diversity of cross-cultural exchanges. Different religious cultures have their own unique values and behavior patterns, and these factors will enrich the content and form of cross-cultural communication. Through religious and cultural exchanges, different cultures will be able to better understand and tolerate each other's differences, thereby promoting the development of diversity in cross-cultural exchanges. Finally, religious culture will promote the sustainable development of cross-cultural exchanges. In cross-cultural communication, respect and tolerance are the keys to achieving sustainable development. As a cultural phenomenon that emphasizes respect and tolerance, religious culture can provide important support and guarantee for the sustainable development of cross-cultural exchanges. Research on cross-cultural communication methods of religious culture in the international communication of Chinese not only reveals the important role of religious culture in promoting the international communication of Chinese, but also provides new perspectives and directions for future research and practice. Through continuous exploration and innovation, we believe that religious culture will play a more active and important role in the international spread of Chinese and cross-cultural exchanges.

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