

Research on the International Communication Capability and External Discourse System Construction of the Northern Frontier Culture

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Abstract

This paper aims to explore the international dissemination capability of the Northern Frontier culture in Inner Mongolia Autonomous Region and the construction of its external discourse system. Employing the methods such as literature review and empirical analysis, this paper deeply delves into the unique connotations of the Northern Frontier culture, analyzes its current situation and challenges in international communication, and proposes corresponding translation strategies and dissemination paths. The research results indicate that the Northern Frontier culture, as an important component of Chinese culture, possesses rich cultural symbols and profound historical heritage. However, its international dissemination capability still needs improvement. Based on cross-cultural communication theories and translation theories, this paper proposes tailored translation strategies for the Northern Frontier culture and by combining with empirical cases it discusses how new media technologies and digital means can enhance the international influence of the Northern Frontier culture.

Keywords

Northern Frontier Culture, International Dissemination, External Discourse System, Translation Strategies, Cross-Cultural Communication

1. Introduction

With the acceleration of globalization, cultural dissemination has become an integral component of national soft power. As one of the cultures with the longest history and richest connotations in the world, Chinese culture has been increasingly influential on the international stage in recent years. However, the interna-

tional dissemination of Chinese culture should not be limited to mainstream culture. As important components of Chinese culture, regional cultures also have unique dissemination value. The Northern Frontier culture in Inner Mongolia Autonomous Region is jointly created by various ethnic groups. It carries multiple cultural symbols such as grassland culture, nomadic culture, and ethnic arts, and it is a significant manifestation of the diversity of Chinese culture. The Northern Frontier culture not only has a profound historical heritage but also contains abundant national spirit and cultural wisdom. However, the international dissemination capability of the Northern Frontier culture remains relatively weak, though the Northern Frontier culture has been inherited and promoted to a certain extent within China. Currently, research on the international dissemination of the Northern Frontier culture remains in the initial phase, lacking systematic research and practice, especially in terms of the construction of its external discourse systems. Existing research mainly focuses on the local interpretation and promotion of the Northern Frontier culture, but discussions on its international communication paths, translation strategies, and adaptability issues in cross-cultural communication are relatively limited. This current research situation not only restricts the international influence of the Northern Frontier culture but also fails to fully demonstrate its cultural competitiveness in the context of globalization. In addition, with the rapid development of digitalization and new media technologies, the ways and channels of cultural dissemination have undergone profound changes. Emerging communication platforms such as short videos and social media have provided new possibilities for the international cultural dissemination. However, the dissemination practices of the Northern Frontier culture in the new media environment are still in the exploratory stage. How to use modern technological means to enhance the international dissemination effectiveness of the Northern Frontier culture has become an urgent problem to be addressed at present.

Therefore, this research aims to propose effective translation strategies and dissemination paths by conducting an in-depth analysis of the current situation of the international dissemination of the Northern Frontier culture in Inner Mongolia Autonomous Region, so as to provide theoretical support and practical guidance for enhancing the international influence of the Northern Frontier culture. Through the systematic exploration of the international dissemination capability and the construction of the external discourse system of the Northern Frontier culture, this research will provide new theoretical perspectives for the international dissemination of regional cultures. At the same time, by integrating the theories of cross-cultural communication and translation, this research will construct a communication framework applicable to the Northern Frontier culture in Inner Mongolia and provide theoretical references for cross-cultural translation and cultural communication research. In addition, through empirical analysis and case studies, tailored translation strategies and communication paths for the Northern Frontier culture will be proposed to enhance its international commu-

nication effectiveness. Meanwhile, the research will explore how to use new media technologies and digital tools to expand the dissemination channels of the Northern Frontier culture and enhance its visibility and influence on the international stage. Ultimately, the paper will provide comprehensive theoretical support and practical guidance for strengthening the international dissemination capability of the Northern Frontier culture and advancing the construction of its external discourse system, thereby promoting the extensive dissemination and global recognition of the Northern Frontier culture.

2. Literature Review

2.1. The Connotation and Characteristics of the Northern Frontier Culture

The Northern Frontier region located in the northwest border of China, due to its special geographical location, has been an important channel for cultural exchanges between the East and the West since ancient times, and thus the Northern Frontier region has become a significant area for cultural interaction and collision in Chinese history, which is not only closely related to the Central Plain culture but also has frequent interactions with the cultural circles of the West and Eurasia (Li, 2023). As an essential part of Chinese culture, the Northern Frontier culture possesses a profound historical background and abundant cultural connotations. The formation and development of the Northern Frontier culture are not only closely related to the geographical environment and historical evolution of the Northern Frontier region but also closely associated with the integration and interaction of cultures of multiple ethnic groups (Bao, 2010). The Northern Frontier culture in Inner Mongolia Autonomous Region is jointly created by all ethnic groups there, and it has distinct ethnic characteristics and regional features.

