



# International Dissemination of Dunhuang Culture in the Era of Converged Media: Innovating Content Construction and Implementation Strategies

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## ABSTRACT

As a shining gem of Chinese civilization, Dunhuang culture embodies rich historical heritage and gains new vitality in the era of scientific innovation. Set against the backdrop of the converged media landscape, this paper explores the content production and implementation strategies for the international dissemination of Dunhuang culture. It first elucidates the historical value and contemporary significance of Dunhuang culture, analyzes emerging trends in cultural transmission within the converged media environment, and identifies the opportunities and challenges encountered in the global propagation of Dunhuang culture. Subsequently, the paper proposes strategies to optimize the supply of dissemination content, focusing on the stages of content selection, production, distribution, and feedback. It emphasizes the construction of the "Digital Dunhuang" propagation model, the development of creative Dunhuang cultural products, multi-stakeholder collaboration, and tailored strategies for different target countries, aiming to innovate dissemination modes and strategies. This paper endeavors to provide theoretical insights and practical pathways for the international outreach of Dunhuang culture and, more broadly, Chinese culture, ultimately enhancing the global influence and resonance of Chinese cultural heritage.

**Keywords:** Dunhuang culture; international dissemination; converged media; content optimization; dissemination strategies; cultural heritage

## I. INTRODUCTION

Dunhuang culture, a treasure trove of Chinese civilization, represents the crystallization of long-term exchanges and integration among various civilizations (Ouyang, 2024). It encapsulates the historical wisdom of China's 5,000-year history and exemplifies the cultural consciousness and confidence of the Chinese nation (Xiao, 2014). As Dunhuang assumes an important historical role in promoting the Belt and Road Initiative (Miao, 2022), the international dissemination of Dunhuang culture can facilitate the exchange and mutual learning among different civilizations and enhances the spiritual connection between Chinese and foreign peoples. In recent years, the city of Dunhuang has adhered to President Xi Jinping's important instructions during his visit to the Dunhuang Academy, leveraging Dunhuang stories to amplify China's voice and showcase its image. This has led to some beneficial explorations in enhancing international communication capabilities (Li et al., 2024). However, the current international communication and translation of Dunhuang culture still face numerous challenges, such as the scarcity of foreign language communication and dissemination platforms, low effectiveness of external discourse methods, and inadequate precision in foreign language expressions (Jiang, 2018), necessitating in-depth academic discussions to address these issues.

With the continuous development of information technology and the deep integration of media, the era of converged media, centered on the internet, has arrived. Adapting to the communication rules of the converged media era and strengthening international dissemination capabilities can help break the temporal and spatial boundaries of traditional media, greatly expand the scope of Chinese cultural dissemination, and enhance China's international discourse power (Deng, 2019). In this context, aligning with the trends of converged media communication and innovating the international expression of Dunhuang culture has become a major topic of concern for both academia and industry. This issue pertains not only to the enhancement of

Dunhuang culture's international influence but also to the overall effectiveness of the strategy of promoting Chinese culture globally.

This paper takes Dunhuang culture as its research object, exploring the content construction and implementation strategies for its international communication in the converged media era. The study aims to address the following research questions:

1. What is the historical value and contemporary significance of Dunhuang culture's international dissemination, and what opportunities and challenges does it face in the converged media era?
2. How can content construction strategies for the international dissemination of Dunhuang culture be optimized, covering stages such as content selection, production, distribution, and feedback?
3. What innovative implementation strategies and models can enhance the effectiveness of Dunhuang culture's international dissemination, particularly focusing on the "Digital Dunhuang" dissemination model and the internationalization of creative Dunhuang cultural products?
4. How can the findings from this study provide theoretical support and practical references for the global outreach of Dunhuang culture and Chinese culture at large, thereby contributing to the enhancement of national cultural soft power?

By addressing these issues, this paper seeks to provide a comprehensive and systematic approach to the practice of international dissemination of Dunhuang culture, contribute intellectual insights to the global outreach of Chinese culture in the new era, and make significant contributions to enhancing China's cultural soft power and promoting cultural exchanges between China and the rest of the world.

## **II. OPPORTUNITIES AND CHALLENGES IN THE INTERNATIONAL DISSEMINATION OF DUNHUANG CULTURE IN THE ERA OF CONVERGED MEDIA**

### **2.1 Contemporary Value of Dunhuang Culture's International Dissemination**

Dunhuang culture, with its extensive history and profound depth, represents a cultural gem of the ancient Silk Road, bringing together diverse civilizations from China, Central Asia, South Asia, and beyond, thus presenting a unique landscape of cultural fusion. The relics of the Mogao Caves, Yumen Pass, and Yang Pass bear witness to Dunhuang's irreplaceable role in East-West exchanges. Buddhist scriptures such as the Diamond Sutra, the Platform Sutra, the Lotus Sutra, and the Xianyu Sutra underscore Dunhuang's pivotal role in the dissemination of Buddhist culture. From literature and art to religious philosophy, from language and script to customs and social practices, Dunhuang culture encompasses myriad elements of Chinese civilization, reflecting a global and inclusive civilizational character (Zhao, 2019), and thus holds immense historical value.

