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**THE PATH AND STRATEGY OF DISSEMINATION OF THE CHINESE
CULTURE OVERSEAS: THE CASE OF «BLACK MYTH: WUKONG»**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The master's thesis consists of three chapters. The first chapter constructs a theoretical framework to ensure that Chinese culture can be accurately and effectively disseminated overseas from a multidimensional perspective. The second chapter analyzes the innovative practices, paths, and strategies for the overseas communication of Chinese culture based on *Black Myth: Wukong*. The third chapter proposes a strategic path for future development to enhance the international influence of Chinese culture through the strategy of cultural integration and innovation. The master's thesis includes 75 pages, 19 illustrations, 1 table and 43 sources used.

Keywords: cultural export, Black Myth Goku, cultural integration, game industry, international communication, digital platforms.

The object is the dissemination of the Chinese culture overseas.

The subject is the Strategy of Dissemination of the Chinese culture overseas: the case of «*Black Myth: Wukong*».

The purpose of the master's thesis is to study the path and strategy of dissemination of the Chinese culture overseas and integrate Chinese cultural elements with global audiences through innovative content and cross-international communication the case of «*Black Myth: Wukong*».

This study uses bibliometric analysis, case studies, interviews, cross-cultural research and dialectics to deconstruct cultural communication in the digital age. It combines cross-cultural communication and soft power theories to analyse «*Black Myth: The Legend of Wukong*» and platform data to reveal the transformation of cultural symbols in UGC and algorithms. The thesis proposes a matrix of «cultural jigsaw fusion communication» (deconstructing symbols such into interactive elements) and «precise radiation of digital platforms» (e.g., technological content on Steam, buzzwords on TikTok).

The master's thesis highlights the «technology-platform-audience» triad, emphasising the balance between cultural authenticity and global appeal. The conclusions provide strategic references for intellectual property development and globalisation operations in the gaming industry, while proposing innovative paths such as «immersive experience + targeted communication» for cultural institutions. This enriches the theoretical framework and provides practical insights for promoting inclusive cross-cultural dialogue.