In the development process of the Northern Frontier culture, the Mongolian culture in Inner Mongolia Autonomous Region and the Uyghur culture in Xinjiang Autonomous Region are intertwined, and the Han culture also exerts a profound influence. It is precisely the cultural exchanges and conflicts among various ethnic groups that have contributed to the diversity of the Northern Frontier culture. There is a combination of cultural forms as well as an integration of values, which has constructed a unique regional cultural system (Hasbagen, 2014). Zhu (2023) points out that the Northern Frontier culture not only demonstrates the excellent traditional culture of the Chinese nation but also incorporates its profound regional and ethnic characteristics. It is a culture jointly created by different ethnic groups in Inner Mongolia, Northeast China, Northwest China and other regions through long-term social interactions, including religious beliefs, folk arts, languages and scripts, folk customs and other aspects (Su, 2017). As Narbiligo (2023a; 2023b) states, the multi-ethnic integration in the Northern Frontier culture not only makes it more profound in terms of traditional culture but also endows it with a stronger sense of the contemporaneity and global dissemination potential.

The spiritual essence of the Northern Frontier culture is primarily reflected in its reverence for nature, respect for heaven and earth, and the cultural concept of harmonious coexistence. The grassland culture of the Mongolian ethnic group emphasizes harmony between humans and nature, while the culture of the Uyghur ethnic group places great importance on family and kinship; therefore, to a large extent, the Northern Frontier culture reflects the cultural characteristics of the Chinese nation based on the pursuit of harmony and inclusiveness (Zhu, 2024). At the same time, another important spiritual feature of the Northern Frontier culture is the national spirit of bravery and resilience that the Chinese people demonstrate while facing challenges, which has been revealed multiple times in history, especially when they were confronted with external cultural impacts; the cultural confidence and tenacity of all ethnic groups in the Northern Frontier have provided impetus for the continuous development of the Northern Frontier culture. Naheya (2023) believes that the diversity and inclusiveness of the Northern Frontier culture not only reflect the Chinese nation's ability to absorb different cultures but also showcase its potential to participate in global cultural dialogues in the new era. As Zhang states, the spiritual essence of the Northern Frontier culture carries historical cultural memories and provides strong cultural support for cultural identity and ethnic unity in contemporary society.

2.2. International Cultural Communication Capability

International cultural communication capability, as a cross-disciplinary field combining cultural communication studies and international relations, has attracted significant attention from academia in recent years. Scholars generally agree that the ability to spread culture depends not only on the attractiveness of the disseminated content but also on the factors such as the communicator's strategies, media channels, and cross-cultural adaptability.

International cultural communication capability is a multi-dimensional and complex system. Li (2021) points out that the core of cultural international communication lies in the interactive relationship between "audience receptivity" and "the influence of the dissemination source." Here, "audience receptivity" includes the target audience's interest, acceptance of disseminated contents, as well as cultural recognition and emotional connection towards the disseminated culture. The factors such as the audiences' cultural background, educational level and social environment will all affect their responses to the disseminated content. On the other hand, the "influence of the dissemination source" refers to the credibility, appeal, and guiding power of the cultural disseminator on the international stage. For countries or cultural organizations, the establishment of their influence usually depends on the factors such as long-term cultural accumulation, historical background, diplomatic strategies and so on. In the era of globalization, the influence of the dissemination source is no longer dominated solely by traditional governments or media but involves multiple forces such as multinational corporations, non-governmental organizations, and civilian cultural groups.

Enhancing cultural communication capability is closely related to the adaptability of communication methods. Gao (2023) points out that cultural communication is not merely the transmission of information but also the construction of cultural recognition, and this requires disseminators to find common ground in different cultural contexts. This view reveals the issue of “cross-cultural adaptability” in cultural communication, that is to say, disseminators need to understand and respect the characteristics, values, and cultural symbols of the target culture and adjust their dissemination strategies accordingly to ensure the effective transmission of information and the establishment of cultural recognition. Cross-cultural adaptability is a crucial part of cultural communication, because the differences between cultures often affect the interpretation and reception of information. When disseminating Chinese traditional culture, disseminators need to understand the cognitive biases of Western societies towards Eastern culture and eliminate these misunderstandings through appropriate language and expression methods to enhance cultural recognition (Liu, 2022). This requires disseminators not only to have a deep understanding of culture but also to arouse the emotions and recognition of target audiences through innovative means.

