

Strategies and Approaches of International Communication of Pearl Buck Culture

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Abstract: In the new situation of increasingly fierce conflict and dialogue, collision and integration of civilization, the spirit of cultural tolerance and the wisdom of cross-cultural communication represented by Pearl Buck have become an important spiritual wealth and contain great value of The Times. This study uses big data thinking and web crawler technology to collate and verify the connotation of Pearl Buck's cultural thought and explore the rules and methods of Pearl's cross-cultural communication. According to the communication theory, this paper clarifies the influential factors of Pearl S. Buck's cultural communication from five aspects: communicator, communication content, communication channel, communication object and communication effect, and establishes Pearl S. Buck's cultural communication model. Through diversified communication subjects, analysis and arrangement of objective, authentic and valuable story content, we focus on creating the communication function of new financial media such as short videos, social software, official account, and UP owners, and subdivide the communication audience. By strengthening the construction of cultural exchange bases, we can influence ordinary domestic people, overseas Chinese communities, and key influential overseas Chinese to learn about Pearl S. Buck culture. In the later period, the communication system of Pearl S. Buck's story was constantly improved through practical tests to enhance the global influence of Pearl S. Buck's culture.

Keywords: Pearl Buck Culture, Cultural Communication, Strategic Approach

1. Introduction

Pearl S. Buck culture is the embodiment of many Chinese theme works created by Pearl S. Buck and the ideological connotation of pluralistic coexistence explored in the cultural exchange between the East and the West. It is also the recognition of Pearl S. Buck's life deeds by all sectors of society [1]. Her works, which transcend the differences of region, race and language, show the indestructible life will of the Chinese people, and have been understood and recognized by the people of the world. Culturally, we are committed to conducting multi-cultural exchanges in a peaceful manner, oppose violence, oppose the division and subversion of one cultural tradition to another, and adhere to treating different cultures equally and displaying different cultures with equal vision [2]. In recent years, more and more scholars at home and abroad have paid attention to the unique dissemination value of Pearl S. Buck's culture. However, Pearl S. Buck is faced with the situation of collective cultural amnesia in the

new era. The export channel of Pearl S. Buck's culture needs to be widened, and the research on Pearl S. Buck's cultural dissemination system is blank.

2. Pearl Buck Cultural Connotation Excavation

Using big data thinking [3], this study not only excavates the cultural spirit and cross-cultural thinking in Pearl Buck's novels and non-fiction creation, but also extracts the core elements of Pearl Buck's research from all walks of life, such as evaluation, deeds, related figures, etc. So as to form the cultural connotation elements of Pearl Buck.

2.1. Data Collection and Screening

In order to ensure the overall integrity of data collection, this study will conduct data collection of Pearl S. Buck's cultural connotation from two aspects: network media and

academic literature. In terms of web text collection, the NLPPIR big data semantic intelligent analysis platform will be used for accurate web text collection [4]. With "Pearl S. Buck" and "cross-cultural exchange" as the theme words, search the relevant theme news and reports of mainstream news stations and online forums from 1990 to now, including China news network, the official website of people's daily, the official platform of learning power, "the official website of Zhenjiang Pearl S. Buck Research Association", Phoenix network, Tianya community, Baidu Post Bar, etc. After manual cleaning and screening, 214 online texts of "Pearl Buck" related news reports and forum topics were collected. The octopus collector was used to collect relevant articles and commentary on official account of micro-blog and WeChat respectively, mainly covering pearl and Western culture dissemination, Pearl Buck's evaluation and Pearl Buck's cultural resources. In CNKI and Wanfang databases, "Pearl S.

Buck" and "cultural communication", the logical relationship is "and", and the search field is set to "article Guan abstract", the keyword fuzzy search is carried out, a total of 83 documents are retrieved, and "Pearl S. Buck" is used as the subject word, and the "cross-cultural communication" is limited within the scope of the full text. A total of 41 articles are retrieved, A total of 118 papers were retrieved. So far, the data collection has been basically completed.

2.2. Topic Model Text Analysis

The research introduces LDA theme model [5] into the topic text of microblog media and forums about Pearl Buck's cross-cultural communication, Pearl Buck's works and evaluation in the mainstream media, and carries out theme clustering modeling. See Table 1 for the results.

