

China's strategic communication of national parks as a key mechanism for cross-cultural communication

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National parks(NPs), as integrated conservation systems, fulfill dual mandates as ecological repositories safeguarding biodiversity and gene pools [U+FF0C] while simultaneously serving as cultural reservoirs preserving China's spiritual-civilizational continuum. [2] Currently, China's five NPs demonstrate this dual functionality through their region-specific ecological-cultural syntheses: Neo-Confucianism and the UNESCO-listed Wuyishan tea culture in Wuyishan NP; the eco-cultural narratives surrounding endangered populations in Northeast China Tiger and Leopard NP; bamboo culture, Qiang folklore and intangible cultural heritage(ICH) "Qiang New Year festival" in Giant Panda NP; Li ethnic culture alongside the ICH "The Li Brocade" in Hainan Tropical Rainforest NP; Gesar epic traditions in Sanjiangyuan NP, etc. In particular, China's ethnocultural heritage — territorially anchored as manifestations of regional civilizations — synergistically interacts with unique biophysical matrices, collectively constituting the distinctive landscape paradigm of NPs. Local international communication centers are functioning as localization of national cultural genes, a valuable local exploration of China's strategic communication, operating through multi-stakeholder coalitions led by provincial governments and state media with academic and corporate participation. [3] These communication mechanisms now achieve near-complete geographic integration across China's NP network. Notably, the Northeast Tiger and Leopard Cultural Communication Center, inaugurated on January 6, 2025 exemplifies this institutional paradigm.[7] For optimized cultural transmission, we propose a technical synergy between communication centers and the National Park Service involving: advanced 3D geospatial intelligence systems employing digital twin architectures to transmediate biodiversity data into interactive visualization frameworks; creation of augmented reality touring systems incorporating indigenous linguistic modules for ethno-ecological narrativization.

The national parks masterplans of all levels, as institutional discursive resources, provide a great deal of support for the systematic construction of national narratives. These strategic blueprints – spanning from the pan-systemic "Overall Programme for the Establishment of National Park System" [8] to park-specific documents like "Wuyishan National Park Master Plan (2023-2030)" [10] "Northeast China Tiger and Leopard National Park Master Plan (2022-2030)" [6] "Giant Panda National Park Master Plan (2023-2030)" [4] "Sanjiangyuan National Park Master Plan (2025-2035)" [9] "Hainan Tropical Rainforest National Park Master Plan (2023-2030)" [5] systematically articulate three institutional pillars: management and monitoring system, techno-scientific infrastructure platforms and educational experience platforms, which epistemologically encode China's contemporary eco-civilization paradigm.

The China's green strategic communication on NPs focuses on establishing an ecological platform for global civilizational dialogue. Functioning dualistically as discursive hubs for eco-civilization, China's NPs serve as pedagogical interfaces for global ecotourists' nature education on the one hand; and translate successful governance models into systematized knowledge products and institutional brands on the other hand.

Three interconnected global agendas underpin this communication strategy—climate change, transboundary biodiversity conservation and UN Sustainable Development Goals (SDGs). Utilizing NP carbon sink datasets to strengthen climate impact and adaptation research, thereby supporting China's low-carbon cultural narrative and interacting with China's strategic communication on global climate governance. [1] Empowering indigenous communities through green industry participation and enhancing livelihoods are in line with SDGs and support the modern cultural communication of China's harmony society. Under Belt and Road Initiative framework, leveraging China's NPs governance models and establishing cross-border ecological corridors with countries such as Laos and Russia can enhance biocultural synergy.

The implementation of the National Park strategic communication necessitates establishing a tripartite communication framework comprising: localized modernization of cultural genetic codes, national-scale institutionalization of eco-civilization discourse, and transnational circulation of eco-cultural capital. This multidimensional paradigm demonstrates dual efficacy through articulation of philosophical wisdom of Chinese civilization, provision of civilization-rooted governance archetypes for global ecological challenges and mediating cultural-environmental synergies between civilizational communication and ecological protection. Future operational priorities should focus on developing communication effect evaluation systems, leveraging big data to monitor semiotic cognition trajectories, and applying dynamic algorithms to optimize strategies.

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