In addition, the innovation of communication methods is also a key factor in enhancing cultural communication capabilities (Gao, 2023). In the model of traditional cultural communication, the dissemination of culture often relies on one-way information transmission. However, in the context of digitalization and globalization, cultural communication requires multiple channels and platforms to enhance interactivity and a sense of participation. The use of multimedia means such as movies, music, and animations can help convey cultural content to international audiences more vividly. Meanwhile, the construction of cross-cultural communication platforms, such as international cultural festivals and cultural forums, also provides good opportunities for two-way cultural interaction. Moreover, with the development of international communication platforms, the platforms like Netflix and YouTube have become important channels for global cultural dissemination. By leveraging these platforms, cultural content can be quickly spread around the world, thus achieving the construction of cultural recognition on a larger scale.

2.3. Construction of an External Discourse System

The “construction of an external discourse system” has become an important agenda item in recent years, especially under the framework of the Belt and Road Initiative. Gao (2023) emphasizes that building a Chinese-characteristic external discourse system is an important way to enhance national soft power and international influence. Specifically, the construction of the discourse system not only involves how China can voice itself on the international stage but also relates to how Chinese culture, values, historical experiences, and unique perspectives formed during modernization can be effectively disseminated to the world. Traditional Chinese culture and socialist core values need to find their place in the

global context and convey their unique ideas through effective communication methods.

Wang (2021) proposes that the core of constructing an external discourse system lies in the combination of language and culture. This view reveals a central issue in cultural dissemination: how to organically integrate China's historical culture, political concepts, and values formed during modernization into a powerful part of the global discourse system. As an ancient civilization with a history of five thousand years, Chinese culture holds an important position among world cultures. However, integrating this profound historical culture with contemporary China's achievements and making it an important component of the global discourse system depends on the innovation of cultural communication. In order to enhance China's international influence, some scholars suggest focusing on the combination of cultural diplomacy and public diplomacy. Zhang (2020) stresses that the combination of language and culture is at the core of external discourse system construction, and that international dissemination through various cultural forms such as films and literature is an important path to enhancing China's right to speak in the international arena. The integration of cultural diplomacy and public diplomacy can help China not only promote the construction of international relations at the government level but also enhance cultural recognition and emotional connections through folk cultural exchanges. Specifically, the art forms such as films, TV series, music, and literature can vividly and directly showcase the charm of Chinese culture to a global audience through soft-power dissemination.

2.4. Current Situation and Problems of International Dissemination of the Northern Frontier Culture

Currently, scholars in China and abroad have shown strong interest in the dissemination and protection of Chinese ethnic minority cultures. In particular, they have conducted a large amount of research on how to maintain cultural diversity in the context of globalization, covering aspects such as culture (Sun & Chi, 2023; Yu & Cui, 2023), tourism (Bai, 2015; Yan, 2023), ideology (Xiao, 2023), and ethnicity (Xu, 2023). The analysis of current issues in the dissemination of Northern Frontier culture is based on three main sources: First, a comprehensive literature review of existing domestic and international studies, identifying common challenges in the dissemination of minority and regional cultures. Second, an observational summary of recent cultural events in Inner Mongolia—such as festivals, exhibitions, and overseas activities—providing insight into practical limitations. Third, informal interviews with cultural practitioners and academic experts, offering firsthand perspectives to support the research's real-world grounding. Through literature analysis and data statistics, it has been found that the international influence of the Northern Frontier culture remains quite limited, and there is a lack of relevant research and practice application. Especially in external publicity translation and cross-cultural communication, there is a lack of systematic-

ness and in-depth exploration. Although research on using digital and new media technologies for cultural communication is relatively common (Xing & Liu, 2024), the application of these technologies in the cultural communication of specific regions is still not sufficiently widespread.

As Li (2023) emphasizes, the international dissemination of Chinese culture in the new era needs to highlight “cultural confidence.” Enhancing the international dissemination capability of the Northern Frontier culture can not only promote the world’s understanding of Chinese culture but also help shape China’s cultural soft power on the international stage. However, although the Northern Frontier culture boasts rich cultural resources and a profound historical background, there is still considerable room for improvement in the depth and breadth of its external dissemination (Zhao, 2022). Existing research mainly focuses on the display of the local culture in the Northern Frontier region and the diversity of ethnic cultures. However, there is relatively little research on how to effectively build the dissemination capacity of the Northern Frontier culture and enhance its international discourse power in the context of globalization. In addition, during the process of international dissemination, the Northern Frontier culture faces challenges such as cultural differences, and so on. This requires cultural disseminators to pay more attention to how to effectively construct the international recognition of the Northern Frontier culture in the context of globalization.

