

Bridging Cultures through New Media: The Role of the China-ASEAN Youth Broadcasters' Creative Camp Television Program in Fostering International Cooperation and Cultural Exchange

通过新媒体连接文化：中国-东盟青年广播公司创意营电视节目在促进国际合作和文化交流中的作用

Yuan Xu ^{a,b,*}

^a Guangxi Radio and Television, Nanning, China

^b Faculty of Social Sciences, Naresuan University, Phisanulok, Thailand

KEYWORDS

*Young Broadcasters;
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关键词

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ABSTRACT

The China-ASEAN Youth Broadcasters' Creative Camp is a cross-cultural initiative launched in 2021, using new media to promote collaboration among young broadcasters from China and ASEAN countries. Through short videos on food, music, daily life, and youth entrepreneurship, the program has enhanced Guangxi's international image and fostered cultural exchange. This paper uses content analysis and interviews to evaluate the program's impact. While effective, it faces challenges such as limited ASEAN representation, resource constraints, and lack of mentorship. Recommendations include expanding cultural diversity, improving technical support, and strengthening training. The program holds strong potential to deepen global understanding through youth-driven digital storytelling.

摘要

中国—东盟青年播音员创意营自2021年启动以来，借助新媒体平台，推动中国与东盟国家青年播音员的交流与合作。项目通过拍摄美食、音乐、日常生活、青年创业等主题的短视频，提升了广西的国际形象，促进了文化交流与区域合作。本文通过视频内容分析与参与者访谈，探讨项目的成效与影响。尽管成果显著，项目仍面临东盟文化呈现不足、制作资源有限、专业指导缺乏等问题。建议今后加强文化多样性覆盖、提升制作支持、完善培训体系。青年播音员凭借语言和创意优势，在跨文化传播中大有可为，有望在数字时代为促进文化理解与交流发挥更大作用。

1. Introduction

In the contemporary era of globalization and digitalization, the modes of international cooperation and cultural communication are undergoing profound transformations. As key agents of change, young

people have emerged as influential figures across various domains, particularly within the realm of youth broadcasters, who are increasingly assuming pivotal roles in international exchanges. With the growing political, economic, and cultural cooperation between China and ASEAN countries, the construction of

* Corresponding author. E-mail address: 215174214@qq.com

communication bridges that transcend national borders and cultural divides has become a critical issue. In this context, the TV program China-ASEAN Youth Broadcasters' Creative Camp was conceived. This innovative initiative carries the vital responsibility of promoting cultural exchange and deepening international cooperation. Leveraging new media technologies, such as short video production and live broadcasting, it brings together young broadcasters from China and ASEAN nations. The project seeks to utilize the youth perspective as a focal point to explore the cultural richness of both sides, highlight the achievements of bilateral cooperation, and foster mutual understanding and friendship.

However, the project faces both challenges and opportunities in its execution. On one hand, cultural diversity poses significant obstacles to effective cross-cultural communication. The program's editorial team and youth broadcasters must navigate the complexities of understanding and catering to the diverse needs of audiences across different countries and regions while creating content that is both substantive and engaging. On the other hand, the rapid evolution of new media technologies necessitates that broadcasters continuously enhance their professional competencies to adapt to the dynamic communication environment.

This study centers on the China-ASEAN Youth Broadcasters' Creative Camp and employs literature analysis, case studies, content analysis, and interviews to investigate its role in facilitating cultural exchanges and international cooperation between China and ASEAN countries. Through a systematic examination, this research aims to offer practical recommendations for the optimization of the project while also providing both theoretical and practical insights for similar international cultural exchange initiatives in the future. Ultimately, the study seeks to contribute to the growth and development of global cultural exchanges and support the advancement of the shared goal of building a community with a shared future for humankind.

2. Research Methods

This study employs a diverse set of research methods to comprehensively examine the role of the China-ASEAN Youth Broadcasters' Creative Camp program in promoting cultural exchanges and international cooperation between China and ASEAN. First, the literature analysis method serves as the foundation for this study, providing a solid theoretical framework. By reviewing existing academic research on topics such as youth broadcasters, cross-cultural communication, and new media technology, this

study constructs a theoretical framework that emphasizes the role of youth broadcasters in shaping cultural identity and facilitating cross-cultural interactions. The literature analysis highlights how new media technologies have emerged as essential tools for cross-cultural communication, offering theoretical support for subsequent case studies and content analysis.

Secondly, the case study method is central to this research. By selecting representative cases from all four seasons of the China-ASEAN Youth Broadcasters' Creative Camp, the study conducts a detailed analysis of the creation and dissemination of program content, with particular focus on themes such as food, music, and green development. The research investigates how the program fosters cultural exchanges between China and ASEAN countries through new media forms, such as short videos and live broadcasts. To assess the program's communication effectiveness and cultural impact, the study integrates quantitative indicators, such as viewing data and social media interactions.