Throughout history, Dunhuang has served as a critical hub for East-West cultural exchanges. The subjects of these texts covered a wide range, from Buddhist, Confucianism, Daoism, Zoroastrianism, Manichaeism to Judaism and Christian Church of the East (Chen & Wang, 2020). Different ethnicities, languages, and customs coexisted, and diverse cultures collided, fused, and innovated, ultimately forming the unique Dunhuang culture (Yang & Yang, 2019). Just as the mural art portrays the grandeur of foreign envoys paying tribute, Dunhuang, with its inclusive spirit and broad-mindedness, has written an enduring epic of harmonious coexistence. This cultural character of inclusiveness and harmony aligns closely with the contemporary call for building a community with a shared future for mankind. The themes of pure lands and earthly paradises presented in Dunhuang art express both a longing for a better future and a compassionate concern for present sufferings. Many caves in the Mogao Caves depicting life stages such as birth, aging, sickness, and death convey, through religious narratives, a humanistic concern for active engagement, protection of life, and compassion. This focus on real-life concerns and empathy for all beings is a core aspect of Dunhuang culture's enduring appeal.

In the context of the new era, Dunhuang culture is experiencing renewed vitality. During his visit to the Dunhuang Academy in 2019, General Secretary Xi Jinping pointed out that "the study and promotion of Dunhuang culture should not only delve deeply into the philosophical thoughts, humanistic spirit, values, and moral norms behind Dunhuang culture and historical relics, promoting the creative transformation and innovative development of China's excellent traditional culture, but also reveal the cultural spirit, cultural inclusiveness, and cultural confidence of the Chinese nation contained therein, providing spiritual support for upholding and developing socialism with Chinese characteristics in the new era" (Xi, 2020). Dunhuang culture, as a treasure of Chinese civilization, has profound influence and widespread dissemination that transcends time and space. The cultural essence carried by the Mogao Caves not only showcases the historical picture of harmonious coexistence and mutual prosperity among different civilizations but also embodies a humanistic concern and lofty ideal of shared destiny that transcends eras. The concept of harmonious coexistence and humanistic concern in Dunhuang culture not only provides a "Dunhuang model" for addressing civilizational conflicts and bridging cultural gaps but also offers historical insight and cultural nourishment for building a community with a shared future for mankind. Effectively disseminating Dunhuang culture is both a necessary requirement for reinforcing cultural confidence among the Chinese people and highlighting the contemporary value of China's excellent traditional culture, as well as an important pathway for promoting intercultural exchanges and world peace and development.

### **2.2 New Trends in Cultural Dissemination in the Context of Converged Media**

Converged media refers to a new type of media that "integrates the respective advantages of traditional and new media, comprehensively merging their technologies, content, human resources, services, and marketing, thereby achieving a new media form characterized by 'resource sharing, content integration, mutual promotion, and shared benefits'" (Chen, 2017). The advent of the converged media era has profoundly changed the ecology of cultural dissemination and opened up vast spaces for the

international spread of Dunhuang culture. The intertwining of media convergence, technological drive, platform connectivity, and intelligent algorithms is reshaping the logic of cultural dissemination. On one hand, media forms are showing a trend towards diversification, with printed, audio-visual, and digital carriers complementing each other, and video, audio, graphic, and VR formats interweaving. On the other hand, dissemination channels are becoming more multi-dimensional, with traditional media such as newspapers, radio, and television collaborating with new media, and new platforms like WeChat, Weibo, short videos, and live streaming continuously expanding.

In the age of information explosion, the characteristics of fragmented user attention and personalized content consumption are becoming increasingly prominent. Algorithmic recommendations and intelligent distribution make content dissemination more precise and efficient. The application of big data and artificial intelligence (AI) technologies also provides a significant boost to cultural dissemination. These technologies enable platforms to recommend content based on users' interests and behaviors, achieving personalized and precise dissemination. The use of big data provides rich analytical tools for cultural dissemination, making dissemination strategies more scientific and efficient. Analyzing user data allows for accurate predictions of user needs, enabling the provision of customized cultural products and services.

