**1. "Culture" refers to the shared beliefs, values, customs, behaviors, and artifacts that characterize a group of people. It encompasses the way of life of a particular community, including their language, traditions, social practices, and artistic expressions. Culture is learned and transmitted from one generation to another, shaping individuals' perceptions and behaviors within that cultural context.**

**"Intercultural Communication" refers to the communication process between individuals or groups from different cultural backgrounds. It involves navigating and understanding cultural differences to effectively exchange information and ideas. Successful intercultural communication requires awareness, sensitivity, and adaptability to diverse cultural norms and communication styles.**

**Consider a multicultural team working on a project that involves members from various countries, such as India, Germany, Brazil, and South Korea. Each team member brings their unique cultural perspectives, communication styles, and work approaches. Effective intercultural communication within the team is essential to foster collaboration, prevent misunderstandings, and create a positive working environment that leverages the diversity of skills and ideas.**

**2.**

**Language and Communication Styles:**

**Discuss the significance of the Chinese language, Mandarin, and its variations.**

**Explore the impact of tonal differences on communication.**

**Highlight the importance of indirect communication and the use of non-verbal cues in Chinese culture.**

**Cultural Values:**

**Explore the cultural preference for harmony and avoidance of direct confrontation.**

**High-Context Communication:**

**Explain the high-context nature of Chinese communication, where meaning is often implicit and context-dependent.**

**Provide examples of how cultural context shapes communication in various settings.**

**Globalization and Modernization:**

**Analyze how globalization has influenced Chinese communication styles.**

**Discuss the impact of modernization on traditional communication norms.**

**3.**

**Our group’s title is Analysis of the Communication Strategies of Chinese Films in the New Media Era from the perspective of International Communication. We learn the background of the International Communication by Chinese Films. High film popularity does not necessarily mean that the film has excellent quality, but this data does mean that the audience has a high interest in the film. We collect data from foreign media platforms like Google Netflix YouTube and rotten tomatoes. By using data analysis methods, we found that movies with high long-term influence mostly contain plot elements. While other influencing factors have a relatively similar impact on the dissemination of Chinese films.**

**In the future, we should balance between cultural values and globalization and innovate filmmaking technology, narrative forms and ideological trends.**

**4.**

**Our group’s title is Analysis of the Communication Strategies of Chinese Films in the New Media Era from the perspective of International Communication.**

**Our group has different opinions on the content to be discussed, Mr Zhong is more inclined to provide specific examples: using the example of the 2023 Pingyao Film Festival to illustrate how Chinese films can better go international, while I am more willing to search for the latest data: box office of Chinese films overseas, and data on Chinese films on foreign streaming media to illustrate the influence of Chinese films overseas.**

**The solution is to separate the content into different perspectives and compress our own content to ensure that we do not exceed the time limit, while each presenting our own viewpoints.**

**5.**

**I pride myself on having a rational mind most of the time and being good at science. And I'm poor at literary subjects such as Chinese, especially things that require a lot of memorizations. For the advantages part, I should continue to be exposed to a large amount of modern scientific knowledge, keep my brain always thinking effectively, and always be curious about the scientific phenomena around me. Regarding the fact that I have not had enough exposure to literature, I should have more exposure to literary materials in the future, starting with reading Chinese and foreign classics.**

**6.**

**After I graduate from college, I will most likely choose to be recommended to graduate students and continue to study in the field of artificial intelligence, and strive to publish a few articles in cvpr, the top journal in the field of artificial intelligence. After finishing graduate school, you may consider joining a major Internet company to work on deep learning algorithms.**

**In order to achieve the above content, I will focus on studying hard from now on, strive to understand every course, and achieve excellent results. In my spare time, I started to get exposed to the cutting-edge research of artificial intelligence, starting from reading IEEE and cvpr papers, and gradually learning more about machine learning.**

**7.**

**The statement "Academic qualifications are commonly felt to give a person the best chance of success in life" suggests that there is a prevailing belief that a strong educational background is a key factor in achieving success. This perspective emphasizes the value society places on formal education as a means of acquiring knowledge, skills, and credentials that are often associated with increased opportunities and success in various aspects of life.**

**Example 1: Career Opportunities: Many employers use academic qualifications as a primary criterion when selecting candidates for job positions. A person with a relevant degree or certification is often perceived to have acquired specialized knowledge and skills in a particular field, making them more competitive in the job market. For instance, a candidate with a degree in computer science may be considered better equipped for a software development position compared to someone without formal education in the field.**