In addition, the content analysis method is employed to analyze the specific content produced by the program, particularly the short videos and live broadcasts created by the youth broadcasters. This analysis seeks to explore the potential and effectiveness of these media formats in facilitating cross-cultural communication. Lastly, the interview method is utilized to gather first-hand practical insights through semi-structured interviews with young broadcasters, program planners, and other stakeholders. These interviews not only supplement the understanding of the program's implementation but also provide valuable insights into the challenges and opportunities faced by youth broadcasters in cultural communication. The interview data further enriches the research, offering practical case evidence that enhances the understanding of the unique role and influence of youth broadcasters in cross-cultural dialogue.

In conclusion, this study systematically investigates the multiple roles of the China-ASEAN Youth Broadcasters' Creative Camp in fostering cultural exchange between China and ASEAN countries. Through a combination of literature analysis, case studies, content analysis, and interviews, the research offers both theoretical and practical guidance for optimizing similar projects in the future. The integrated approach used in this study provides valuable insights for enhancing the effectiveness of international cultural exchange initiatives.

3. Literature Review

The role of youth broadcasters in international cooperation, the theory of cross-border interaction and cultural exchange, and the application of new media in international communication collectively form a robust theoretical foundation for understanding the China-ASEAN Youth Broadcasters Creation Camp TV program. Existing literature highlights the significant potential of youth broadcasters in facilitating international cultural exchanges, illustrating their capacity to bridge cultural divides and promote mutual understanding. Furthermore, these studies provide valuable insights into how new media platforms can be leveraged more effectively for international communication, offering guidance on optimizing digital tools for cross-cultural engagement. This body of research not only underscores the growing importance of youth broadcasters in global cultural diplomacy but also informs the strategic use of new media in fostering international dialogue.

3.1. *The Role of Young Broadcasters in International Cooperation*

The role of young broadcasters in international cooperation is becoming increasingly significant. They serve not only as disseminators of information but also as vital conduits for cultural exchange. UNESCO (2019) underscores the unique role of young individuals in cross-cultural communication, emphasizing that their openness and proficiency in utilizing new technologies render them a crucial force in global communication. In China, Zhang Xiaoguang (2018) highlights that young broadcasters effectively disseminate Chinese culture through live broadcasts and short videos, aligning with the media consumption preferences of contemporary youth. A notable example is Li Ziqi, whose short videos on YouTube depict traditional Chinese lifestyles from a distinctive perspective, attracting millions of viewers worldwide and exemplifying Chinese cultural dissemination. Her content not only showcases the richness of Chinese culture but also fosters international audiences' appreciation and recognition of Chinese traditions. This personalized approach to content creation and distribution exemplifies the integral role of young broadcasters in international cooperation.

At the global level, Hutchinson (2017) explores how young broadcasters facilitate cross-border content dissemination via social media platforms such as Instagram and TikTok, thereby fostering intercultural dialogue and understanding. For instance, the Culture Tag challenge on TikTok encourages users to share aspects of their cultural heritage, enhancing cultural diversity while promoting exchanges among young people worldwide. This interactive mode of

content creation and sharing positions young broadcasters as key contributors to global cultural integration. Furthermore, Dutta (2017) argues that young broadcasters, through social media engagement, establish new forms of "networked communities" that transcend geographical boundaries, effectively facilitating interactions and collaborations among youth from diverse cultural backgrounds. A case in point is the emergence of social media influencers on Instagram, who attract a global audience by sharing their daily lives and perspectives, thereby fostering communities based on shared interests and values.

An illustrative example of such efforts is the television program China-ASEAN Youth Broadcasters' Creative Camp, which recruits young broadcasters from China and ASEAN countries to showcase China's achievements in rural revitalization, national unity, and ecological conservation through new media formats, including short videos and live streaming. This initiative aligns with President Xi Jinping's directive to strengthen international communication by "telling China's stories well, amplifying China's voice, and presenting a credible, lovable, and respectable image of China." Moreover, it strengthens mutual understanding and friendship among young people from China and ASEAN nations. Through widespread domestic and international media dissemination, this program represents an innovative approach to China-ASEAN cultural exchange and media cooperation.

Thus, the role of young broadcasters in international cooperation is multidimensional. By leveraging new media platforms, they not only introduce local cultures in innovative ways but also absorb and integrate foreign cultural elements, thereby contributing positively to global cultural exchange and mutual understanding. These practices have provided valuable case studies and insights for programs such as China-ASEAN Youth Broadcasters' Creative Camp, demonstrating the significant potential and value of young broadcasters in fostering international cultural communication.