The Northern Frontier culture has unique potential for international communication. Building an appropriate external discourse system suitable for international dissemination, based on effective dissemination strategies, remains a pressing issue that needs to be addressed in current research. Moreover, the international dissemination of the Northern Frontier culture should focus on the application of modern communication methods, utilizing digital technology, social media, and other channels to spread its unique cultural symbols and values (Xing & Liu, 2024). Research in this field is still in its infancy and requires further systematic theoretical frameworks and empirical studies. In addition, in spite of the fact that there is extensive research on cultural communication, translation studies, and cross-cultural communication, the in-depth study of the Northern Frontier culture in Inner Mongolia is still in shortage. In particular, more academic attention and practical exploration are needed on effectively spreading the culture on a global scale by using modern technical means, as well as on how to disseminate it onto the international stage through effective translation strategies.

3. The Construction of the External Discourse System of the Northern Frontier Culture

The external discourse system refers to the language expressions, symbolic systems, and cultural frameworks adopted by a country or region during the process of external dissemination and it is not merely the use of language but also a way of transmitting cultural connotations, values, social thoughts, etc., through language (Xu & Zheng, 2025). In cultural communication, the role of the discourse

system is of vital importance, as it not only carries the core content of culture but also interacts with audiences through communication, thus promoting cultural recognition and cultural exchanges. In international communication, the effectiveness of the discourse system directly determines the influence and depth of cultural dissemination. By establishing a scientific, clear, and globally acceptable discourse system, cultural products and cultural information can be better understood and accepted by audiences worldwide. As for the Northern Frontier culture, constructing an external discourse system with unique features and attractiveness can better showcase its unique cultural charm to the world.

3.1. Existing Deficiencies in the Existing Discourse System

Although some achievements have been made in the international dissemination of the Northern Frontier culture in Inner Mongolia in recent years, the existing external discourse system still has some defects, which have affected its dissemination effectiveness. These problems are mainly reflected in the following aspects:

a) Lack of Systemicity and Integrity

The existing discourse system of the Northern Frontier culture tends to be fragmented and lacks a unified strategic plan. Although various cultural activities, translation projects, and international exchanges have achieved some progress, they often operate independently and lack coordination, failing to form a strong overall dissemination framework.

b) Misinterpretation and Deviation of Cultural Symbols

During the international dissemination of the Northern Frontier culture, some cultural symbols are prone to misinterpretation and deviation. Especially when it comes to sensitive issues such as the customs and beliefs of ethnic minorities, cultural misunderstandings are likely to arise. Due to the lack of sufficient cultural background knowledge, the audience often has difficulty accurately understanding the profound meanings behind them.

c) Unclear Audience Targeting

The existing dissemination strategies often lack a clear audience targeting, resulting in poor dissemination effects. The dissemination targets of the Northern Frontier culture need to be segmented in light of cultural backgrounds, historical cognitions, and audience demands of different countries and regions, and accordingly personalized dissemination strategies should be formulated.

d) Single Dissemination Channels

At present, the dissemination of the Northern Frontier culture mainly relies on traditional media such as news reports and cultural exchange activities, while emerging communication methods such as digital and social media have not been fully utilized. The lack of diversified communication channels and interactive forms has limited the coverage and influence of cultural dissemination.

3.2. Construction Strategies

According to the characteristics of the Northern Frontier culture in Inner Mon-

golia, constructing an external discourse system suitable for its dissemination requires a comprehensive consideration of cultural background, dissemination methods, and cultural differences among its target audience. In this process, cross-cultural communication theories and translation strategies can be integrated (Yan, 2018) to achieve the accuracy and effectiveness of its external cultural dissemination. The specific strategies are as follows:

a) Matching of Cultural Characteristics and the Discourse System

The Northern Frontier culture in Inner Mongolia has distinct regional, ethnic, and diverse characteristics, and it encompasses rich elements of history, language, art, and religion. Therefore, when constructing the external discourse system for the Northern Frontier culture, it is necessary to fully explore and reflect on its unique cultural symbols and spiritual connotations. Specifically, when it comes to the expression of ethnic languages and art forms, appropriate translation techniques can be employed to preserve and transmit their cultural characteristics.

b) Application of the Cross-cultural Communication Theories

In cross-cultural communication, exchanges between different cultures often encounter language differences, cultural conflicts and misunderstandings. Therefore, when constructing the external discourse system for the Northern Frontier culture, it is necessary to apply the theories of cross-cultural communication to ensure that the disseminated content can not only maintain the cultural uniqueness but also avoid cultural deviations.

c) Optimization of Translation Strategies

In specific translation practices, corresponding translation strategies need to be formulated based on the uniqueness of the Northern Frontier culture. Specifically, they include cultural adaptation strategy (adapting the unique cultural elements of the Northern Frontier culture to fit the target audience's cultural cognition and acceptance habits); functional equivalence strategy (achieving the accurate delivery of cultural information by prioritizing the equivalent transmission of cultural connotations instead of pursuing a literal translation of a language); audience targeting (enhancing the international dissemination effect of the Northern Frontier culture by formulating differentiated translation strategies based on the needs of audiences with different cultural backgrounds); innovation and simplification (expressing certain specific cultural symbols or concepts in an innovative way or simplifying the complex cultural connotations appropriately to make them more understandable to international audience).

d) Utilization of Digital Technology

With the continuous development of new media and digital technology, the channels and forms of cultural dissemination are undergoing profound changes. When constructing the external discourse system for the Northern Frontier culture, short videos, social media, online translation tools, and other digital means can be used to enhance dissemination effectiveness. These technologies can help overcome language and geographical barriers and enhance the audience's participation and recognition through interactivity.