Moreover, innovative models of "culture + technology" are constantly emerging, with noticeable trends in cross-sector integration such as "culture + tourism" and "culture + education". By combining culture with other industries, new cultural consumption scenarios and experiences can be created. For instance, VR technology can enable users to experience historical and cultural heritage immersively, enhancing the interactivity and immersion of cultural dissemination. Technology-driven cultural dissemination signifies not only a transformation in dissemination methods but also a profound reconstruction of cultural expression and dissemination logic. These innovative models enrich the content and forms of cultural dissemination, improve the efficiency and effectiveness of dissemination, and inject new momentum into the development of the cultural industry.

### **2.3 Challenges in the International Dissemination of Dunhuang Culture**

The era of converged media has opened up vast opportunities for the international dissemination of Dunhuang culture. The diversified dissemination channels and rich forms of expression provide more possibilities for the cross-cultural presentation of Dunhuang culture. However, promoting the international dissemination of Dunhuang culture in the converged media era still faces numerous difficulties and challenges.

Firstly, the objective cultural differences between the East and the West pose a significant challenge. Breaking through cultural barriers and telling the Dunhuang story in a way that international audiences can understand and accept requires in-depth research into the cultural contexts and audience characteristics of target countries. Efforts must be made to localize cultural content and ground the expression methods in the local context. Secondly, language barriers also constrain the effectiveness of Dunhuang culture's international dissemination to a certain extent. The translation of Dunhuang culture is particularly challenging, with varying levels of translation quality and a lack of a unified and standardized terminology system. The difficulty in accurately and vividly conveying key concepts affects the overseas transmission of Dunhuang culture's essence.

Moreover, in a cross-cultural context, effectively narrating the Dunhuang story while maintaining the essence of Dunhuang culture, preserving national characteristics, and achieving creative transformation and innovative development remains an area requiring further exploration. It is crucial to imbue Dunhuang culture with distinct contemporary features and international expressions. Lastly, in the age of information explosion, how Dunhuang culture can stand out from the vast amount of information, enhance the precision of international dissemination, and capture the audience's attention tests the wisdom and capability of disseminators.

Faced with the historical position of "telling China's story well and spreading China's voice effectively," it is essential to seize opportunities, meet challenges head-on, and fully leverage the empowering effects of converged media to enhance international dissemination capabilities. This has become an inevitable choice for Dunhuang culture to go global. It is imperative to utilize converged media thinking and narrative methods effectively, promote academic innovation in Dunhuang studies, achieve value transformation in cultural creativity, and advance the industrial development of cultural tourism integration. The key to promoting the international dissemination of Dunhuang culture in the converged media era lies in prioritizing content. Efforts should be made from various stages such as topic selection, creation, dissemination, and feedback to comprehensively enhance international expression capabilities.

Furthermore, it is necessary to continuously innovate dissemination discourse and narrate the Dunhuang story in ways that resonate with overseas audiences. Expanding dissemination channels, utilizing various media forms and platforms, and broadening dissemination coverage are vital. Optimizing dissemination strategies tailored to the cultural contexts of different countries and regions is also crucial. Through these efforts, the splendid heritage of Dunhuang culture can become widely known and deeply appreciated overseas, allowing people from around the world to appreciate the beauty of Chinese culture. This will enhance cultural exchanges between China and other countries and boost the international influence of Chinese culture.

## **III. CONTENT CONSTRUCTION FOR THE INTERNATIONAL DISSEMINATION OF DUNHUANG CULTURE IN THE ERA OF CONVERGED MEDIA**

### **3.1 Content Selection: Excavating the Multidimensional Value of Dunhuang Culture Elements**

Dunhuang culture is extremely rich in content. For international dissemination, it is essential to build on its unique value, selectively choose from its vast elements, highlight key themes, and tell compelling stories. On one hand, it is crucial to deeply explore the contemporary value of Dunhuang culture from multiple dimensions such as history, religion, art, and folklore. Located at the crossroads of the Silk Road (Liu Rong, 2014; Jiang Boqin, 2016), Dunhuang has historically been a meeting point

of Eastern and Western civilizations. Its long history, diverse religious beliefs, splendid artistic achievements, and rich folk customs together weave a tapestry of Dunhuang's multifaceted charm. To excavate and disseminate Dunhuang culture, one must adeptly approach these dimensions, showcasing Dunhuang's extraordinary allure as a "civilizational crossroads".

On the other hand, international dissemination should be audience-centered, artistically organizing and creatively transforming Dunhuang culture elements to enhance the affinity of the content. Overseas audiences' foundational understanding and appreciation habits of Dunhuang culture differ from those in China. Therefore, it is crucial to start from the international audience's cognitive starting points and psychological acceptance, reorganizing and recreating Dunhuang culture elements to resonate with and engage the audience.

