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Digital Diplomacy in Motion: How Chinese and Japanese State Media Reframe National Culture on TikTok and YouTube

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Abstract: In the era of algorithmic communication, digital diplomacy increasingly operates through entertainment-oriented platforms such as TikTok and YouTube, where national narratives are shaped through algorithms, aesthetics, and audience engagement. While prior research has focused on textual diplomacy on platforms like Twitter and Facebook, it has insufficiently examined how short-video formats transform cultural representation and state communication. To address this gap, this study introduces the Algorithmic-Cultural Mediation (ACM) framework, which integrates digital diplomacy theory, cultural narrative analysis, and platform algorithm studies. Employing a comparative multimodal discourse analysis of 400 high-engagement videos from CGTN and NHK World spanning 2023 to 2025, the study investigates how China and Japan reconstruct national culture through algorithmically mediated visibility, localized storytelling, and visual design. The findings identify two complementary models of digital diplomacy: CGTN's velocity-oriented strategy, which emphasizes trend adaptation and collective identity, and NHK World's authenticity-oriented strategy, which prioritizes aesthetic minimalism and individual creativity. Both approaches demonstrate that algorithms not only amplify but also reshape diplomatic narratives into participatory, data-driven cultural performances. The study contributes to theoretical understanding by framing digital diplomacy as a process of algorithmic-cultural negotiation and offers practical insights for designing cross-cultural communication strategies within the global platform ecosystem.

Keywords: digital diplomacy; algorithmic-cultural mediation; cultural narrative; cross-platform communication; TikTok and YouTube

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1. Introduction

In the rapidly evolving landscape of global communication, the convergence of diplomacy, culture, and digital technology has transformed how states project soft power and negotiate national identity [1]. Digital diplomacy, once confined to official websites or ministerial Twitter accounts, now operates across algorithmic and entertainment-driven platforms such as TikTok and YouTube [2]. These spaces are not merely channels of information but hybrid environments in which state narratives intersect with user participation, algorithmic curation, and visual culture [3]. In East Asia, China and Japan exemplify two distinct yet comparable approaches: both technologically advanced nations with longstanding traditions of cultural diplomacy, and both operating influential international broadcasters—China Global Television Network (CGTN) and NHK World—that actively extend their reach through short-video platforms to engage younger and transnational audiences [4].

Understanding how national culture is reframed within algorithmic environments is central to grasping contemporary soft power. Traditional public diplomacy emphasizes message control and strategic framing, whereas digital platforms prioritize entertainment, personalization, and emotional engagement [5]. Algorithms favor virality over authority, producing a new form of "networked diplomacy" where influence depends on visibility and audience interaction [6]. Consequently, examining how state media adapt to these dynamics is essential for understanding the reconfiguration of cultural influence in the digital age.

Despite growing scholarly interest in digital diplomacy, several research gaps remain. First, most studies focus on Western social media ecosystems, particularly Twitter and Facebook, where textual communication predominates [7]. The performative and audiovisual nature of short-video platforms has received limited analytical attention, leaving underexplored how visual storytelling and platform aesthetics shape diplomatic discourse. Second, research on Asian state media often treats national strategies in isolation, overlooking comparative perspectives that reveal regional variations in digital adaptation [8]. Third, theoretical models of public diplomacy rarely account for the agency of algorithms, which now structure visibility and user targeting through data-driven recommendation systems. These limitations highlight the need for a framework linking national cultural narratives with the technological infrastructures that mediate them.

To address these gaps, this study introduces the concept of algorithmic-cultural mediation, a framework explaining how national identity is negotiated through the interaction of narrative design, visual aesthetics, and platform algorithms. Focusing on Chinese and Japanese state media, it seeks to answer three central questions: (1) How do CGTN and NHK World construct and recontextualize national culture on TikTok and YouTube? (2) In what ways do platform algorithms, visual languages, and localization techniques shape their global reception? (3) What hybrid logics of communication emerge when state actors engage within participatory, user-oriented environments?