3.3. Suggestions for Optimizing Paths

To address the issues mentioned above, the following suggestions are put forward for the construction paths of the external discourse system for the Northern Frontier culture in Inner Mongolia. First, construct a unified dissemination strategy. It is necessary to formulate a unified strategy for disseminating the Northern Frontier culture and clearly define the goals, channels, and methods of its cultural dissemination to form a systematic dissemination system. This can be achieved through the cooperation of the governments, academia, and cultural institutions in unified planning and implementation. Second, strengthen the accurate translation and interpretation of cultural symbols. In the dissemination of the Northern Frontier culture, attention should be paid to the accurate translation and interpretation of cultural symbols. Especially for those cultural elements with regional or ethnic characteristics, it is necessary to ensure that their connotations are accurately transmitted. Before moving forward with these strategies, it is important to reflect on existing dissemination practices. In recent years, several attempts have been made to promote Northern Frontier culture internationally. For instance, the Inner Mongolia Autonomous Region has organized the “Grassland Culture Going Global” campaign, featuring musical performances and photography exhibitions in Southeast Asia. Additionally, some co-produced documentaries have reached international audiences through media collaboration. However, most of these efforts remain sporadic, lack sustainability, and cover a limited audience. These limitations highlight the urgency of developing a long-term, well-coordinated dissemination mechanism. Third, precisely target the audience and utilize diverse communication channels. Develop personalized dissemination strategies for audiences in different regions and with different cultural backgrounds. Meanwhile, make use of various communication channels such as social media, short-video platforms, and online platforms to expand the audience scope and enhance the dissemination effectiveness. Fourth, innovate communication forms and enhance interactivity. Strengthening the application of digital technologies and innovating communication forms, for example, through highly interactive short-video platforms and online cultural experiences, can make the audience more immersed and involved, thereby improving the dissemination effect. Through these optimization paths, the international dissemination capability of the Northern Frontier culture can be further improved, which ultimately leads to the successful construction of its external discourse system.

4. Case Study Analysis

By comparing successful cultural dissemination cases at home and abroad, valuable experience and references can be provided for the international dissemination of the Northern Frontier culture.

4.1. Analysis of Domestic Successful Cases

In recent years, Chinese films have gradually made a mark on the international

film stage. The success of the films such as *Crouching Tiger, Hidden Dragon*, *The Great Wall* and *The Wandering Earth* exemplifies the potential for the international dissemination of Chinese culture. These films not only underwent localized translation in terms of language, but also enabled foreign audiences to experience the charm of Chinese culture through the presentation of plots, character settings and cultural backgrounds while being entertained. The successful experiences of these cases include: 1) The story content strikes a global chord (such as the spirit of unity and sacrifice shown in *The Wandering Earth*); 2) Emphasis is placed on cultural adaptation and emotional conveyance during translation; 3) Chinese culture is introduced to the world through global film distribution platforms.

Crouching Tiger, Hidden Dragon, directed by Ang Lee, was released in 2000. It tells a romantic and legendary story full of martial-arts elements. The film integrates the essence of traditional Chinese culture, especially martial-arts culture, Taoist thought, and the chivalrous spirit of ancient China, and presents it to the international audience through the modern medium of film. It successfully combines Chinese martial-arts culture with the emotional needs of global audiences. Martial-arts culture has its profound historical and regional background. However, in order to enable international audiences to understand and resonate, the film has made appropriate adjustments in cultural adaptation. Through elaborately designed martial-arts scenes, love stories, and the exploration of freedom and responsibility, the film emphasizes universal values such as freedom and sacrifice, loyalty and betrayal. These themes are generally understandable to audiences around the world. *Crouching Tiger, Hidden Dragon* combines the conflict between the values of ancient China and modern people's emotions, showing the contradiction and integration between tradition and modernity. Its cultural adaptation strategy has successfully enabled audiences from different cultural backgrounds to experience the essence of traditional Chinese culture during the process of entertainment and aesthetic appreciation, and has also triggered an emotional resonance among global audiences.