Table 1. Pearl Buck's cultural connotation theme model.

| Theme of works | | | | opinion topic | | | |
|----------------------|----------|------------------------|---------|-----------------------------|----------|----------------------------|-----------|
| Cultural equality | 0.06783 | Cultural diversity | 0.0378 | Disseminator | 0.07362 | Scholar | 0.00321 |
| racial equality | 0.05634 | benevolence | 0.0432 | Fraternity | 0.07564 | sympathy | 0.002683 |
| One World of All | 0.04621 | Idealism | 0.00328 | human bridge | 0.06321 | Nobel Prize for literature | 0.15419 |
| The Good Earth | 0.0064 | love soil | 0.04231 | benevolence | 0.00817 | great love | 0.0062241 |
| Confucianism | 0.0029 | Teaching without class | 0.03671 | social activist | 0.007321 | cross culture | 0.07462 |
| All man are brothers | 0.0276 | tradition | 0.0043 | writer | 0.084121 | cultural exchange | 0.06581 |
| cultural conflict | 0.002207 | spirit | 0.0021 | cooperation | 0.004212 | Integration | 0.00654 |
| Chinese culture | 0.01699 | relationship | 0.0014 | Humanitarianism | 0.019408 | speech | 0.008765 |
| Western culture | 0.01498 | fuse | 0.03181 | cultural relativism | 0.02043 | charity | 0.003572 |
| Life and love | 0.01451 | communication | 0.0028 | cultural fringe | 0.00231 | cultural difference | 0.00667 |
| charitable | 0.00917 | education | 0.00141 | Oscar | 0.001226 | international friends | 0.00451 |
| Inclusion | 0.04561 | fraternity | 0.05436 | Hollywood | 0.001423 | | |
| Life will | 0.00356 | communicate | 0.00126 | Chinese and Western culture | 0.00312 | | |

2.3. Data Mining: Theme Model Analysis of Pearl Buck's Cultural Connotation

In terms of literary creation and cultural thought, Pearl Buck's cultural connotation is mainly reflected in several aspects:

Firstly, advocate "cultural equality", "national equality", respect for "cultural diversity" and "cultural inclusiveness", advocate "fraternity", "one word of all" and "all man are brothers". Pearl Buck and ordinary Chinese people have lived together for many years, which makes her absorb the Chinese traditional thoughts such as benevolence and propriety in Chinese Confucian culture. Her own descent and family education make her have western humanistic thoughts such as fraternity, rationality and freedom, and finally show a spirit of tolerance and desire for integration across national boundaries, races and religions. Pearl Buck's writing and social activities throughout her life have demonstrated her concept and position of advocating the peaceful coexistence of Chinese and Western cultures, and reflected the objective, equal and mutual respect attitude of multiculturalism [6].

Secondly, with women's sensitivity and human sympathy,

her works revived the 'unshackled tenacious life will' of Chinese farmers. The "earth" shows the world the inherent goodness and simplicity of Chinese farmers, their perseverance and bravery, and their dependence on land [7]. The tenacious and hard-working images of Wang Long and Alan in the face of natural disasters not only show the courage of Chinese farmers to pursue survival, but also show the common spirit of mankind in the face of disasters and sufferings, reflecting the universal commonness of mankind.

Thirdly, Human culture has many sources. Different nationalities and regions have their own traditions, but human culture has essential commonalities, which is the unity of mankind [8]. The internal unity of culture enables different ethnic and regional cultures to communicate, exchange and understand each other. The purpose of cultural exchange is not to replace each other, but to achieve harmonious coexistence in the contact of mutual understanding.

3. Theory and Model: Laswell 5W Theory

In 1948, Harold, a famous American political scientist Harold Lasswell put forward in his article "the structure and

function of communication in society": "the brief way to describe communication behavior is to answer the following questions: who, say what, in which channel, to whom, and with what effect." [9] These five aspects constitute the five basic contents of communication: communication subject, communication content, communication media, communication audience and communication effect.

3.1. Pearl Buck Culture Disseminator

A communicator is an actor who sends information to the communication object by using specific means in communication activities [10]. The communication subject is responsible for collecting, sorting, selecting, processing, processing and disseminating information in the process of communication, and is the gatekeeper in the process of information communication, which means that Pearl S. Buck culture communicators need to screen and excavate the materials of Pearl S. Buck's stories, and choose appropriate expression methods for communication through editing and reorganization. The realization of the above communication tasks involves many factors, among which the communicator's own background and quality, the communicator's grasp of Pearl Buck's cultural connotation, and the communicator's analysis of the communication audience are all factors influencing the choice of the communication subject's positioning. The subject of communication can be an individual or an organization.

Pearl S. Buck's cultural communication is a systematic project, and the main body of communication also needs to mobilize all forces. With Pearl S. Buck as the link for cultural communication, it can give play to the diversified main body effects of communication, such as government guidance, the main force of cultural enterprises, social organization cooperation, cultural and academic intellectuals' academic exchanges, the participation of the general public and overseas students. In today's global economic and cultural integration, with the development of the Internet, new media short video and 5G technology, more and more ordinary people at all levels participate in the spread of Pearl S. Buck culture. After years of popularization and publicity in Zhenjiang City, Pearl Buck has become one of the "Top Ten Zhenjiang Symbols", and ordinary street residents can freely tell about Pearl Buck. Ordinary people tell Pearl S. Buck's Chinese story more flexibly, vividly and amiably through travel, private parties, work and online news videos.