Methodologically, the research employs a comparative multimodal discourse analysis that integrates qualitative and quantitative approaches. A corpus of high-engagement videos (2023-2025) from CGTN and NHK World's official TikTok and YouTube accounts serves as the primary dataset. Each video is coded for narrative themes, such as heritage, innovation, and modern lifestyle, alongside visual features including color, rhythm, and iconography, as well as algorithmic indicators such as hashtags, engagement metrics, and posting frequency. The analysis combines cross-platform comparison and interpretive triangulation, linking empirical findings to broader theoretical debates in media studies, cultural diplomacy, and international communication.

The academic contribution of this paper lies in bridging three previously separate domains: digital diplomacy, cultural narrative analysis, and platform algorithm studies. By focusing on East Asian cases, it broadens the geographical and methodological scope of digital diplomacy research beyond Western paradigms. Practically, the study offers insights for policymakers, media practitioners, and cultural institutions aiming to design effective cross-cultural communication strategies within algorithmic environments. Understanding how national culture can be both preserved and reinterpreted through short-video mediation is crucial for sustaining meaningful intercultural dialogue in an era where diplomacy increasingly operates through data, visuals, and attention metrics.

2. Literature Review

2.1. Digital Diplomacy and Platform Dynamics

Recent scholarship has emphasized how digital platforms have transformed diplomacy from a government-centered communication process into a decentralized, networked ecosystem [9]. Studies highlight the efficiency and immediacy of digital tools

in shaping global perception, enabling states to interact directly with foreign publics [10]. This research conceptualizes digital diplomacy as participatory and dialogic, stressing its capacity to humanize state narratives through social media engagement.

However, these discussions largely remain confined to text-based and policy-oriented communication on traditional platforms such as Twitter and Facebook [11]. The algorithmic mechanisms that govern visibility and engagement, particularly on short-video platforms, are often treated as neutral rather than constitutive forces. Consequently, the interaction between technological affordances and diplomatic messaging has yet to be fully theorized. Empirical analyses of how state media adapt to algorithmic cultures that prioritize entertainment, emotional resonance, and user participation over institutional authority are still limited.

2.2. Cultural Narrative and National Image Construction

Another significant research strand examines how media function as instruments for projecting national identity and soft power. Previous work highlights the importance of storytelling, symbolism, and cultural heritage in enhancing global understanding [12]. These studies recognize that national narratives succeed when they balance authenticity with universality, appealing to both domestic pride and international curiosity.

Nevertheless, traditional approaches often frame cultural diplomacy as a one-way process of image transmission rather than an interactive negotiation shaped by audience feedback and platform logic. They tend to overlook micro-level tactics such as localization, language adaptation, aesthetic framing, and contextual humor, which determine the success of cultural communication in digital environments [13]. Furthermore, few studies compare how different nations articulate similar cultural values under divergent geopolitical and technological conditions, leaving the comparative dimension underdeveloped.

2.3. Visual Communication and Algorithmic Mediation

A growing body of literature explores the role of visuals, sound, and interactivity in digital storytelling. Research demonstrates that short-video formats, rhythmic editing, and emotion-driven design enhance engagement and cross-cultural comprehension. These findings underscore the power of visual diplomacy in an era of declining attention spans. Yet, most studies remain descriptive, focusing on content typologies or user metrics without addressing how algorithmic curation, recommendation systems, and data analytics shape the visibility of national narratives [14]. Recent advances in understanding user-behavior-driven recommendation systems suggest that sequential user interactions can significantly amplify content reach and audience engagement, indicating that algorithmic personalization is not neutral but actively shapes which narratives gain prominence in digital environments [15]. The algorithmic dimension—how visibility is produced, moderated, and monetized—remains insufficiently linked to theories of cultural diplomacy.

2.4. Comparative Gaps and Conceptual Limitations

Despite substantial progress, several conceptual and empirical gaps persist. Cross-national comparisons within East Asia are rare, particularly those examining cultural diplomacy through entertainment-oriented platforms [16]. The cases of China and Japan, two nations with sophisticated state media infrastructures and contrasting cultural strategies, are seldom analyzed in tandem. Moreover, theoretical integration across digital diplomacy, cultural narrative construction, and platform algorithm studies remains fragmented. Existing frameworks do not adequately explain how algorithmic circulation reconfigures traditional notions of message control, authenticity, and legitimacy in state-led communication.