For instance, in disseminating the theme of "Silk Road Culture" internationally, one can select representative cultural elements like Dunhuang murals, grottoes, music, and dance to vividly tell the captivating stories of different civilizations converging and merging here, highlighting Dunhuang's remarkable status as an ancient "global village." For the international Buddhist community, the focus can be on the unique religious cultural relics in Dunhuang grottoes, such as Chinese Buddhist scriptures and Sanskrit manuscripts, emphasizing Dunhuang's significant historical contributions in the eastward transmission of Buddhism. For the general overseas public, well-known IP images like the Dunhuang Flying Apsaras and the Nine-Colored Deer can be creatively integrated into animations, games, films, and other popular cultural products, spreading the charm of Dunhuang culture through edutainment.

### **3.2 Content Production: Innovating Approaches and Methods for Converged Media Storytelling**

In the era of converged media, the international dissemination of Dunhuang culture requires creative planning to lead the way, employing new approaches and methods to innovate cultural narratives. In terms of planning, it is essential to grasp the "broad strokes," refining themes and condensing discourse systems, while also attending to the "fine details," ensuring meticulousness to enhance the vividness and appeal of cultural expressions. This necessitates that disseminators are well-versed in artistic creation methods, adept at combining grand narratives with detailed portrayals, and integrating historical depth with contemporary vitality.

Simultaneously, it is crucial to adapt to the new characteristics of information presentation in the converged media context, utilizing diverse media forms such as text, images, audio, video, and VR/AR to achieve multidimensional cultural presentations. Employing dynamic imagery, slow live streaming, and rich media display techniques like H5 can help create an immersive cultural experience. Engaging social media platforms to encourage user interaction and sharing can amplify the reach of cultural dissemination.

For instance, in the thematic planning of "Dunhuang Art and Human Innovation," unique artistic images such as the Flying Apsaras and child-play scenes can be used to showcase the inspirational impact of Dunhuang art on human creativity. VR technology can immerse audiences in a 360-degree panoramic experience of the Mogao Caves, while dynamic imagery and interactive charts can vividly present the intricate details and broader context of mural art. Additionally, initiating a "My Story with Dunhuang" discussion topic on social media can trigger widespread cultural resonance through user sharing and comments. Developing "Cloud Touring Dunhuang" cultural tourism projects for overseas users can innovate cultural experience modes by combining online and offline elements.

Moreover, converged media storytelling emphasizes the integration of fragmented content and the construction of a comprehensive narrative system. By weaving together seemingly disparate cultural elements and stories, a cohesive and compelling narrative can be formed. This requires the use of transmedia storytelling techniques, where different media platforms are strategically employed to convey different aspects of the story, ultimately creating a rich and immersive narrative universe. Through the innovative application of converged media approaches and methods, the international dissemination of Dunhuang culture can achieve greater engagement, interactivity, and impact, effectively conveying the unique charm and contemporary value of Dunhuang culture to global audiences.

### **3.3 Content Distribution: Formulating Differentiated International Dissemination Channels**

In the international expression of Dunhuang culture, the effectiveness of content distribution strategies directly impacts the reach and depth of audience engagement. Disseminators must consider factors such as target audience and dissemination budget to scientifically formulate differentiated media channel strategies, aiming to achieve targeted and precise dissemination of Dunhuang culture (Li, 2023). For elite groups in overseas mainstream societies, it is crucial to prioritize high-end platforms with broad influence, such as international authoritative media and well-known think tank websites, to precisely reach decision-makers and opinion leaders. For overseas younger audiences, new media channels like social media and short video platforms should be emphasized to cater to their fragmented media consumption habits.

Moreover, international dissemination should integrate online and offline channels to leverage the advantages of converged media dissemination. Online channels help expand the dissemination coverage and reach dispersed audiences, while offline channels provide immersive cultural experiences to enhance emotional resonance. For instance, collaborating with globally influential media organizations such as BBC and National Geographic to launch a series of special reports on Dunhuang culture; establishing online galleries of Dunhuang art on renowned cultural platforms like Google Art & Culture; and utilizing overseas social media platforms like Twitter, Facebook, and Instagram to produce highly topical and shareable short videos on Dunhuang culture.

In offline dissemination, organizing themed events such as "Dunhuang Culture Week" and "Dunhuang Art Festival" overseas can invite people from various countries to experience Dunhuang's charm up close. Additionally, collaborating with overseas universities to set up "International Dunhuang Culture Seminar" can expand high-level cultural exchanges and enhance mutual understanding among peoples.