3.2. Contents of Pearl S. Buck Culture

The content of communication is all kinds of linguistic symbols and non linguistic symbols transmitted by communicators to the audience after screening and processing [11]. The choice of Pearl S. Buck's story communication content requires the unity of national representation and human commonality in order to arouse resonance. In the new era, the collection and collation of Pearl S. Buck's cultural genes is a continuous dynamic cycle process. On the one hand, the resonance chain reaction between Pearl S. Buck's culture

and the development and change of the world today has expanded the scope of communication, increased the flow of information, and promoted the production of new story content; On the other hand, the new features and new cultural trends derived from the collision between the old and the new, which are in line with the current people's living habits, are connected and integrated with the traditional historical culture, and become a part of the cultural resources. Only by continuously collecting and updating the data related to Pearl S. Buck culture, can Pearl S. Buck culture be better disseminated.

3.3. Pearl Buck Culture Media

The media is the intermediary or communication carrier through which information must be transmitted, and the combination of "mass media" and "interpersonal communication", but it focuses on "media" such as newspapers, advertisements, radio, and the Internet [12]. The choice of Pearl S. Buck's cultural media should convey the cultural elements behind the story in a complete and vivid way, so that the audience can get in touch with the deep cultural meaning in the way they like, thus triggering people's thinking and communication of Pearl S. Buck's culture. The cultural visual feast is used to convey the value belief and aesthetic taste of Pearl S. Buck's culture to audiences at home and abroad. The public is very interested in the Hollywood version of "The Earth" in 1937. At present, if China can reprocess and create excellent cultural works of Pearl S. Buck such as "The Earth" using the film and television carrier, and accurately and innovatively develop the "IP" of "Pearl S. Buck", which has international influence, it will be twice as effective in spreading Pearl S. Buck's culture. With the development of Internet technology, information communication has broken through the limitation of time and space, realized the instantaneity and multi-dimensional sense of information communication, and has increasingly become the main channel for cultural exchange and communication. Guide and make good use of various "online celebrities", "big V", "official account", "UP owners", etc. to participate in the telling of Pearl S. Buck's Chinese stories, cooperate with animation, mobile phone theme games and other communication methods, maximize its communication effectiveness, make it an effective communication carrier to spread Pearl S. Buck's culture, expand the radiation breadth and depth of Pearl S. Buck's Chinese stories, and improve the communication effect of Pearl S. Buck's culture.

3.4. Communication Audience of Pearl S. Buck Culture

As the receiver of information, the communication audience is also the reconstruction and feedback of the communication content [13]. The nature of Pearl S. Buck's cultural communication is to interact with the audience in order to form dialogue, communication and integration between different cultures. The audience is affected by social and personal factors in the process of accepting Pearl S. Buck

culture, among which social factors include local social customs and mainstream culture, and individual cultural accomplishment and values also directly affect the final communication effect. When spreading Pearl S. Buck culture, we should subdivide the audience groups and distinguish the target countries.

3.5. Communication Effect of Pearl S. Buck Culture

The communication effect is to get the feedback of the communication effect by evaluating the reactions caused by the information at the cognitive, emotional, behavioral and other levels after it reaches the audience, and then to test and evaluate the information transmitted by the subject and the media, so as to adjust or modify the information content and transmission method, and ultimately achieve the purpose of strengthening identity [14]. The ultimate purpose of Pearl S. Buck's cultural communication is to spread the concepts of cultural equality and national equality represented by Pearl S. Buck. When evaluating the communication effect of Pearl S. Buck's story, it is necessary to design an evaluation index system for each element of the communication process to form a complete evaluation system.

4. Model Construction of Influencing Factors of Pearl Buck's Cross-Cultural Communication

The excavation and sorting of the communication content in Pearl S. Buck's cultural communication model is the core premise of the entire communication process. The communicator and the audience play an important role in the communication process. As the communication media between them (literary creation, social activities, new media, etc.), they are both key factors [15]. From the continuous investigation, collection and sorting of Pearl S. Buck's cultural information by the communicators to the complete analysis of data resources and the compilation of stories to form the communication content; From uniting and recombining Pearl S. Buck's cultural information factors, to dividing resources into primary and secondary ones, we can choose the appropriate media carrier for Pearl S. Buck's cultural communication content; From the participation of diversified communication subjects to the identification of audience differences and evaluation of communication effects, a complete communication model is finally generated. (See Figure 1).