2.5. *This Study's Contribution*

Addressing these limitations, the present research advances an integrated framework that combines insights from digital diplomacy, cultural narrative theory, and platform studies. It conceptualizes algorithmic-cultural mediation as a process through which national culture is reframed by platform algorithms, localized content strategies, and visual storytelling techniques. By comparing Chinese and Japanese state media—specifically CGTN and NHK World—on TikTok and YouTube, this study demonstrates how official actors leverage algorithmic affordances, localized aesthetics, and participatory formats to construct culturally resonant yet globally adaptive narratives. The analysis contributes to rethinking digital diplomacy not merely as a tool for information dissemination but as a dynamic negotiation of visibility, affect, and identity in the era of algorithmic globalization.

3. Theoretical Framework and Methodology

3.1. *Conceptual Orientation*

This study integrates digital diplomacy, cultural narrative theory, and platform algorithm studies to conceptualize algorithmic-cultural mediation—a dynamic process through which national culture is reconstructed under the influence of algorithms, aesthetics, and user participation. Digital diplomacy is thus redefined not as message control but as an adaptive negotiation between state intentions and platform logics. Algorithms act as cultural brokers, translating national narratives into data-driven visibility and shaping how content circulates and resonates. Cultural narrative theory explains how nations perform identity through storytelling and visual codification, which in short-video environments evolve into affective and participatory forms. Platform studies introduce the technological dimension, demonstrating how ranking systems privilege engagement, emotion, and immediacy, effectively transforming visibility into a "data logic of soft power." Together, these perspectives form the foundation for analyzing how state media enact diplomacy as a culturally adaptive process within algorithmically governed ecosystems.

3.2. *Analytical Model: Algorithmic-Cultural Mediation (ACM)*

The Algorithmic-Cultural Mediation (ACM) model explains how digital diplomacy emerges from the interaction among state intentions, narrative construction, and platform affordances. It conceptualizes communication on TikTok and YouTube as a multilayered process involving three interconnected dimensions: the narrative construction layer, where national stories of modernization, tradition, and cultural pride are articulated through language and symbolism; the algorithmic mediation layer, where technological mechanisms such as trending sounds, hashtags, and recommendation systems shape visibility; and the audience engagement layer, where participatory behaviors, including comments, shares, and remixes, continuously modify official narratives. These layers operate reciprocally: algorithms influence storytelling, creative strategies enhance algorithmic performance, and user interaction feeds back into both. The ACM framework provides an integrated lens to interpret how state media enact diplomacy as a culturally adaptive process within algorithmically curated environments.

As shown in Table 1, the ACM model illustrates how narrative construction, algorithmic mediation, and audience engagement interact as mutually reinforcing layers, shaping the visibility and adaptability of state-led digital diplomacy on TikTok and YouTube.

Table 1. Analytical Model of ACM.

Layer	Key Dimensions	Manifestation in Digital Diplomacy	Analytical Indicators (CGTN / NHK World)
Narrative Construction	Story theme, tone, national symbolism	Reframing heritage, modernization, innovation	Frequency of cultural symbols, narrative tone (collective vs. individual), emotional intensity
Algorithmic Mediation	Platform affordances, recommendation logic, engagement metrics	Use of trending sounds, hashtags, posting rhythm, cross-platform linkage	Hashtag density, average video length, posting frequency, algorithmic engagement ratio
Audience Engagement	Comment patterns, user remixes, participation	Dialogic diplomacy and localized audience interaction	Sentiment polarity, comment language diversity, share-to-view ratio

3.3. Research Design and Case Selection

This study adopts a comparative multiple-case design focusing on two state media institutions, CGTN and NHK World, on TikTok and YouTube. The selection of cases is theoretically grounded in their regional proximity, institutional similarity, and platform diversity. Both broadcasters operate within East Asia but embody contrasting geopolitical orientations and cultural narratives: China's digital diplomacy emphasizes civilizational continuity, collectivism, and technological progress, whereas Japan's emphasizes creativity, minimalism, and aesthetic refinement. Despite these differences, both function as international public broadcasters with governmental support, sharing the structural mandate to promote national image and cultural understanding through digital channels.