3.2. *Theory of Cross-Border Interaction and Cultural Exchange*

The theory of cross-border interaction and cultural exchange offers a comprehensive framework for analyzing the role of young broadcasters in international cooperation. Appadurai's (1996) theory of "global cultural flow" highlights the dynamic movement and interaction of cultural elements worldwide. This flow not only facilitates cultural diversification and integration but also provides young broadcasters with opportunities to showcase and disseminate local cultures on a global scale. Wang Ning (2017) further elaborates on the external dissemination of online culture, emphasizing that this process extends beyond the mere

one-way transmission of information to encompass deep cultural interactions and the construction of cultural identity. For instance, the emergence of "MAG" (Manga, Anime and Games) on the Bilibili platform has not only gained widespread popularity within China but has also exerted a significant international influence, exemplifying the transnational nature of cultural exchange. Scholte's (2005) theory of "three levels of globalization" presents a macro-level analysis of globalization, wherein cultural globalization functions as a crucial link connecting different countries and regions through its unique penetrative power and far-reaching influence.

Through the utilization of new media platforms, young broadcasters have not only facilitated cross-border cultural exchanges in terms of content but have also introduced innovative approaches to cultural exchange in terms of format, thereby making cultural globalization more vividly apparent among younger generations. Zhao Kejin (2022), Vice Dean of the School of Social Sciences at Tsinghua University, asserts that fostering intercivilizational dialogue and mutual learning is essential for building a community with a shared future for humankind. He further emphasizes the need to persist in enhancing such exchanges to promote the high-quality development of cultural interactions between China and other nations. This perspective provides theoretical guidance for the implementation of the China-ASEAN Youth Broadcasters' Creative Camp, underscoring the significance of cultural exchange in international cooperation. These theoretical frameworks establish a solid foundation for understanding the program's role in narrating and disseminating stories of collaboration between China and ASEAN countries through the lens of young broadcasters.

3.3. The Application of New Media in International Communication

The application of new media in international communication has fundamentally transformed the pattern of information circulation, empowering individuals and small groups with the capability to transcend national boundaries and engage a global audience. Empirical studies by Lievrouw and Livingstone (2006) and Kaplan and Haenlein (2010) demonstrate that social media platforms such as Weibo, WeChat, Facebook, and Twitter have emerged as pivotal tools in international communication. These platforms have facilitated content diversification, accelerated the dissemination of information, and enhanced interactivity among users, thereby rendering information transmission faster, more direct, and increasingly cross-cultural. Chen Lidan (2016) further contends that these digital channels enable Chinese netizens to access and participate in real-time discussions on

international news, which not only shapes public perceptions of global events but also provides novel channels and strategies for China's external communication—an aspect of considerable importance for bolstering the country's international image and soft power. In this context, Li Minghui's (2019) research provides an essential perspective by arguing that the immediacy, interactivity, content diversity, and data analysis capabilities inherent in new media constitute its unique advantages in international communication. These platforms effectively overcome the temporal and spatial limitations of traditional media, allowing users to acquire and disseminate information instantaneously. Moreover, opportunities for user participation and content creation enhance the overall impact of communication, while diversified content formats promote cross-cultural understanding. Accurate data analysis further enables communicators to tailor content effectively, thereby improving the relevance and efficacy of their messages (Wang Lina, 2020). For instance, recent initiatives in China have leveraged virtual reality (VR) and augmented reality (AR) technologies to create immersive cultural experiences through projects such as the "Digital Yungang" VR system, the "Digital Forbidden City," and "Digital Dunhuang." These projects allow overseas audiences to experience China's historical sites and cultural landscapes in an immersive manner, thereby augmenting the international influence of Chinese culture and opening new channels for cultural exchange.

These developments underscore the increasingly prominent role of new media in international communication. The evolution of these digital platforms has not only transformed traditional communication practices but also empowered individuals and small groups to make their voices heard on a global scale. This shift has profound implications for promoting international cultural exchanges, enhancing mutual understanding among diverse cultures, and strengthening national soft power. With ongoing advancements in new media technologies, it is anticipated that international communication will continue to become more diverse, interactive, and efficient.