The Wandering Earth, a Chinese science-fiction film released in 2019, tells the story of humanity's joint efforts to move the Earth to a new galaxy to escape the destruction of the Sun. This film not only showcases the potential of Chinese science-fiction movies but also has drawn significant global attention. Although *The Wandering Earth* has its roots in Chinese culture, its core themes are global issues—human survival and unity. By depicting the plot of all humanity working together to save the Earth, the film emphasizes universal values such as unity, sacrifice, and responsibility. These themes, especially the shared emotions when people are facing global crises, can attract not only Chinese audiences but also resonate with global ones. The Chinese elements in *The Wandering Earth* do not create a strong sense of distance for foreign audiences. For example, the character setting in the film not only focuses on ethnic characteristics but also incorporate international mindsets, so the characters can resonate with the audience globally. Although the protagonist is from China, through interactions with characters from other countries, the film demonstrates the global challenges and the spirit of

unity, reflecting cultural adaptation in the context of globalization. As a science-fiction film, it places great emphasis on the internationalization of technical aspects in terms of visual effects. With high-level special effects and highly impactful visual scenes, the film becomes more appealing in its global dissemination. Different from the dissemination of traditional culture, the breakthroughs in modern film technology have provided more room for cultural communication.

The Northern Frontier culture boasts its unique ethnic, religious, and geographical backgrounds. However, similar to how *Crouching Tiger, Hidden Dragon* was disseminated, in the process of spreading the Northern Frontier culture, cultural symbols with universal meaning should be selected, and the resonance points with the emotions and values of the global audience should be found. For example, emotional resonance among international audiences can be triggered by telling the heroic stories of the Northern Frontier culture or showcasing the cultural spirit of multi-ethnic integration. In its dissemination, attention should be paid to appropriately interpreting its cultural background through media such as movies, books, and stage art, so as to help foreign audiences understand its cultural connotations. This can be achieved through forms such as subtitle explanations, expert interviews, and short cultural background videos. Elements in the Northern Frontier culture, such as patriotism, ethnic unity, and reverence for nature, possess strong emotional appeal in the context of globalization. By telling stories full of humanistic care and emotional power, it is possible to help the Northern Frontier culture break through cultural barriers and establish an emotional connection with the global audience. As *The Wandering Earth* does, the Northern Frontier culture can highlight its universal values in the global context when disseminated internationally. For example, values like unity and reverence for nature in this culture can serve as important entry points for cross-cultural communication. By emphasizing these global themes, foreign audiences can feel a resonance with the Northern Frontier culture. The dissemination of this culture does not have to be restricted to specific ethnic or regional details, but can be appropriately adjusted according to the needs of audiences from different cultural backgrounds. For instance, the nomadic spirit and grassland culture in the Northern Frontier culture can be expressed in an internationalized way, not limited to traditional ethnic cultural symbols. To improve the effect of disseminating the Northern Frontier culture, modern technologies can also be utilized, such as virtual reality (VR), augmented reality (AR), and digital media platforms, to present a more intuitive and impactful cultural visual effect. These technologies can not only enhance the experiential feeling of cultural dissemination but also help break down language and geographical barriers.

4.2. Analysis of International Successful Cases

The selection of Chinese films, Japanese anime, and Korean K-pop as comparative case studies is based on the following considerations: These cultural products have successfully achieved international dissemination and serve as effective models of external discourse construction. They represent different modes of cultural ex-

pression, media channels, and audience outreach, providing a multidimensional reference framework. Moreover, they share the overarching objective of promoting Asian cultural identity on the global stage, making them comparable to the Northern Frontier culture in terms of dissemination goals.

Japanese anime has achieved great success worldwide and has become a model for cultural dissemination, including *Dragon Ball*, *Naruto*, *One Piece*, and so on. Overall, there are several factors contributing to the successful dissemination of Japanese anime: 1) The cultural connotations of anime are universal. It retains the characteristics of Japanese culture but also has emotions and storylines that can be understood by the audience worldwide. 2) The supporting translation strategies are accurate, enabling foreign audiences to quickly immerse themselves in the characters and understand the cultural elements within. 3) It takes advantage of globalized media platforms such as Netflix and YouTube for dissemination, expanding the audience base. In addition, Korean pop culture (K-pop) has successfully entered the global market through precise translation and cultural adaptation strategies. K-pop not only spreads the Korean language and culture through the translation of songs but also interacts with fans through social media platforms, enhancing cultural recognition of the audience. The success of this case is attributed to the following factors: 1) The music itself has cross-cultural appeal. 2) The translation strategies are tailored to the needs of the audience while paying attention to the transmission of cultural elements. 3) Modern communication technologies such as social media and video platforms are utilized, enhancing the interactivity of the dissemination.