Furthermore, it is essential to establish a comprehensive and coordinated international dissemination network that synergizes the strengths of various channels. This involves building strategic partnerships with key overseas media, cultural institutions, and academic organizations to form a multi-dimensional and multi-level dissemination matrix. By leveraging the unique advantages and audience bases of each channel, a complementary and reinforcing dissemination effect can be achieved. Moreover, data-driven dissemination strategies should be employed, utilizing big data analytics to precisely identify target audiences, optimize content distribution, and continuously refine dissemination approaches based on audience feedback and engagement metrics. Through the formulation and implementation of differentiated international dissemination channel strategies, the global reach and impact of Dunhuang culture can be significantly enhanced in the era of converged media.

### **3.4 Content Feedback: Conducting Audience Research and Dissemination Evaluation**

Audience feedback is an indispensable part of dissemination activities. For the international expression of Dunhuang culture, it is essential to conduct regular audience research to deeply analyze overseas audiences' perceptions, attitudes, and demands regarding the dissemination content. Identifying the "excitement points" and "pain points" of cultural translation can help dynamically adjust dissemination strategies, continually enhancing the precision and effectiveness of dissemination. Various methods such as surveys, focus group interviews, and big data analysis can be used to collect audience feedback from multiple perspectives, thereby improving the closed-loop of international dissemination.

Additionally, a scientific evaluation framework should be employed to objectively review the effectiveness of dissemination. By setting key performance indicators, the amount of coverage in international mainstream media, the number of shares and interactions on overseas social media, and other metrics can be monitored to assess the actual impact of Dunhuang culture's international dissemination. Comparing Dunhuang culture's recognition, reputation, and influence among overseas audiences with that of world-renowned cultural IPs can help identify gaps, find breakthrough points, and continuously improve dissemination practices.

For example, audience research segments can be included in key dissemination projects, using online questionnaires and offline interviews to gather feedback on Dunhuang culture content. Understanding the media consumption habits and cultural preferences of the target audience can provide precise guidance for subsequent dissemination efforts. Social media monitoring tools can capture and analyze overseas audiences' attention and emotional tendencies regarding Dunhuang culture topics on platforms such as Facebook and Twitter. Combined with metrics like the number of shares and comments, the reach and influence of the dissemination content can be comprehensively evaluated.

An annual third-party evaluation of international dissemination effectiveness can be conducted, focusing on key indicators such as audience reach, recognition, and acceptance of the dissemination content. This multidimensional review can assess the growth of Dunhuang culture's international influence. By referencing the dissemination cases of world-class cultural brands, gaps and deficiencies in Dunhuang culture's international expression can be identified, serving as a critical tool for continuous improvement. This process ensures the ongoing optimization and refinement of international dissemination strategies and practices.

In summary, promoting the international expression of Dunhuang culture in the era of converged media requires a focus on content construction as the core. Efforts should be made in multiple areas, including content selection, creativity, dissemination, and feedback, to systematically enhance international dissemination capabilities. By innovating dissemination discourse, expanding dissemination channels, and optimizing dissemination strategies, the widespread dissemination and deep recognition of Dunhuang culture—a splendid cultural heritage—can be promoted overseas. These efforts contribute to enhancing the international influence of Chinese culture and fostering cultural exchanges between China and the rest of the world. Regular audience research and dissemination evaluation play a crucial role in this process, providing valuable insights and guidance for the continuous improvement and refinement of international dissemination strategies, ultimately enhancing the global reach and impact of Dunhuang culture in the converged media landscape.

## **IV. INNOVATING PRACTICAL STRATEGIES AND MODELS FOR THE INTERNATIONAL DISSEMINATION OF DUNHUANG CULTURE**

### **4.1 Construction of the "Digital Dunhuang" International Dissemination Model**

The advent of the digital age has opened new pathways for the international dissemination of Dunhuang culture. Dunhuang's cultural heritage is an invaluable and non-renewable resource (Fan, 2004). To address the increasing conflict between the preservation and accessibility of the Mogao Caves, the Dunhuang Academy, in collaboration with the Mellon Foundation, launched the "Digital Dunhuang" project in 1999. This initiative employs advanced scientific techniques and heritage conservation principles to comprehensively digitize, process, store, and display the Dunhuang grottoes and related artifacts. The project integrates images, videos, 3D models, and various documentary data into a diversified and intelligent digital resource repository of cave relics, making it globally accessible via the internet and mobile internet. It also establishes a digital asset management system and a scientific safeguard system for digital resources. On May 1, 2016, the "Digital Dunhuang" resource library was officially launched, sharing high-resolution digital images and panoramic tours of 30 Dunhuang caves globally for the first time. Users from 78 countries, including China, the United States, the United Kingdom, South Korea, Japan, Italy, Russia, and France, accessed the resource, with over 20 million accumulated visits, generating significant social impact.