**Example 2: Professional Advancement: In certain professions, academic qualifications serve as prerequisites for career progression and professional advancement. For instance, individuals in the medical field typically need to obtain advanced degrees and certifications to become doctors or specialists. Similarly, in academia itself, individuals often need advanced degrees such as a Ph.D. to pursue a career as a professor or researcher. These examples illustrate that academic qualifications can be crucial for ascending the professional ladder in specific fields.**

**8.**

**Definition of "Team": A team is a group of individuals working collaboratively towards a common goal or objective. In a team, members bring together their diverse skills, knowledge, and expertise to achieve tasks and solve problems collectively. Effective teamwork involves communication, cooperation, and mutual support among members.**

**Functions/Roles and Responsibilities of a Team Member:**

**Collaboration and Communication:**

**Function/Role: A key function of a team member is to actively collaborate with others. This involves sharing ideas, information, and resources to contribute to the overall success of the team.**

**Responsibilities:**

**Actively participate in team discussions and meetings.**

**Share insights, expertise, and constructive feedback with team members.**

**Maintain open and effective communication channels within the team.**

**Task Execution and Accountability:**

**Function/Role: Team members play a crucial role in executing tasks and achieving the team's objectives. Each member contributes to the overall progress and success of the team by fulfilling assigned responsibilities.**

**Responsibilities:**

**Complete assigned tasks within agreed-upon deadlines.**

**Take ownership of individual responsibilities and be accountable for the quality of work.**

**Collaborate with team members to ensure seamless integration of individual contributions into the overall project.**

**These roles and responsibilities emphasize the importance of both collaboration and individual accountability within a team. Effective teams are built on the principle that each member brings unique strengths to the collective effort, and success is achieved through a combination of shared goals and individual contributions.**

**9.**

**First objective of this course is that we can communicate effectively with peers in the industry and the public on complex engineering issues; The other one is to train our ability to learn how to give speeches towards people.**

**I’ve learnt a lot from this course. First of all, I learned a lot of speaking skills, such as paying attention to eye and body communication with the audience when giving a speech. Secondly, I learned how to write academic papers while working in a group to speak on academic issues, especially English papers, which have many formatting requirements; I also learned communication skills while communicating with group members when facing problems.**

**I hope this course can add more personal speech sections in the future, after all, knowledge can only be gained through a lot of practice. You can also show more TED speech videos in class to learn the most authentic foreign expressions and ways of thinking. I believe this method may be more useful.**

**10.**

**There are four majors in the BUPT-QMUL Joint Programme, namely telecommunications engineering and management, Internet of Things, electronic information engineering, and intelligent science and technology. These four majors are all offered around engineering majors such as electronic information and computers. Take the Internet of Things Engineering course I studied as an example. The main knowledge we learn is software-based.** **Our main courses revolve around the software direction of modern computer development. In our freshman and sophomore years, we mainly studied many mathematical foundation courses, such as advanced mathematics, linear algebra, discrete mathematics, C language, signals and systems, and so on. After our junior year, we will learn engineering-oriented courses such as artificial intelligence and software engineering. We have many professional courses taught by British teachers from QMUL, so in the process of learning, we have absorbed more international perspectives and learned more English.**

**11.**

**All four members in our team basically did the same things. So, all of us are the speaker of our team and as well as the producer of PPT.**

**Because we chose to present the speech on site, we do not have the task of video editing and filming. In the process of completing the group presentation, we first choose the theme and content, then search for suitable papers on CNKI, and then classify the papers and extract useful information. Then we started making a PPT based on the selected theme and content, and after multiple rounds of revisions, we memorized the parts we discussed separately. Finally, we conducted multiple collaborative exercises to achieve the best results.**

**I suggest that in future group speeches, it would be more efficient to divide tasks, such as having students who are good at making PPTs do their own tasks, which would be more efficient.**

**12.**

**Addressing this situation as the leader of the presentation team requires a combination of communication, understanding, and compromise. Firstly, I should understand the specific reasons why team members are hesitant to present in English. This could include language proficiency concerns, fear of making mistakes, or simply a lack of confidence. And then, I’ll emphasize the benefits of presenting in English at an intercultural communication forum. This could include showcasing language proficiency skills, and enhancing the team's global communication capabilities. All in all, if we can’t obtain a way that satisfy all, I may choose to speak most of the time in the presentation, while others only have to speak for a short time.**

**13.**

**The case involves the strategic use of high-quality intellectual property (IP) to promote and share information globally about China's chic culture.**

**Cultural Promotion and Global Awareness: By focusing on high-quality IP, the case implies a commitment to showcasing the best aspects of China's chic culture. This not only enhances the cultural image but also contributes to global awareness, potentially attracting international interest and admiration.**