The dual-platform focus captures complementary logics of digital engagement: TikTok reflects algorithmic immediacy and youth-oriented participation, while YouTube emphasizes credibility, narrative depth, and long-term visibility. The empirical period from January 2023 to June 2025 encompasses the post-pandemic acceleration of digital diplomacy, during which both outlets intensified short-video production and cross-platform strategies. The dataset comprises the top 100 most-engaged videos per platform per outlet, selected based on likes, shares, and comments to ensure comparability across both temporal and algorithmic contexts.

3.4. Data Collection and Coding Process

All video data were systematically collected through platform APIs and validated using official verification to ensure authenticity. For each video, metadata-including upload date, hashtags, captions, and engagement statistics-were archived, while transcripts and visual frames were extracted for multimodal analysis. The study employs multimodal discourse analysis (MDA) to interpret how linguistic, visual, and sonic components jointly produce meaning. Three analytical dimensions structure the coding process: narrative features such as themes of heritage, innovation, and lifestyle; visual parameters including camera framing, color palette, and editing rhythm; and algorithmic indicators such as posting frequency, trending sounds, and engagement ratios. Coding was performed in NVivo to identify recurrent motifs and narrative consistencies. Quantitative measures, such as hashtag frequency and comment sentiment, supplement qualitative interpretations, forming a mixed-methods foundation that enables triangulation between narrative construction and algorithmic performance. This

approach provides both depth and comparability, capturing how content design aligns with platform logic.

3.5. Analytical Procedure

The analysis proceeds through three integrated stages encompassing description, comparison, and interpretation. First, descriptive mapping identifies typologies of content, classifying videos according to communicative purposes such as cultural promotion, technological showcase, and everyday storytelling. Second, comparative evaluation examines how CGTN and NHK World employ distinct localization strategies, visual aesthetics, and engagement tactics in response to differing platform affordances. Finally, interpretive synthesis aligns these findings with the ACM framework to explain how state-led narratives adapt within algorithmically curated environments. To ensure analytical reliability, two independent coders assessed a 20 percent subsample, achieving an inter-coder agreement above 0.85. This procedure reinforces the validity and consistency of results across linguistic and cultural contexts.

3.6. Ethical and Contextual Considerations

All materials analyzed were publicly available through verified institutional accounts, ensuring compliance with research ethics and data protection standards. No identifiable personal information was used, and engagement data were aggregated to preserve user privacy. Given the political sensitivity of state communication, interpretive neutrality was prioritized through triangulation with secondary sources such as institutional press releases, audience reports, and platform governance documents. The study acknowledges that TikTok and YouTube operate within distinct regulatory and cultural regimes, influencing both algorithmic transparency and content moderation. Algorithms are conceptualized not as neutral mechanisms but as socio-technical constructs shaped by national policy, corporate design, and cultural expectation. This reflexive stance resists technological determinism and situates digital diplomacy within its broader political-economic context, recognizing how governance structures mediate the global circulation of cultural narratives.

3.7. Methodological Rationale and Limitations

The comparative design enables theoretical generalization while preserving contextual specificity. TikTok's short-form and participatory aesthetics illuminate immediacy and performance-based diplomacy, whereas YouTube's longer-form structure reveals narrative coherence and institutional legitimacy. Together, they represent the full spectrum of algorithmic-cultural mediation. Nonetheless, several limitations remain. The opacity of algorithmic systems restricts precise causal analysis of visibility, and engagement statistics may be influenced by promotional boosts or automated interactions. Furthermore, this study focuses on institutional outputs rather than audience perception, leaving reception analysis to future research employing ethnographic or network-based methods. Despite these constraints, the triangulated integration of multimodal discourse analysis, quantitative indicators, and theoretical synthesis provides a rigorous foundation for examining how state media negotiate visibility, authority, and identity under algorithmic governance.