In the new media era, leveraging AI and digital technologies to further construct and refine the "Digital Dunhuang" international dissemination model can effectively overcome spatial and temporal limitations. This not only allows overseas audiences to experience the unique charm of Dunhuang culture immersively but also significantly alleviates the pressure on the

Mogao Caves from tourism. Specific strategies include the following:

Firstly, accelerating the digitization of Dunhuang cultural resources to solidify the content foundation of "Digital Dunhuang." Utilizing advanced technologies such as high-definition scanning and 3D modeling, comprehensive and multi-angle digital collection and storage of Dunhuang grotto murals, sculptures, and documents can form a multidimensional digital resource library encompassing art, history, and religion. This provides abundant material for the international dissemination of "Digital Dunhuang".

Secondly, creating a Dunhuang culture digital exhibition platform that integrates display, interaction, and experience, and innovating dissemination channels. By leveraging new media platforms such as websites and mobile applications, immersive digital exhibition halls can be designed. Technologies like virtual reality (VR) and augmented reality (AR) can create a lifelike viewing experience, allowing overseas audiences to "tour Dunhuang" virtually without leaving their homes. Emphasis should be placed on the interactive design of the platform, developing participatory experience projects such as exploring the Dunhuang caves and interpreting mural stories. This engages the audience's multiple senses, enhancing the appeal and impact of cultural dissemination.

Thirdly, exploring the integration of "Digital Dunhuang" with physical Dunhuang to create a multi-dimensional dissemination framework that links online and offline channels. On one hand, digital platforms' dissemination advantages can be utilized for pre-tour promotion and guided tours of Dunhuang culture for overseas audiences, enhancing the cultural experience of physical visits. On the other hand, combining digital content with cultural elements of the physical site can help develop unique Dunhuang cultural products and cultural tourism routes, extending cultural touchpoints and achieving interactive coexistence between digital and physical Dunhuang.

The construction of "Digital Dunhuang" aligns with the developmental trends of the information age and strategically expands the international dissemination pathways of Dunhuang culture. Empowered by digital technology, immersive experiences can spark interest among overseas audiences, and the integration of virtual and physical elements can extend cultural touchpoints. This creates an influential digital dissemination matrix for Dunhuang culture, enabling it to "go global" with renewed vigor. By continuously innovating and optimizing the "Digital Dunhuang" international dissemination model, Dunhuang culture can achieve wider reach, deeper engagement, and greater influence in the global cultural landscape, ultimately contributing to the promotion of cultural diversity and the fostering of mutual understanding and appreciation among peoples worldwide.

#### 4.2 Internationalization of Dunhuang Cultural Products

Creative Dunhuang cultural products are crucial carriers for the revitalization and cross-cultural dissemination of Dunhuang culture. Promoting the international development of creative Dunhuang cultural products helps bring Dunhuang cultural symbols to the global stage and establish the "Dunhuang brand" in overseas markets. The specific strategies are as follows:

The primary task is to deeply excavate Dunhuang cultural resources and refine the core elements for cultural and creative development. By looking beyond the surface to grasp the essence, it is essential to identify cultural symbols and narrative threads with international appeal and ease of cross-cultural dissemination from Dunhuang grotto art, historical texts, and religious stories. By deconstructing their cultural connotations from various dimensions, a systematic repository of Dunhuang cultural and creative materials can be formed, providing the "roots" and "soul" for the international development of creative Dunhuang cultural products.

Based on this foundation, it is vital to strengthen cross-disciplinary cooperation with internationally renowned design institutions to enhance the global competitiveness of creative Dunhuang cultural products. Introducing advanced overseas cultural and creative design concepts and talent resources, and integrating Dunhuang elements with modern aesthetics can ignite creative sparks. This approach can develop creative Dunhuang cultural products that combine cultural depth with international appeal. Simultaneously, establishing an international quality control system, with stringent checks from material selection and design to production, ensures that high-quality products can successfully enter overseas markets.

Diversifying product forms is a significant pathway for the internationalization of creative Dunhuang cultural products. It is essential to consider the lifestyle and aesthetic preferences of overseas consumers and expand the types and scenarios of creative Dunhuang cultural products. From fashion items like jewelry, clothing, and bags to cultural entertainment forms like animations, games, and films, as well as lifestyle aesthetics in home decor and dining, multi-dimensional development of creative Dunhuang cultural products that meet international demand allows Dunhuang elements to integrate into the everyday lives of overseas audiences, enabling them to experience the unique charm of "Dunhuang lifestyle aesthetics".