Amid changes in the international balance of power and the rise of global challenges, there is a growing imperative to strengthen global governance and reform the global governance system. In the sphere of international communication, national media practitioners are urged to follow the guidance of President Xi Jinping (2021), who emphasized the need to "strengthen the construction of international communication capabilities, enhance international discourse power, focus on telling Chinese stories well, optimize strategic layout, and strive to build a flagship media with strong international influence." Consequently, it is essential to fully leverage modern social media

platforms for cultural communication, utilize both folk media and self-media to disseminate Chinese narratives from multiple perspectives, and broaden communication channels—through formats such as games, videos, images, and texts—to establish a digital, networked, and intelligent cultural communication platform. Concurrently, the effective use of emotional expression is critical for fostering resonance, creating persuasive and engaging content within diversified, scenario-based, and intelligent digital environments, and ultimately building bridges for cultural exchanges and people-to-people interactions (Zhang Yongfen & Jiang Mingbao, 2024).

4. Overview of the China-ASEAN Youth Broadcasters' Creative Camp

As a significant Chinese initiative under the framework of the China-ASEAN Media Exchange Year, the China-ASEAN Audiovisual Week serves as a crucial platform for regional media exchanges and cultural exports. Since its inception in 2019, this initiative has played a pivotal role in fostering media collaboration between China and ASEAN countries. Adhering to the principle of regular exchanges and rotational hosting, the event is held annually, alternating between China and ASEAN member states. This flexible hosting model facilitates deeper interaction and mutual understanding in the domain of audiovisual culture. In 2021, the China-ASEAN Audiovisual Week received substantial national recognition, as the Ministry of Commerce, the Publicity Department of the CPC Central Committee, the Ministry of Finance, the Ministry of Culture and Tourism, and the State Administration of Radio and Television collectively designated the China-ASEAN TV Week as a "National Cultural Export Key Project for 2021-2022." This designation not only affirms the project's past achievements but also underscores its mission in advancing Chinese cultural products and services in the ASEAN market, as well as enhancing regional cultural trade and industrial cooperation.

Within this broader framework, the television program "China-ASEAN Youth Broadcasters' Creative Camp," a sub-project of the China-ASEAN Audiovisual Week, has successfully completed four iterations from 2021 to 2024, rapidly evolving into a vital bridge for cultural exchange between China and ASEAN nations. The program aims to foster cultural interactions and mutual understanding among young people from China and ASEAN countries through contemporary new media formats, such as short video production and live streaming. Additionally, it seeks to identify and nurture a new generation of young broadcasters who possess an in-depth understanding of Chinese

and ASEAN film and television cultures. Each season of the program is structured around a distinct theme, attracting widespread youth participation and reflecting the depth and breadth of China-ASEAN cultural engagement.

The program recruits young broadcasters globally and organizes cultural visits across various cities in China and Southeast Asia, following the experiential learning approach of "traveling thousands of miles and reading thousands of books." By leveraging on-line live streaming and short video production, participants are encouraged to explore and document China's cultural and economic landscapes from both an international and youthful perspective. Specifically, the program aims to highlight the scenic beauty of Guangxi, showcase the achievements of China-ASEAN cooperation, and examine the developmental opportunities brought forth by the Belt and Road Initiative.

Organized by Guangxi Radio and Television, the program presents critical challenges for television directors, including how to effectively convey Chinese narratives to Southeast Asian audiences, depict the unique appeal of Guangxi, and comprehensively promote the landscapes, culinary traditions, and cultural diversity of Southeast Asia to Chinese viewers. To maintain thematic coherence and facilitate strategic publicity, each season of the program is developed around a specific theme.

The inaugural season, themed "Working Together to Build Dreams and Sail Far," emphasized the shared mission and aspirations of Chinese and ASEAN youth in cultural communication. Through short video production and live streaming, young broadcasters showcased the cultural characteristics and cooperative achievements of China and ASEAN nations, injecting new dynamism into regional cultural exchanges. The second season, themed "Sharing New Achievements, Creating New Audiovisuals, and Building a New Home," focused on the outcomes of China-ASEAN cooperation under the Belt and Road Initiative. Young broadcasters documented regional economic development, cultural integration, and social progress through field visits and creative projects, thereby reinforcing bilateral collaboration. The third season, "Cultural Resonance from a Youth Perspective," highlighted the unique role of young broadcasters in cross-cultural communication, offering a youth-centric perspective on the cultural diversity of China and ASEAN, fostering cultural understanding and appreciation across the region. The fourth season, "Digital Empowerment to Create a Better Future," integrated emerging technologies such as the Metaverse to explore innovative cultural communication strategies. By incorporating virtual reality (VR) and augmented reality (AR), young broadcasters created

immersive cultural experiences, thereby broadening the reach and impact of the program.

These thematic frameworks not only underscore the interconnectedness and mutual reinforcement between China and ASEAN countries across multiple domains but also highlight the new business and development opportunities facilitated by the Belt and Road Initiative. By deepening cultural exchanges and cooperation, the program stimulates the creativity of young people, encouraging them to harness their innovative talents to disseminate compelling narratives of cross-cultural learning and cooperation. Through their audiovisual contributions, these young creators actively contribute to the establishment of a more closely integrated China-ASEAN community with a shared future.