4. Findings and Discussion

4.1. Overview of Key Findings

The empirical analysis demonstrates that both CGTN and NHK World employ platform-specific strategies that integrate diplomatic intent with entertainment-oriented aesthetics. Across the 400 analyzed videos (100 per platform × 2 media outlets), three dominant tendencies emerge:

- (1) a convergence toward hybrid narrative forms blending cultural pride with globalized aesthetics;
- (2) algorithm-conscious production patterns that strategically leverage trending formats; and
- (3) audience engagement practices reflecting localized participation and affective exchange.

While both broadcasters aim to project a positive national image, their approaches diverge in tone, symbolism, and degree of localization, indicating that algorithmic mediation not only amplifies state narratives but also reshapes their performative character.

4.2. Narrative Convergence and Divergence

Both CGTN and NHK World construct national identity through multimodal storytelling, emphasizing different cultural signifiers. As shown in Table 2, CGTN's TikTok content predominantly promotes narratives of modernization and technological optimism, often pairing imagery of megacities or space exploration with motifs of traditional art and cuisine. The narrative tone is assertive and collective, framing Chinese modernization as a continuation of civilizational heritage. In contrast, NHK World emphasizes minimalism, individual creativity, and emotional subtlety, highlighting Japanese craftsmanship, design, and lifestyle.

Table 2. Comparative Distribution of Narrative Themes (TikTok and YouTube).

Theme Category	CGTN (TikTok) %	NHK World (TikTok) %	CGTN (YouTube) %	NHK World (YouTube) %
Modernization & Innovation	42	18	37	22
Heritage & Tradition	31	45	28	38
Lifestyle & Human Interest	27	37	35	40

Note: percentages represent proportion of coded narrative categories per platform.

On YouTube, both outlets expand narrative depth through mini-documentaries or behind-the-scenes segments. CGTN contextualizes national achievements within global cooperation discourses, while NHK World situates cultural artifacts within personal or artisanal stories. This divergence reflects two complementary models of digital diplomacy: a civilizational-continuity model and a cultural-aesthetic model.

As shown in Table 2, the comparative distribution of narrative themes illustrates the proportional emphasis of each outlet across TikTok and YouTube.

These patterns confirm that digital diplomacy relies on narrative pluralism rather than uniform messaging. Both institutions localize content to appeal to cosmopolitan sensibilities while retaining symbolic markers of national distinctiveness.

4.3. Algorithmic Mediation and Production Strategy

The influence of algorithmic logic is evident in upload scheduling, trending element selection, and content length optimization. CGTN's TikTok feed demonstrates high posting frequency (mean = 4.3 videos per day) and frequent reuse of trending music or memes, aligning with the platform's "entertainment-first" algorithm. NHK World prioritizes editorial consistency over volume (mean = 1.5 videos per day), leveraging stylistic coherence through monochrome palettes, slow rhythm, and subtitled narration.

On YouTube, CGTN repurposes television reports into short-form explainers (2-5 minutes), whereas NHK World refines existing programs into bilingual or regionally

targeted versions. As shown in Table 3, comparative data illustrate differences in algorithmic adaptation and engagement efficiency.

Table 3. Algorithmic Performance and Engagement Metrics (Jan 2023-Jun 2025).

Indicator	CGTN TikTok	NHK TikTok	CGTN YouTube	NHK YouTube
Avg. Video Length (s)	38	42	185	210
Posting Frequency (per day)	4.3	1.5	1.2	1.0
Engagement Ratio (likes/views %)	5.8	7.1	3.4	4.9
Hashtag Diversity (index 0-1)	0.72	0.48	0.61	0.52

These results indicate that CGTN maximizes algorithmic circulation through volume and trend alignment, while NHK World invests in sustained viewer trust via stylistic consistency. Both achieve algorithmic visibility, albeit through contrasting operational logics: velocity versus authenticity. This finding extends prior research by demonstrating that algorithmic mediation fosters differentiated optimization paths rather than homogenizing content.