**Global Cultural Exchange: The use of IP to promote China's chic culture implies a desire for global cultural exchange. It suggests openness to sharing cultural elements and fostering a mutual understanding and appreciation of diverse cultural expressions.**

**Comments:**

**Potential for Economic Impact: Beyond cultural diplomacy, there is the potential for economic impact. A successful promotion of China's chic culture could stimulate interest in related industries such as fashion, art, and design, leading to economic benefits.**

**14.**

**Description: The 2023 "Happy Spring Festival" Rabbit Year mascot is based on the image of a "lucky bag" and paired with the main image of the Rabbit Year zodiac. It has both cultural connotations and practicality. The "Happy Spring Festival" Rabbit Year Mascot gaining worldwide popularity is a noteworthy case in the realm of international communication of Chinese culture. The case centers around a mascot designed to symbolize the Rabbit Year in the Chinese zodiac, particularly associated with the Spring Festival.**

**Analysis:**

**Cultural Symbolism: The use of the Rabbit Year as a theme aligns with traditional Chinese culture and the significance of the zodiac in Chinese astrology. The mascot likely incorporates cultural elements that resonate with both Chinese and international audiences.**

**Soft Power Promotion: The widespread acceptance of the Rabbit Year mascot contributes to China's soft power. By exporting cultural symbols that are embraced globally, China enhances its positive image and influence on the global stage.**

**Comments: This case shows the effectiveness of cultural promotion in fostering international understanding and appreciation. By leveraging traditional symbols in a contemporary context, China has successfully communicated its cultural identity to a global audience. The popularity of the Rabbit Year mascot demonstrates the importance of cultural diplomacy and soft power in shaping international perceptions. Additionally, the case underscores the evolving dynamics of cultural communication in the digital age, where a well-designed mascot can transcend borders and language barriers, fostering a sense of global cultural interconnectedness.**

**15.**

**Description: From October 2022 to February 2023, the "Chinese Bridge" Global Foreigner Chinese Language Conference Calligraphy and Painting Exhibition, hosted by the China Foreign Language Exchange and Cooperation Center, was successfully held, and the event received positive responses. The beauty of Chinese calligraphy and painting can be shared by all humanity. The "Chinese Bridge" calligraphy and painting exhibition allows more foreigners to understand Chinese culture and increase their interest and enthusiasm in learning Chinese.**

**Analysis:**

**Cultural Exchange: The active involvement of foreigners in Chinese painting and calligraphy exhibitions suggests a positive trend of cultural exchange. It indicates a mutual interest in fostering understanding and appreciation of Chinese artistic traditions among people from diverse cultural backgrounds.**

**Soft Power Projection: China's recognition of this case in the top 10 international communication cases underscores the importance of cultural activities as a means of projecting soft power. Positive engagement with Chinese cultural elements can enhance the country's global influence and improve its international image.**

**Comments: This case reflects a positive development in the international communication of Chinese culture. The active participation of foreigners in Chinese painting and calligraphy exhibitions signifies a growing global interest in and appreciation for traditional Chinese art forms. Such cultural interactions contribute not only to the promotion of Chinese culture but also to building cultural bridges that connect people across borders.**

**16.**

**Description: The 44th World Heritage Conference was held in Fuzhou in 2021, mainly online, marking the first time in the history of UNESCO that World Heritage issues were reviewed online. Fujian Province and Fuzhou International Communication Platform worked together to show global netizens the Chinese responsibility for world heritage protection, Fujian style and charm of Fuzhou, centering on the success of Quanzhou's World Heritage application, Quanzhou cultural heritage, the Earthen Building in Fujian Province and other hot topics.**

**Analysis:**

**Global Recognition: Inclusion in the top 10 international communication cases suggests that China's participation in the 44th World Heritage Conference was notable and impactful. The conference likely provided an opportunity for China to communicate and showcase its cultural heritage on a global stage.**

**Soft Power Projection: Involvement in international conferences and forums contributes to China's soft power. It allows the country to project a positive image globally, emphasizing its commitment to cultural preservation, collaboration, and responsible stewardship of cultural heritage.**

**Comments: The recognition of China's participation in the 44th World Heritage Conference as one of the top cases of international communication of Chinese culture underscores the importance of global platforms in promoting cultural diplomacy. This case reflects China's commitment to actively engage with the international community, share its cultural heritage, and contribute to the discourse on the preservation of world heritage.**