The China-ASEAN Youth Broadcasters' Creative Camp incorporates a diverse range of activities, including short video production and live streaming. Young broadcasters engage deeply with local communities in China's cities and rural areas, using their digital platforms to document China's progress in rural revitalization, national unity, ecological conservation, and industrial development. Their content not only showcases China's natural beauty and societal advancements but also narrates the story of China-ASEAN cooperation from an international and youth-driven perspective. Furthermore, the event utilizes the Migu Metaverse platform to establish an interactive digital space, enabling virtual audiences worldwide to participate in real-time broadcasts, engage in video interactions, and explore novel communication scenarios.

Through these dynamic activities, young broadcasters enhance their professional competencies while emerging as cultural ambassadors for China-ASEAN exchanges. Their creative outputs and lived experiences serve as valuable resources for advancing cultural understanding and regional cooperation. By leveraging new media technologies and interactive digital platforms, the China-ASEAN Youth Broadcasters' Creative Camp continues to strengthen its role as a conduit for meaningful cross-cultural dialogue and collaboration.

4.1. Season 1: Cross-Cultural Resonance Between Food and Music

Since its first launch in 2021, the TV program China-ASEAN Youth Broadcasters' Creative Camp has produced short video works each season that carry profound cultural significance and exert wide-ranging influence. In its inaugural season, in addition to the "China from the Perspective of ASEAN" series, two other notable series, "Food Culture Exchange" and "Music Bridge," garnered significant attention.

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Music, as a universal language, plays a crucial role in cross-cultural communication. The subsequent "Music Bridge" series fosters connections between Chinese and ASEAN youth through music. For instance, the song "Friendship Song," co-created by Chinese and Thai youth, integrates traditional Chinese and Thai musical instruments with contemporary elements. The song has been played over 2 million times on NetEase Cloud Music and has received more than 50,000 comments. Many listeners expressed their sense of cultural resonance and emotional connection through music, demonstrating its unique role in transcending cultural barriers and fostering people-to-people exchanges.

4.2. Season 2: Daily Life and Friendly Interactions

The second season of the "Hello, Neighbor!" series, released in 2022, illustrates the friendly interactions between the people of China and ASEAN countries through narratives of everyday life. For instance, the short video "Neighbors" portrays the relationship between a young Chinese man and his Vietnamese neighbor, highlighting their exchanges and mutual support in daily life, work, and cultural practices. The series has garnered significant attention, amassing 2 million views on Weibo with an interaction rate of 15%. In addition to generating widespread discussion on social media, it has been covered by major mainstream media outlets in ASEAN countries. Notably, "Vietnam's Youth Daily" and "Thailand's Bangkok Post" have reported on the initiative, further enhancing mutual understanding between the people of both regions.

4.3. Season 3: Youth Dreams and Regional Cooperation

The third season of the "Building a Dream Bridge" project, launched in 2023, centers on the shared aspirations and career development of young people in the region. Notably, the short video "Dreams Come True" narrates the story of a Chinese and a Malaysian youth embarking on a joint entrepreneurial venture, highlighting their collaboration and innovation in the field of cross-border e-commerce. The video has garnered 3 million views on Douyin, with over 100,000 likes and reposts, reflecting both the entrepreneurial spirit of the younger generation and

the potential for regional economic cooperation. Furthermore, the initiative invited several successful young entrepreneurs to participate in online discussions, further inspiring and fostering entrepreneurial enthusiasm among youth in the region.

4.4. Green Development and Cultural Heritage

The year 2024 marks the "China-ASEAN Year of Cultural Exchange", the 50th anniversary of diplomatic relations between China and Malaysia, and the commencement of the "Joint Statement between China and Vietnam" to deepen exchanges and cooperation. Against this backdrop, the fourth season of the China-ASEAN Youth Broadcasters' Creative Camp strategically focused on Malaysia and Vietnam, recruiting 22 young broadcasters from China and ASEAN countries for interactive study tours across six cities in four countries. These included Qinzhou, China, and Kuantan, Malaysia; Shanghai, China, and Singapore; as well as Liuzhou, China, and Hanoi, Vietnam.

This season's program comprised 12 episodes, adopting a "dual-city" narrative approach to explore cultural intersections, interactions, and synergies between paired cities. The videos examined the interconnectivity, integration, and reciprocal promotion between China and ASEAN across multiple fields, emphasizing the role of the "Belt and Road Initiative" in fostering new business and development opportunities. Additionally, the program highlighted China-ASEAN collaboration in ecological and environmental protection, conveying the concept of sustainable development. For instance, the short video series "Green Future" documented cooperative environmental initiatives led by Chinese and Thai youth, showcasing their innovative efforts in waste classification, renewable energy, and other sustainability projects. Following its release, the series amassed one million views with a 10% interaction rate, while the associated social media topic "Green Home" ignited widespread discussion.

