

2nd International Conference on Language and Cultural Communication (ICLCC 2024)

SHS Web of Conferences Volume 185 (2024)

Sanya, China
19 – 21 January 2024

Editors:

**D. Pandya
E. Marino**

**S.F. Syed Mohammed
N.R. Ghlamallah**

ISBN: 978-1-7138-9557-2

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571

Some format issues inherent in the e-media version may also appear in this print version.

This work is licensed under a Creative Commons Attribution 4.0 International License. License details:
<http://creativecommons.org/licenses/by/4.0/>.

No changes have been made to the content of these proceedings. There may be changes to pagination and minor adjustments for aesthetics.

Printed with permission by Curran Associates, Inc. (2024)

For additional information, please contact EDP Sciences – Web of Conferences
at the address below.

EDP Sciences – Web of Conferences
17, Avenue du Hoggar
Parc d'Activité de Courtabœuf
BP 112
F-91944 Les Ulis Cedex A
France

Phone: +33 (0) 1 69 18 75 75
Fax: +33 (0) 1 69 28 84 91

contact-edps@webofconferences.org

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

RESEARCH ON LANGUAGE TEACHING AND TEXT READING

An Action Research on Phonetics Instruction in College-Level English Education	1
<i>Yuan Pang</i>	
A Feminist Study of the English Translation of Can Xue's the Gloomy Mood of Ah Mei on a Sunny Day	6
<i>He Ling</i>	
Metaphorical Analysis of the Concepts of "Zhu Yan" and "Hong Yan"	10
<i>Guo Yang</i>	
A Review of the Current Status of AI Research in Handwritten Chinese Character Recognition	15
<i>Kim Ye-Eun</i>	
Promoting Language and Literature in Colleges and Universities for the Development of International Chinese Language Education Professionals	24
<i>Li Meng, Wang Pan</i>	
The Interference of Native Language on English Writing Syntax Errors of High School Students	29
<i>Ren Xiaoling, Huang Ting, Liu Yue</i>	
An Analysis of English Teaching Strategies in Higher Vocational Technical College	33
<i>Yutong Jiang</i>	
Reform of College English Vocabulary Teaching with The" Vocabulary Handout" as the Core from the Perspective of the Levels of Processing Theory	37
<i>Hao Shen</i>	
A Correlation Study of Individual Differences Factors and Oral Chinese Learning Strategies: A Survey Based on Sri Lankan Learners.....	43
<i>Bo Yu</i>	
Statistical Analysis of Bach's Well-Tempered Clavier	47
<i>Gen-Fang Chen</i>	
A Study on Foreign Language Teaching and Intercultural Education in the English Newspaper Course.....	51
<i>Meng Fan</i>	
Corpus-Based Translation Studies: Examining Media Language Through a Linguistic Lens	55
<i>Jie Ding</i>	
Evolution of Poetic Composition Theories from Shilin Shihua to Chengzhai Shihua	59
<i>Huiling Chen</i>	
Enhancing English Writing Proficiency in TESOL: Integrating Traditional and Technological Approaches for a Multifaceted Learning Experience	65
<i>Jianing Wang, Weiwei Li, Ming Lu, Yu Chen</i>	

A Study on Translation of Numbers in the Analects of Confucius from the Perspective of Cultural Translation Theory—— a Case Study of the Translation Version by Gu Hongming	69
<i>Ying Li, Rui Xiang, Shuxin Xiu, Weiwei Qu</i>	
Interpreting Studies: A Comprehensive Analysis	73
<i>Jianing Wang</i>	
Resisting Trauma: Exploring Queer Emotional Narratives in Madame from the Perspective of Cultural Politics of Emotion in Chinese Context.....	77
<i>Junyi Qian</i>	
A Comparative Analysis of Female Consciousness Through the Avenging Female Figures in Western and Chinese Literature – a Case Study of Medea and He Hongyao	83
<i>Zhenni Zhang</i>	
Urban Women’s Writing in the Revolutionary Wave—a Counter-Reading of the “Eclipse” Trilogy and “Song of Youth”.....	88
<i>Zhexi Li</i>	