**17.**

**Description: The video self-media "Waiguoren Research Association" founded by Israeli scholar Gao Yousi during his study abroad at Peking University has attracted millions of fans and reached hundreds of millions of views worldwide so far. "Tea Cup Media" is a podcast on "Chinese History" founded by American Don Side, with over 250000 loyal listeners around the world and over 2.5 million program downloads per year. Nowadays, there are more and more "foreign Internet celebrities" like Gao Yousi and Tang Side. There are nearly 100 foreign bloggers with more than 500000 fans on TikTok alone. More and more foreigners are sharing their personal experiences and feelings in China on social media platforms both at home and abroad, introducing Chinese history, culture, and customs to overseas audiences, becoming a new force that cannot be ignored in telling Chinese stories.**

**Analysis:**

**Diverse Perspectives: Foreign Internet Celebrities offer diverse perspectives on Chinese culture, providing a nuanced and authentic portrayal beyond traditional narratives. Their influence can reach global audiences and counter stereotypes, contributing to a more comprehensive understanding of China.**

**Social Media Dynamics: The case likely involves leveraging social media platforms to disseminate content. Platforms like YouTube, Instagram, and TikTok play a crucial role in facilitating cultural exchange and allowing influencers to reach a broad international audience.**

**Comments: The emergence of "Foreign Internet Celebrities" as key players in telling Chinese stories is a testament to the evolving landscape of cultural communication in the digital era. This case signifies the importance of leveraging individual voices to create a more dynamic and relatable image of Chinese culture globally.**

**18.**

**Description: In the New Year of the Ox, China Central Television launched a program called "China in Classics", which presented many famous works in a "drama+film+cultural interviews" presentation mode. The program's related topics have a total online reading volume of over 3.3 billion and have received hundreds of millions of clicks on overseas video websites.**

**Analysis:**

**Cultural Legacy: The emphasis on "China in Classics" suggests a focus on traditional cultural elements, perhaps rooted in ancient literature, philosophy, art, or historical narratives.**

**Educational and Informative: This case might involve educational and informative elements, fostering a deeper understanding of Chinese culture. By presenting China through the lens of classics, the communication strategy could serve as a tool for cultural education and mutual understanding.**

**Comments: "China in Classics" represents a strategic and effective approach to international communication of Chinese culture. By tapping into timeless cultural elements, the case demonstrates an understanding of the enduring appeal of traditional aspects of Chinese heritage.**

**19.**

**Description: The film explores the origin and development of kung fu from the perspective of a seasoned foreign kung fu enthusiast, the martial arts ideas and Chinese spirit contained in kung fu, and the impact of kung fu on countries around the world. "Finding Kung Fu" is a successful example of telling Chinese stories through others, and it is also a beneficial exploration to deeply explore the contemporary value and world significance of traditional Chinese culture.**

**Analysis:**

**Cultural Exploration: The documentary's focus on "Searching for Kung Fu" suggests a deep dive into the cultural and historical roots of Kung Fu. This exploration can provide international audiences with a deeper understanding of the martial art form.**

**International Recognition: Winning international awards indicates that the documentary has achieved success in reaching and resonating with audiences beyond China.**

**Comments: "Searching for Kung Fu" winning international awards is a testament to the effectiveness of cultural storytelling through the medium of documentaries. The international recognition and accolades highlight the documentary's success in breaking cultural barriers and creating a meaningful impact on a global scale. This case showcases the potential of well-crafted documentaries as powerful tools for cultural communication.**

**20.**

**Description: In 2020, the overseas social media account "Beautiful Jiangsu" in Jiangsu Province organized four offline activities for foreign fans to visit Jiangsu. Over 40 foreign fans from more than ten countries visited Jiangsu and experienced the cultural charm of various regions firsthand. Foreign fans share their activity experiences and insights through their personal social media accounts. This combination of offline and online dissemination through foreigners has reference significance for various regions to do well in the international dissemination of Chinese culture.**

**Analysis:**

**Cultural Tourism Promotion: The initiative likely aims to promote Jiangsu Province as a cultural tourism destination. By showcasing cultural attractions, events, and experiences through social media, the campaign seeks to capture the interest of foreign visitors and encourage them to explore the region.**

**Measurable Impact: The recognition of this case in the top 10 international communication cases implies that the overseas social media activities yielded significant and measurable results. This could include increased tourism, positive feedback, or a growth in the online community dedicated to Jiangsu Province.**

**Comments: This case highlights the growing importance of digital platforms in promoting cultural tourism and engaging with global audiences. By focusing on overseas social media activities, the initiative effectively utilizes the reach and accessibility of online platforms to connect with foreign fans interested in Chinese culture.**