4.4. Visual Localization and Aesthetic Adaptation

Visual language serves as a crucial mediator between national identity and global audience expectations. The multimodal analysis reveals that both outlets employ localized aesthetic cues to enhance relatability while maintaining cultural depth. CGTN frequently incorporates bilingual captions, emoji symbols, and cross-platform memes, signaling an integration of institutional communication with youth vernacular. NHK World emphasizes high-resolution cinematography and ambient sound design to evoke calmness and authenticity, reinforcing Japan's association with refinement and craftsmanship.

As shown in Table 4, recurrent visual strategies highlight these comparative approaches.

Table 4. Comparative Visual Localization Strategies.

Aesthetic Dimension	CGTN Dominant Style	NHK World Dominant Style	Diplomatic Function
Color Palette	Saturated (Red-Gold)	Natural (Muted Blue-Beige)	National symbolism vs. Cultural neutrality
Editing Rhythm	Fast-paced & rhythmic	Slow & steady	Emotional energy vs. Contemplative tone
Caption Language	English + Localized phrases (Spanish, Arabic)	English + Regional subtitles (Thai, Indonesian)	Cross-lingual accessibility
Framing & Subject	Group achievement & cityscapes	Individual crafts & personal narratives	Collective modernity vs. Humanized tradition

The comparative analysis shows that cultural diplomacy on algorithmic platforms thrives on hybridity: CGTN blends grandeur with intimacy, while NHK World transforms craftsmanship into transnational empathy. Both leverage visual codes-color

contrast, motion intensity, and facial presence-optimizing aesthetic appeal and algorithmic discoverability.

4.5. Audience Engagement and Participatory Diplomacy

Audience engagement data reveal that users actively co-construct diplomatic narratives through comments and sharing. Sentiment analysis shows predominantly positive tones (CGTN = 68% positive; NHK World = 74% positive), with discussions focusing on culture, travel, and lifestyle rather than politics. TikTok comments often feature cross-cultural exchanges, with users tagging friends, translating idioms, or linking local equivalents, fostering participatory dialogue. On YouTube, discussions are more reflective, with users referencing personal experiences of visiting China or Japan, indicating deeper cultural resonance.

As shown in Figure 1, sentiment distribution illustrates consistently positive engagement across platforms, with both broadcasters generating culturally oriented responses.

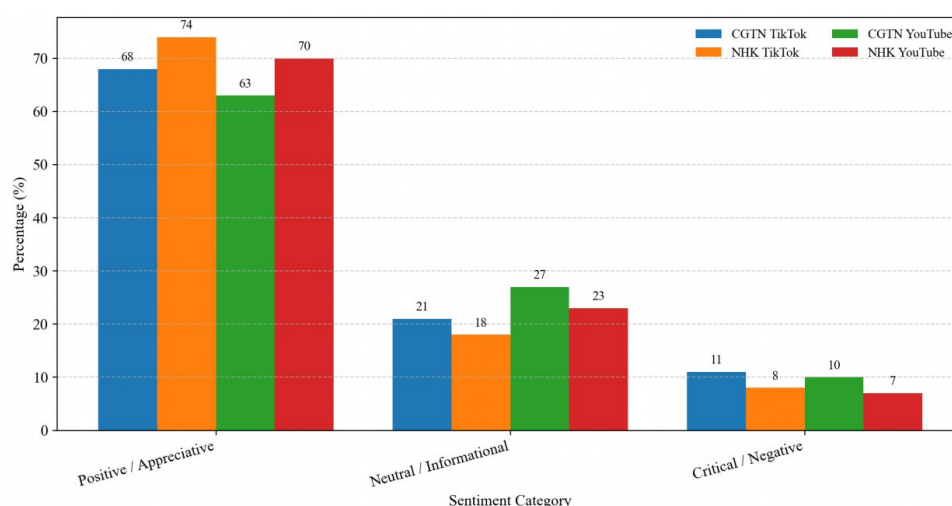


Figure 1. Comment Sentiment and Interaction Pattern Distribution.