TRADITIONAL CULTURAL INHERITANCE AND INTERCULTURAL COMMUNICATION

Research on the Digital Inheritance and Protection of Yue Embroidery Under the Meta-Cosmic Technology	93
<i>Yuying Wang, Huiyang Huang, Xiaochen Li, Wenkun Yang, Haoyuan Li, Min You</i>	
The Impact of International Students’ Social Media Use on Their Intercultural Adaptation: Insights from In-Depth Interviews	99
<i>Siqi Sun</i>	
Exploring the Delivered Value and Sustainable Development of the Intangible Cultural Heritage, Xiaolan Chrysanthemum Exhibition	103
<i>Delphine Ya-Chu Chan, Zihao He, Chumiao Zhang</i>	
German-Albanian Intercultural Communication and Interaction in the Workplace	110
<i>Fiona Hoti, Jürgen Huber</i>	
Language and Cultural Communication —— Smart Media Has Become a Bridge for Cross-Cultural Communication	114
<i>Jiaqi Lu</i>	
An Empirical Study on Cultural Image, Perceived Value, and Purchase Intention: A Case of Chinese Intangible Cultural Heritage “Gambiered Canton Gauze”.....	122
<i>Delphine Yachu Chan, Zicheng Pan</i>	
A Comparison of Folk Printmaking in China and the West.....	127
<i>Yuan Wei</i>	
Exploring the Reasons for the Rise and Fall of Taoism from the Perspective of Historical Development: Taking Several Key Periods as Examples	131
<i>Juncheng Ding, Xin Luo</i>	
Research on the Construction of Cultural Parks in the Jing-Jin-Ji Region Based on Foreign Models: A Study on the Development of Ice and Snow Tourism Routes.....	137
<i>Jingyi Wang, Yueyu Wang, Jie Xiang, Kejin Liu</i>	

Research on the Media Field of Tourism Culture Communication Under the Background of Omnimedia	141
<i>Meng Li</i>	
Cultural Dialogues in Artistic Expression: Case Studies in Cross-Cultural Artistry	147
<i>Yue Wang</i>	
An Experimental Analysis on Degree Adverb “Hen” of Yuanjiang Dialect Xiang Chinese.....	151
<i>Zhang Fen, Gong Qi</i>	
Feng Zhi’s Spatiotemporal View of “Spirit of Engagement Through Landscape” in His Sonnet Collection	159
<i>Yingying Zheng</i>	
Recreating Fantasy: Fan Culture in Fan-Made Merchandise and Advertising on Chinese Social Media.....	163
<i>Ruiyang Zang</i>	
Media and Culture: An In-Depth Academic Discourse	170
<i>Yuan Gao, Hao Yuan, Xiangyue Zhang, Yiyuan Li, Tong Shen</i>	
Exploring the Influence and Potential of New Media on Traditional Cultural Communication	175
<i>Haotian Wei</i>	

BRAND MANAGEMENT AND MARKETING STRATEGY ANALYSIS

Gender Disparities in Self-Presentation on WeChat Moments.....	179
<i>Xinyuan Zhang</i>	
Research on Influencing Factors of Users’ Sharing Intention in Health Science Popularization Short Videos.....	183
<i>Shaoyang Li</i>	
Translating Advertisements from Chinese to English: Strategies and Methods	189
<i>Rong Jiang</i>	
The Operation Logic of Traditional Culture Enabling Tea Brand Marketing: Take CHAGEE as an Example.....	196
<i>Zixin Chen, Siyu Fu, Xintong Huang</i>	
Analysis of “Justice Online” Mobile Game Based on Creative Communication Management Theory	200
<i>Huiyao Fu</i>	
Nation and World: The Marketing Model of Internationalization of Local Brands –A Case Study of Genshin Impact.....	206
<i>Qingyun He, Xiaosi Li, Xinhao Liu</i>	
TikTok Influencers: How Age Affects Popularity	211
<i>Yingjia Ma</i>	
Social Comparison on Social Media Platforms: A Media and Communication Perspective.....	216
<i>Yue Qiu</i>	
The Influence of Xiaohongshu Female Bloggers on Female Values	221
<i>Luyi Qian</i>	

Visual Rhetoric in Advertising of China's New Tea Beverage Industry, Using HEYTEA as an Example.....	226
<i>Yufei Ye</i>	
Brand Strategy Impact Study of SKIMS and the Potential Brand Trajectory Post AI Integration	231
<i>Yanxi Zhang</i>	
Discovering the Impact of Chinese Social Media Influencers on Generation Z Consumer Behaviour.....	238
<i>Zimo Shi</i>	
Analyzing Kylie Cosmetics' Marketing Strategies and Charting Its Future Path.....	243
<i>Chutong Feng</i>	
Sam's Club Current Situation Analysis and Recommendation in China	248
<i>Ruiyi Deng</i>	
How Social Media Marketing Impacts Darry Ring (DR).....	253
<i>Hongyu Yu</i>	
A Comprehensive Analysis of Chanel's Advertising Strategy	257
<i>Jingchu Liu</i>	
Research on the Impact of Perfect Diary Brand Strategy	262
<i>Guoqi Pan</i>	
Analyzing the Strategic Impact of Zara's Branding Strategies on Consumer Engagement and Market Position	269
<i>Siying Liu, Yingshun Huang, Qianhui Pan</i>	
Analysis of the Marketing Strategy of HEYTEA	275
<i>Kunhuan Li</i>	
The Impact and Investigation of Starbucks' Profit Generation Strategies	280
<i>Qun Zhou</i>	

Author Index