Moreover, innovating international marketing models for creative Dunhuang cultural products enhances market competitiveness. Leveraging overseas social media platforms for precise marketing through key opinion leaders (KOLs), cultural influencers, trending events, and "seeding" strategies can attract the target audience's attention. Collaborating with renowned foreign cultural and museum institutions and art centers to host cultural and creative display and experience activities strengthens interaction with consumers. Utilizing cross-border e-commerce channels to simplify the overseas purchasing process and optimize the consumer experience promotes the international circulation of creative Dunhuang cultural products.

The internationalization of creative Dunhuang cultural products is bound to be a process of accumulation and long-term effort. Only by accurately identifying cultural foundations in the process of inheritance and innovation and enhancing global expression through integrated development can the contemporary value of Dunhuang culture be fully realized, allowing it to bloom with unique oriental beauty in overseas markets. This requires a comprehensive and systematic approach that encompasses cultural resource excavation, cross-disciplinary collaboration, product diversification, and innovative marketing strategies. By continuously refining and optimizing these strategies, creative Dunhuang cultural products can establish a strong

presence in the international market, effectively disseminating the essence of Dunhuang culture and fostering cross-cultural understanding and appreciation on a global scale.

#### **4.3 Multilateral Collaboration for the International Dissemination of Dunhuang Culture**

The deep and effective international dissemination of Dunhuang culture relies on the concerted efforts of multiple stakeholders. Constructing a multilateral collaboration mechanism that involves government guidance, social participation, and market operations is essential to amalgamate various forces and form a powerful synergy for the global dissemination of Dunhuang culture.

To begin with, the government plays a pivotal role in coordinating and establishing an institutional platform for the international dissemination of Dunhuang culture. Under the leadership of the Ministry of Culture and Tourism, resources from departments such as foreign affairs, commerce, and cultural tourism should be integrated to formulate a top-level plan for the international dissemination of Dunhuang culture. Establishing a working mechanism that coordinates between departments and links different levels of government can provide policy support and public services for the "going out" strategy of Dunhuang culture. Additionally, encouraging active participation from all sectors of society can help build a dissemination network that involves both governmental and non-governmental efforts.

Leveraging international cultural organization platforms, it is crucial to deepen practical cooperation with institutions like UNESCO and the International Council of Museums. Actively applying for and hosting brand events such as Dunhuang culture-themed exhibitions, talent training sessions, and academic seminars can showcase China's practices and philosophies in heritage conservation and cultural legacy. Initiating the establishment of a "Silk Road World Heritage Sites Alliance" can promote joint heritage applications, research, and dissemination between Dunhuang and other heritage sites along the Silk Road, thereby enhancing Dunhuang culture's status and discourse power in the global cultural heritage system.

Confucius Institutes and Chinese Cultural Centers serve as overseas windows for the dissemination of Chinese culture. It is essential to fully capitalize on their platform advantages and incorporate Dunhuang culture into a regularized cultural promotion mechanism. By integrating local resources and establishing liaison mechanisms with Chinese-funded enterprises, overseas Chinese organizations, and international students, a dissemination network can be formed. Distinctive Dunhuang cultural experience projects should be planned and launched, including cultural lectures, artistic performances, and interactive workshops tailored for overseas audiences, thereby expanding the influence of Dunhuang culture in local communities.

Establishing an international think tank platform for Dunhuang culture dissemination can provide intellectual support for dissemination practices. By integrating high-quality resources from domestic and international universities and research institutions, it is possible to assemble multidisciplinary and cross-field expert teams to conduct theoretical research and empirical analysis on the international dissemination of Dunhuang culture. Setting up consultancy services for the feasibility assessment of dissemination projects and the evaluation of dissemination outcomes can promote scientific decision-making in dissemination strategies. Regularly publishing indices and evaluation reports on the international dissemination of Dunhuang culture can help assess the dissemination landscape, grasp trends, and guide the deepening of dissemination practices.

Multilateral collaboration in dissemination is a key to the successful international promotion of Dunhuang culture. Innovating institutional mechanisms to streamline resource channels involving government, social organizations, and market forces, and fostering cultural consensus among Chinese and foreign populations through mutual benefit and win-win cooperation, will undoubtedly allow Dunhuang culture—a treasure of human civilization—to shine even more brilliantly on the global stage. By continuously optimizing and refining these multilateral collaboration mechanisms, the international dissemination of Dunhuang culture can achieve greater depth, breadth, and sustainability, ultimately contributing to the promotion of cultural diversity and the building of a community with a shared future for mankind.