Take *Naruto* as an example. Although the story is set against the backdrop of Japanese ninja culture, the themes it conveys, such as growth, friendship, struggle, and sacrifice, are understandable and resonate with audiences around the world. This strategy of combining local cultural characteristics with universal global emotions enables Japanese anime to break through cultural differences and attract the global audience. The translation strategies of Japanese anime often focus on preserving the cultural characteristics of the original works. At the same time, through subtitles or dubbing, foreign audiences can quickly understand the characters, plots, and their cultural backgrounds. For instance, in the translation of the concept of “pirates” in *One Piece*, emphasis is placed on cultural adaptation. It is not just a literal translation of the language, while the actions and dialogues of the characters help viewers understand the cultural connotation of “the spirit of freedom”. The global dissemination of Japanese anime is also inseparable from media platforms. With the popularity of platforms like Netflix and YouTube, Japanese anime can quickly spread to all corners of the world through these globalized media platforms. Through these platforms, anime can not only reach a wider audience rapidly but also interact with the audience using channels such as social media and anime fan forums, further enhancing the global influence of anime works.

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As a representative of Korean pop culture, K-pop has successfully entered the global market through precise translation and cultural adaptation strategies. K-pop, represented by BTS, BLACKPINK, and EXO, has exerted a huge influence worldwide, especially among young audiences. K-pop, with great cross-cultural appeal, integrates various musical styles, such as electronic dance music (EDM), pop, hip-hop, and R&B, which can meet the diverse musical tastes of the global audience. Even if the lyrics of K-pop are in Korean, the melodies, rhythms, and singing styles of the music are enough to attract audiences from different cultural backgrounds. The translation strategies of K-pop not only focus on the transformation of language but also pay more attention to the transmission of cultural elements. The translation of K-pop lyrics usually appropriately adjusts the language while maintaining the emotions of the original lyrics, so that it can convey similar emotions and meanings in different linguistic and cultural contexts. In addition, K-pop artists often attach great importance to interacting with foreign fans during their overseas activities, which further deepens cultural adaptation. Moreover, the global dissemination of K-pop is supported by social media platforms (such as Twitter, Instagram, YouTube, etc.) and video platforms (such as Vlive). These platforms enable direct interaction between K-pop artists and global fans, and enhance fans’ sense of participation and cultural recognition through sharing behind-the-scenes footage and live broadcasts. Through social media, fans can directly communicate with the artists, which contributes to forming a powerful cultural community.

Similar to what anime does, the dissemination of the Northern Frontier culture can highlight its regional characteristics by integrating universal emotional themes that are widely recognized (such as unity, peace, and reverence for nature, etc.). These emotional themes have a wide resonance globally, which can help the Northern Frontier culture break through cultural barriers and attract international audiences. During the process of translating the Northern Frontier culture, it is imperative to prioritize the transmission of cultural symbols over mere language transmission. Appropriate annotations, translation strategies, and interpretations of the cultural background should be employed to ensure that the audience

can understand and appreciate the cultural elements within. For example, the nomadic culture and grassland culture of the Mongolian ethnic group in China can be made more understandable to foreign audiences through translation adaptation. Drawing on the successful experience of Japanese anime, the Northern Frontier culture can utilize global platforms like Netflix and YouTube for dissemination. At the same time, by utilizing some interactive platforms like social media, it can enhance the audience's sense of participation and cultural recognition. In its global dissemination, the Northern Frontier culture should also emphasize the integrity of its uniqueness and globalization. For instance, the traditional elements such as traditional music, dance and art, can be combined with modern elements favored by global audiences, thereby creating culturally appealing content. Accurate translation and cultural adaptation strategies are crucial for the global dissemination of the Northern Frontier culture. Avoiding rigid literal translations and focusing on emotional and cultural content transmission can help foreign audiences better understand and appreciate the Northern Frontier culture.

4.3. Successful Experiences and Points for Reference

In summary, the success of the above cases can be attributed to the following shared factors: clear target audiences, effective dissemination channels, culturally adapted translation strategies, and interactive dissemination forms. Through a comparative analysis of these cases, valuable experiences can be derived to optimize the dissemination of the Northern Frontier culture. The successful cultural dissemination cases tend to accurately transmit the cultural connotations to the target audience through precise cultural adaptation and translation strategies. By means of dynamic equivalence translation, situational adaptation and so on, they ensure that the audience can understand the cultural background and emotions. Another shared characteristic is the diversity of dissemination channels. By combining traditional media with emerging platforms (such as social media and short-video platforms), the coverage of cultural dissemination can be expanded, and its effectiveness can be enhanced. In addition, successful cultural dissemination usually stimulates the audience's sense of participation and interaction. For example, interacting with fans through social platforms and organizing cultural activities can enhance the influence and cultural recognition of cultural dissemination. The international dissemination of the Northern Frontier culture can draw on the successful experiences of these cases. In the process of translation and dissemination, it is crucial to value cultural adaptation and accurate transmission. Meanwhile, emphasis should be laid on leveraging modern communication technologies to promote the Northern Frontier culture more effectively on the global stage.