These trends indicate that algorithmic diplomacy fosters affective proximity rather than ideological persuasion. Audiences respond to relatable imagery and emotional tone, confirming the ACM framework's premise that participation shapes narrative reconstruction. Comment exchanges transform the state-public relationship from top-down communication into collaborative meaning-making.

4.6. Comparative Discussion and Theoretical Implications

Integrating findings within the ACM framework clarifies how narrative, algorithmic, and participatory layers dynamically interact. On TikTok, diplomacy manifests as performative visibility-rapid, emotion-driven, and ephemeral-where algorithms amplify content aligned with entertainment conventions. CGTN gamifies national achievements, while NHK World emphasizes lifestyle storytelling highlighting everyday aesthetics. On YouTube, diplomacy privileges educational legitimacy, depth, and credibility over virality. The coexistence of these logics requires state media to act as both cultural producers and data analysts.

This dual role challenges traditional linear communication models in diplomacy, suggesting a feedback-driven approach where audience metrics and algorithmic analytics inform editorial decisions. Both broadcasters display institutional reflexivity, continuously monitoring data to recalibrate narratives. Soft power thus transforms from

symbolic influence into computational visibility, operating through metrics, trends, and recommendation engines.

4.7. Innovation, Value, and Theoretical Contribution

Unlike earlier research framing digital diplomacy primarily as message redistribution, this study identifies a shift in media logic. The integration of algorithmic analytics, aesthetic adaptation, and localized participation redefines international communication. Comparative analysis of CGTN and NHK World indicates that state media no longer merely export culture; they co-produce meaning with audiences within platform-governed ecosystems.

The findings extend cultural diplomacy theory by embedding soft power within algorithmic infrastructures, explaining how national narratives achieve transnational resonance in attention-driven economies. Practically, they offer guidance for public institutions conveying cultural identity on short-video platforms, emphasizing localization of form, emotion, and rhythm within algorithmic constraints.

By situating digital diplomacy at the intersection of narrative design, algorithmic governance, and participatory culture, this research reframes cultural communication as adaptive and data-responsive, advancing both theoretical understanding and practical strategies for performing culture across global, algorithmically curated environments.

5. Conclusion

This study investigated the intersection of digital diplomacy and cultural narratives within algorithmically mediated environments by analyzing CGTN and NHK World on TikTok and YouTube. Utilizing the proposed Algorithmic-Cultural Mediation (ACM) framework, the research demonstrated that national culture is no longer conveyed through linear communication alone but is actively negotiated within data-driven ecosystems that prioritize emotional resonance, localization, and visual appeal. The comparative analysis revealed two distinctive yet complementary patterns: CGTN's velocity-oriented diplomacy, characterized by high posting frequency and strategic adaptation to trending formats, and NHK World's authenticity-oriented diplomacy, grounded in aesthetic consistency and subtle affective cues. Both cases illustrate that algorithmic mediation transforms soft power from symbolic influence into computational visibility, where engagement metrics, hashtags, and audience interactions collectively shape perceptions of national identity.

From an academic perspective, this study bridges digital diplomacy, cultural narrative theory, and platform algorithm research, contributing a conceptual model that captures the dynamic feedback among storytelling, technological mediation, and participatory engagement. Practically, it offers actionable insights for state media and public institutions aiming to design effective cross-cultural communication strategies on short-video platforms, emphasizing the importance of localized aesthetics, consistent posting rhythms, and dialogic audience interaction.

Future research could extend this framework by incorporating audience ethnography and cross-platform network analysis to better understand how users co-create meaning and how algorithmic governance shapes intercultural interpretation. Moreover, examining emerging media formats, such as Instagram Reels or AI-generated content, could clarify how evolving platform architectures continue to influence the practice of digital diplomacy. Overall, the findings reaffirm that successful cultural communication in the algorithmic age depends not on message uniformity but on maintaining an adaptive balance among authenticity, creativity, and data-driven responsiveness.

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