#### **4.4 Country-Specific Dissemination Strategies Tailored to National Conditions**

In the face of the diversity and complexity of the global cultural landscape, the international dissemination of Dunhuang culture must be based on national conditions, adopting tailored strategies for different countries. By formulating country-specific dissemination strategies, the unique charm of Dunhuang culture in various cultural contexts can be highlighted, achieving the ideal state of "each appreciating the beauty of others' cultures" as described in *The Doctrine of the Mean*—"All things grow together without harming each other; ways run parallel without contradicting each other." It is crucial to uphold the concept of civilizational exchange and mutual learning, building bridges for cultural exchange between China and the rest of the world on the principles of equality, mutual benefit, inclusiveness, and mutual learning. This promotes harmonious coexistence and mutual brilliance of different civilizations, writing a new chapter in the development of human civilization.

Focusing on key countries and regions, the dissemination of Dunhuang culture should be advanced in stages. Starting with countries along the Belt and Road with deep historical ties to Dunhuang culture, such as Japan, South Korea, and Central Asia, it is essential to create highlights in dissemination. Leveraging the radiating influence of global cultural metropolises, exemplary dissemination activities should be carried out in international cities like New York, Paris, and London, forming a three-dimensional dissemination pattern that combines points, lines, and planes.

Adhering to the principle of "knowing oneself and knowing the other," it is important to deeply research the cultural soil and audience psychology of different countries. Considering the foundational understanding and acceptance of Chinese culture by the target country's populace, analyzing their aesthetic tastes and cultural preferences, and identifying the historical connections and emotional ties between Dunhuang culture and local culture can help find cultural resonance points and tailor dissemination strategies accordingly.

Planning and launching distinctive and diverse cross-cultural exchange activities can facilitate this process. For example,

leveraging the collaborative advantages of Chinese and foreign think tanks, an academic seminar on "Dunhuang Art and French Romantic Painting" could be held in France to spark cross-cultural dialogue in the arts. In Southeast Asian countries such as Singapore and Malaysia, a touring exhibition titled "Dunhuang Imprints on the Maritime Silk Road" could evoke emotional resonance with the historical cultural ties. In North African countries like Egypt and Tunisia, "The Wind of Dunhuang and Islamic Culture" experiential activities could explore the mutual learning between different civilizations. Innovating activity formats can bridge cultural distances with overseas audiences.

Effectively utilizing the influence of local cultural celebrities and opinion leaders can enhance precise dissemination. Establishing regular cooperation mechanisms with renowned figures in the cultural, artistic, and academic fields of target countries, and inviting them to participate in the planning, promotion, and experiential aspects of Dunhuang culture dissemination projects, can be highly beneficial. Cultivating a group of enthusiastic overseas "cultural ambassadors" who have in-depth knowledge of Dunhuang culture can leverage their word-of-mouth influence and exemplary effect to build a "fan economy" around Dunhuang culture in local contexts, attracting more people to understand and appreciate Dunhuang.

The implementation of country-specific dissemination strategies tailored to national conditions is a complex and systematic project that requires long-term efforts and continuous optimization. It is essential to establish a scientific evaluation and feedback mechanism to assess the effectiveness of dissemination strategies in different countries and regions. By regularly conducting audience surveys, monitoring media coverage, and analyzing big data, the dissemination strategies can be dynamically adjusted and refined based on the feedback received. This ensures that the international dissemination of Dunhuang culture remains relevant, resonant, and impactful in various cultural contexts.

By addressing these challenges and seizing the opportunities presented by the converged media era, the international dissemination of Dunhuang culture can achieve greater success, contributing to the broader strategy of Chinese culture "going global" and enhancing China's cultural soft power. Through the innovative and targeted dissemination of Dunhuang culture, China can foster a deeper understanding and appreciation of its cultural heritage among global audiences, promoting cultural diversity and building a community with a shared future for mankind.

## V. CONCLUSION

Dunhuang culture, a crystallization of the wisdom of the Chinese nation, stands as an oriental pearl on the global cultural map. It not only carries deep historical significance but also embodies the contemporary value of promoting national spirit and facilitating civilizational exchange and mutual learning. The information technology revolution and the reconstruction of the dissemination ecology in the era of converged media have given Dunhuang culture wings to soar. Massive data, intelligent algorithms, and immersive experiences provide international audiences with novel ways to perceive Dunhuang. Media convergence, industry integration, and platform amalgamation have opened up vital channels for the international dissemination of Dunhuang culture.

By understanding the forefront of media transformations and adapting to the iterative trends in dissemination forms, Dunhuang culture can ride the wave of converged media, achieving a magnificent transformation from local to global. The deep and effective international dissemination of Dunhuang culture requires concerted efforts across multiple dimensions, including content, channels, platforms, mechanisms, and strategies. Empowering through digital technology can expand new cultural experience scenarios; leveraging the cultural creative industry to "go global" can sow the seeds of cultural recognition; and gathering dissemination synergy through multilateral collaboration can amplify the voice of dissemination tailored to specific countries.

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