Similarly, the "Our Tradition" series presented the traditional cultures of China and ASEAN countries through interactive storytelling. The episode "The Beauty of Intangible Cultural Heritage" introduced Chinese Peking Opera, Thai Khon Opera, and Indonesian Shadow Puppetry, offering audiences an immersive experience of these cultural treasures through the perspectives of young broadcasters. The series garnered 800,000 views with an 8% interaction rate, and the topic "Tradition and Modernity" spurred lively discussions on cultural heritage preservation on social media. The thematic productions "Building a Green Home Together" and "Our Tradition" reinforced the program's commitment to cultural exchange. Their success, as reflected in substantial viewership

and interaction rates (1 million and 800,000 views, respectively, with engagement rates of 10% and 8%), underscores the China-ASEAN Youth Broadcasters' Creative Camp to enhance cultural awareness and mutual understanding between China and ASEAN nations.

Commenting on the program's impact, Yang Guorui, Deputy Director of the State Administration of Radio and Television, remarked: The 'Dual-City Study' initiative of the China-ASEAN Youth Broadcasters' Creative Camp continues to inspire empathy and resonance among the people of China and ASEAN in their shared journey of mutual engagement. The cumulative viewership of the program's four seasons across platforms such as Weibo, Douyin, and YouTube has surpassed 10 million, with an average interaction rate of 12%. The initiative has received extensive coverage from leading media outlets in China and ASEAN, including "People's Daily" (China), "Lianhe Zaobao" (Singapore), and "Jakarta Post" (Indonesia), further amplifying its regional influence. Additionally, the program has been broadcast on television networks such as Guangxi Radio and Television, Vietnam National Digital Television, Cambodia National Television, and Malaysia's Radio and Television, as well as major Chinese audiovisual platforms including CCTV Video, iQiyi, and Migu Video. Numerous viewers expressed on social media that these short videos have deepened their understanding of China-ASEAN cultures, with many voicing their eagerness to participate in similar cultural exchange initiatives in the future.

Collectively, these successful case studies demonstrate that the China-ASEAN Youth Broadcasters' Creative Camp is not merely a platform for showcasing young talent but also serves as a crucial conduit for fostering cultural exchange and understanding between China and ASEAN countries. Through this initiative, young broadcasters have not only honed their professional skills but have also emerged as cultural ambassadors, contributing valuable resources and momentum to regional cultural cooperation.

Since its inception, the China-ASEAN Youth Broadcasters' Creative Camp has received widespread acclaim and recognition. A spokesperson for China's Ministry of Foreign Affairs praised the initiative, stating that it has "established a new platform for deepening cultural exchanges between China and ASEAN, fostering mutual understanding and friendship among young people, and injecting fresh vitality into regional peace and development." ASEAN ambassadors to China have also spoken highly of the program, acknowledging its role in showcasing the creativity and talent of Chinese youth while providing ASEAN youth with opportunities for learning and self-

expression. They further emphasized its significance in advancing the vision of a "China-ASEAN Community with a Shared Future".

The academic community has similarly endorsed the program. Liu Siyuan (2021) noted that "by leveraging new media formats, the initiative has effectively transcended regional and cultural boundaries, playing a pivotal role in cultivating young talent with an international outlook." Furthermore, authoritative media outlets such as "Xinhua News Agency, People's Daily", and "Guangming Daily", as well as various ASEAN-based media, have recognized the initiative as an innovative model for cultural exchange that fosters mutual learning and progress between the two cultures.

The enthusiastic response on social media further attests to the program's impact. Many netizens shared that through these short video productions, they gained a more intuitive and immersive appreciation of China-ASEAN cultures, reinforcing the program's effectiveness in strengthening people-to-people exchanges.

In summary, the China-ASEAN Youth Broadcasters' Creative Camp has achieved remarkable results both in practice and theory, earning widespread acclaim across various sectors. Its success underscores the power of cultural exchange initiatives in enhancing mutual understanding, strengthening regional cooperation, and shaping a more interconnected future for China and ASEAN nations.

5. Activity Effect and Impact

Since its inception, the television program China-ASEAN Youth Broadcasters' Creative Camp has played a pivotal role in enhancing Guangxi's international image, fostering cultural exchanges, and facilitating the professional development of young broadcasters through the innovative utilization of new media platforms. These accomplishments not only underscore the program's distinctive value but also provide valuable insights and experience for the organization of similar events in the future.