5. Conclusion

5.1. Key Findings

Through an in-depth study of the international dissemination capability of the

Northern Frontier culture in Inner Mongolia, several critical insights have been identified:

The Northern Frontier culture in Inner Mongolia possesses unique potential for dissemination. As an important component of Chinese culture, the Northern Frontier culture is characterized by its profound historical heritage and rich cultural characteristics. Its nomadic culture, ethnic customs, religious beliefs, and traditional art forms—such as the horsehead fiddle and the Naadam Festival—feature distinct characteristics and strong appeal. Particularly in the context of globalization, with the increasingly frequent cultural exchanges, the Northern Frontier culture has the potential to stand out in international communication. Through effective translation and cultural adaptation, the Northern Frontier culture can attract the attention of audiences worldwide and foster cultural recognition.

Translation strategies and cultural adaptation are crucial. In the international dissemination of the Northern Frontier culture, translation strategies and cultural adaptation are key factors for successful dissemination. Effective translation not only requires linguistic accuracy but also emphasizes the transmission of cultural connotations. For instance, specific ethnic customs, religious beliefs, and artistic expressions within the Northern Frontier culture need appropriate cultural interpretation and adaptation during the translation process to ensure that foreign audiences can better understand these elements. Additionally, adopting dynamic equivalence and functional equivalence translation strategies can ensure accurate transmission of cultural information and promote deeper understanding of the cultural connotations by the audience.

New media and interactive dissemination are of great importance. With the rapid development of the internet, digital platforms (social media, short videos, etc.) have become crucial channels for global cultural dissemination. If the Northern Frontier culture leverages these emerging forms of communication, it will greatly enhance the effectiveness of its international dissemination. By interacting with the audience through online platforms and social media, the Northern Frontier culture can not only expand its communication scope but also stimulate the audience's interest and participation. Such interactive dissemination strengthens the connection between the audience and the cultural content, thereby enhancing cultural recognition.

The target audience for the dissemination of the Northern Frontier culture includes individuals and groups interested in China's frontier cultures, grassland civilizations, and nomadic traditions. This primarily covers audiences in Belt and Road countries, the East Asian cultural sphere (e.g., Japan and South Korea), and select European regions. Challenges in cross-cultural communication cannot be ignored. Despite its rich dissemination potential, the Northern Frontier culture faces numerous challenges in actual practice. Language differences, cultural comprehension barriers, and the complexity of cross-cultural communication may affect accurate cultural information transmission. In particular, unique elements

such as ethnic characteristics and religious beliefs in the Northern Frontier culture might lead to misunderstandings or biases among foreign audiences. Therefore, it is essential to consider the cultural background of target audiences and develop personalized dissemination strategies to minimize cultural conflicts and misinterpretations.

5.2. Research Limitations and Future Research Directions

Although this study provides theoretical support and practical guidance for the international dissemination of the Northern Frontier culture, there are still certain limitations and future research can further expand and deepen the exploration. Firstly, this research mainly focuses on the translation and dissemination strategies of the Northern Frontier culture. However, due to limitations in scope and time, it doesn't cover all possible cultural elements and dissemination forms. Future research can be further extended to more cultural symbols, art forms, social customs, and other aspects, comprehensively exploring the methods and effects of disseminating the Northern Frontier culture. Secondly, through case analysis and theoretical exploration, this research has proposed some translation strategies and cultural adaptation methods, but it lacks an in-depth evaluation of the long-term effects after the implementation of these strategies. Regarding the translation effects of specific cultural projects or materials, a more systematic investigation and feedback mechanism are needed to analyze the reactions of different audiences. Future research can conduct more empirical studies, track the effects over a long-time span, and evaluate the long-term impacts of different translation strategies and communication methods. Thirdly, with the continuous advancement of modern communication technologies, digital media and social platforms are playing an increasingly prominent role in cultural communication. Although this research mentions the communication potential of new media, there is still room for further exploration on how to better integrate new technologies and communication channels. For example, how to use technologies such as artificial intelligence and big data analysis to optimize the accuracy and efficiency of cultural dissemination is a promising direction for future research. Finally, this research focuses on translation studies and cross-cultural communication theories. Future research can attempt to incorporate more perspectives from other disciplines such as cultural anthropology, sociology, communication studies, etc., and analyze and discuss the communication issues of the Northern Frontier culture from multiple angles. This will help to comprehensively understand the complexity and multi-dimensionality of cultural dissemination and provide a scientific basis for formulating more effective dissemination strategies.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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