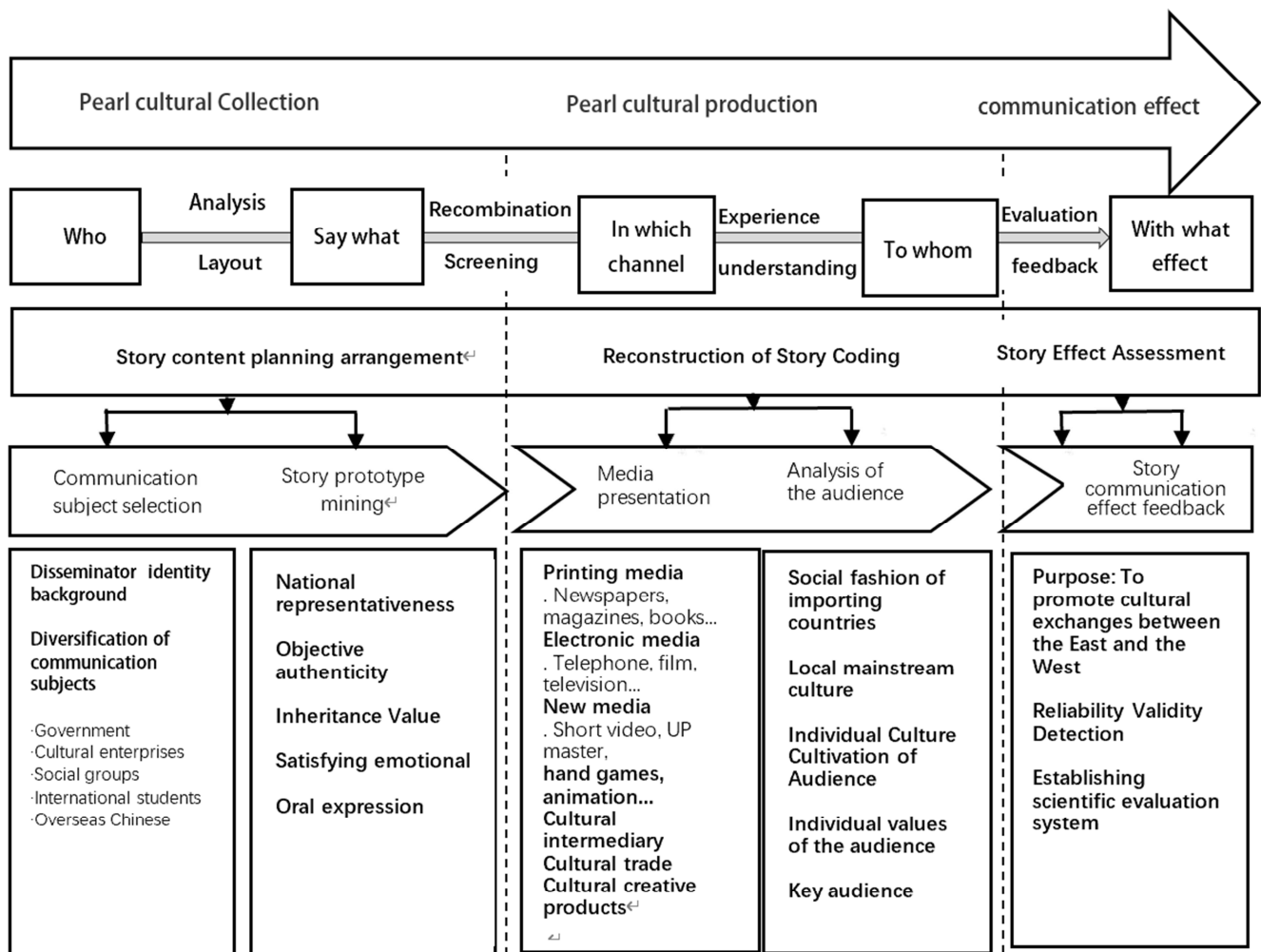


Figure 1. Model of Influence Factors of Pearl Buck Culture Communication.

5. Conclusion

The establishment of Pearl S. Buck's intercultural communication system is of great significance to the dissemination of Pearl S. Buck's culture and the enhancement of cultural exchange and understanding between the East and the West. This study combs the cultural connotation of Pearl S. Buck, among which "cultural harmony" and the pursuit of "great harmony" are the ideal goals and spiritual aspirations shared with the Chinese cultural spirit. This paper clarifies the influencing factors of Pearl S. Buck's cultural communication from five aspects: communicator, communication content, communication channel, communication object and communication effect, and establishes Pearl S. Buck's cultural communication system. Constantly expand the communication channels, focus on creating the communication functions of new financial media such as short videos, social software, official account, UP owners, etc., in addition to giving full play to the communication functions of traditional media, and subdivide the communication audience. By strengthening the construction of cultural exchange bases, such as Pearl Buck Cultural Park, influence and drive ordinary domestic people, overseas Chinese communities and key influential overseas Chinese to learn about Pearl Buck culture. In the later period, the communication system of Pearl S. Buck's story was constantly tested and improved through practice, so as to tell the world Pearl S. Buck's story well and promote the cultural exchange between the East and the West.

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