5.1. Enhance Guangxi's International Image and Strengthen Cultural Exchanges

As a significant cross-cultural exchange initiative, the television program China-ASEAN Youth Broadcasters' Creative Camp has played a crucial role in enhancing Guangxi's international image, fostering cross-border exchanges, and promoting intercultural communication through meticulously crafted short videos and live broadcasts.

The program has been highly effective in showcasing Guangxi's multifaceted identity. By utilizing

engaging and visually compelling short videos, it has vividly presented the region's distinctive landscapes and rich ethnic cultures to a global audience, capturing widespread international attention. This not only strengthened Guangxi's appeal as a premier international tourist destination but also significantly elevated its global visibility and reputation. Furthermore, young broadcasters actively engaged with local enterprises, educational institutions, and social organizations, employing their personal experiences as a narrative framework to convey Guangxi's progressive, open, and inclusive development ethos. Through their engagement, they effectively highlighted Guangxi's advancements in technological innovation, educational progress, and social governance, offering the world a refreshed perspective on a dynamic and opportunity-rich Guangxi.

From the perspective of cross-border diplomacy, the program has facilitated substantial engagement between Guangxi and ASEAN countries through deepened cooperation. The interactive exchanges among young broadcasters not only fostered mutual understanding but also established a robust platform for economic collaboration and cultural interaction, further solidifying Guangxi's influence on the international stage. In terms of its broader impact on intercultural exchange, the program has provided young broadcasters with a high-quality platform to showcase and disseminate local culture. Leveraging new media formats such as short videos and live streaming, participants have not only introduced their own cultural traditions to a global audience but have also actively engaged in learning about the cultural heritage of other nations. This bidirectional exchange model has proven instrumental in fostering mutual understanding and respect among diverse cultures.

During the content creation process, young broadcasters from China and ASEAN countries engaged in in-depth discussions on a range of topics, including environmental conservation and traditional festivals, collaboratively producing media content. This cooperative approach has effectively mitigated cultural barriers, strengthened interpersonal connections, and deepened friendships among young people from different countries. Additionally, by harnessing the extensive reach of digital media platforms, the program has enabled audiences beyond the participating nations to gain insights into the cultures of China and ASEAN, thereby enriching global cultural diversity and contributing positively to the advancement of cultural globalization.

5.2. Promoting the Personal Development of Young Broadcasters

The television program China-ASEAN Youth Broadcasters' Creative Camp exerts a beneficial in-

fluence on the personal development of young broadcasters. Primarily, this initiative affords participants opportunities for both learning and practical application. Within the framework of the program, young broadcasters enhance their professional competencies in areas such as new media operations, content creation, and cross-cultural communication, while simultaneously refining their skills in teamwork and problem resolution.

Furthermore, the program serves as a platform for young broadcasters to exhibit their talents and affirm their self-worth. A significant number of participants distinguish themselves during the event, subsequently attaining recognition as internet celebrities and opinion leaders. Their narratives and experiences serve to motivate a broader cohort of youth to pursue their aspirations and embrace innovation. Lastly, the initiative expands the developmental prospects for broadcasters by facilitating the establishment of a transnational youth network. Through participation, they forge connections with peers from various countries, thereby enriching their international perspectives and establishing a robust foundation for future career and personal growth.

6. Discussion and Suggestions

As an initiative designed to foster international cultural exchange, the television program China-ASEAN Youth Broadcasters' Creative Camp has yielded significant outcomes. Nevertheless, it encounters several challenges and limitations that warrant examination. This discussion will address these issues, propose relevant recommendations, and evaluate the potential and future prospects of young broadcasters within the context of international collaboration.

6.1. Existing Problems and Challenges

As an endeavor intended to advance international cultural exchange, the China-ASEAN Youth Broadcasters' Creative Camp has demonstrated noteworthy success; however, it is confronted with a range of challenges and limitations that merit scrutiny. Firstly, the program's emphasis on content creation predominantly highlights Chinese local culture, particularly in its short video productions, while offering limited in-depth exploration of the diverse cultures of other ASEAN countries. This imbalance diminishes the program's appeal within the ASEAN region and undermines its efficacy in fostering international communication.

Secondly, the initiative suffers from constrained investment in technical support and resource allocation. This is particularly evident in deficiencies related to technical equipment, post-production capabilities,

and platform stability throughout the creative process, all of which fail to provide adequate support for young broadcasters and consequently hinder enhancements in program quality. Furthermore, the young broadcasters involved exhibit a deficiency in professional guidance and international perspective during content creation, leading to a pronounced homogeneity in their works. This lack of innovation and depth curtails both the creative potential of the participants and the program's broader internationalization objectives. Additionally, the subsequent impact of the program and the sustained capacity of young broadcasters to engage in cultural exchange activities represent critical concerns that require attention. These issues collectively impede the program's ability to fully realize its goals and necessitate strategic interventions to bolster its effectiveness and scope.

6.2. Suggestions for Future Activities

To address the aforementioned challenges and enhance both the internationalization and cultural communication efficacy of the China-ASEAN Youth Broadcasters' Creative Camp, the editing and directing team has undertaken a comprehensive review of their experiences and formulated a series of strategic improvements. Firstly, there is a pressing need to deepen the understanding and investigation of ASEAN countries' cultures. This involves encouraging young broadcasters to produce a greater number of cross-cultural works, thereby enriching the diversity and appeal of the program's content. Particular emphasis should be placed on the development of short videos and live broadcasts that effectively highlight the distinct characteristics and cultural multiplicity of ASEAN nations.

Secondly, the program organizers are urged to augment technical investment and resource allocation. Such enhancements would furnish young broadcasters with an improved creative infrastructure and advanced tools, thereby elevating the overall quality of their outputs. Concurrently, it is proposed that a dedicated team of professional mentors be established to deliver specialized training in content creation, communication strategies, cross-cultural competencies, and social media management. This initiative aims to bolster the broadcasters' professional proficiency and broaden their international outlook. Furthermore, to sustain the program's long-term impact, it is advisable to institute a robust career development support framework. This mechanism would provide ongoing resources and guidance, ensuring that young broadcasters remain active contributors to cultural exchange initiatives following the conclusion of the program. Collectively, these measures seek to fortify the program's capacity to serve as a dynamic platform for intercultural dialogue and collaboration.

6.3. *Potential and Prospects of Young Broadcasters in International Cooperation*

Young broadcasters are assuming an increasingly pivotal role in fostering international cooperation. As primary agents in the information era, they leverage new media platforms to transcend geographical and cultural divides, thereby advancing international cultural exchange and mutual understanding. With ongoing advancements in digital technology, the latent potential of young broadcasters is poised for further exploration, positioning them as a vital force in promoting global cultural diversity and intercultural comprehension.

Firstly, young broadcasters possess inherent linguistic advantages and heightened cultural sensitivity, enabling them to astutely discern both the convergences and divergences across cultures. This capacity facilitates the creation of content that resonates deeply with diverse audiences. Secondly, their innovative mindset and bold approach imbue their new media productions with boundless creative potential. Finally, as international exchanges intensify, young broadcasters are likely to encounter expanded opportunities to engage in global cultural initiatives. Such involvement not only enhances their personal visibility and influence but also amplifies their contributions to the broader enterprise of international cultural exchange.

In conclusion, the television program China-ASEAN Youth Broadcasters' Creative Camp as a culturally significant endeavor, holds considerable promise for future development, notwithstanding the challenges it faces. Through sustained efforts to refine its content and format, coupled with initiatives to elevate the professional competencies of young broadcasters, this program is well-positioned to emerge as a critical platform for facilitating cultural dialogue between China and the ASEAN region. Moreover, it offers an expansive stage for the international collaboration of young broadcasters, reinforcing its potential as a catalyst for cross-cultural engagement.

7. Conclusion

The China-ASEAN Youth Broadcasters' Creative Camp serves as an expansive platform for cultural exchange, exhibiting considerable potential for growth despite the challenges it encounters. By refining the program's content, enhancing technical infrastructure, and bolstering the professional development of young broadcasters, this initiative can significantly advance cultural interactions between China and the Association of Southeast Asian Nations (ASEAN), while simultaneously providing a prominent stage for young broadcasters to demonstrate their

talents and broaden their international perspectives. Amid the progression of globalization and digitalization, these young broadcasters have demonstrated substantial capacity to foster cross-cultural understanding and facilitate communication within the framework of international cooperation. Leveraging their inherent linguistic proficiencies and acute sensitivity to multicultural dynamics, they are well-positioned to produce compelling content that resonates with diverse audiences. Moreover, their innovative capabilities and adeptness with emerging media technologies enable them to transcend conventional boundaries, crafting personalized works that reflect a high degree of technical sophistication.

Looking forward, it is imperative that the program amplifies its scope of international collaboration, engaging with young broadcasters from an even wider array of regions to establish a more extensive global network for cultural exchange. By harnessing contemporary technological advancements, the initiative can further augment its influence and ensure its long-term sustainability. Such efforts would empower young broadcasters to not only elevate their personal brands through participation in international cultural endeavors but also contribute meaningfully to the promotion of global cultural diversity and mutual understanding.

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