

2022 · VOLUME 2 · ISSUE 1

JOURNAL OF TRANSCULTURAL COMMUNICATION

EDITORS-IN-CHIEF

Fei JIANG

Beijing Foreign Studies University

Stephen Michael CROUCHER

Massey University

DE GRUYTER

Journal of Transcultural Communication (JTC) provides a transdisciplinary platform for the publication of original research into theories and practices of transcultural communication in an increasingly globalizing and networking human society. Built upon the prosperous analyses on the complex relationship between culture and communication, JTC encourages original submissions reflecting theoretical approaches in intercultural communication, integrating diverse perspectives in communication between cultures, and transcending hegemonic views of global cultures.

e-ISSN 2749-4799

All information regarding notes for contributors, subscriptions, back volumes and orders is available online at <https://www.degruyter.com/JTC>

RESPONSIBLE EDITOR Xiaoqian SHANG, Beijing Foreign Studies University,
No. 2 North Xisanhuan Road, Beijing, 100089, China. E-mail: shangxiaoqian@bfsu.edu.cn

PUBLISHER Walter de Gruyter GmbH, Berlin/Boston, Genthiner Straße 13, 10785 Berlin, Germany

JOURNAL COORDINATOR Alexander Görlt, De Gruyter, Genthiner Straße 13, 10785 Berlin,
Germany. Tel.: +49 (0)30 260 05–234, E-mail: alexander.goerlt@degruyter.com

RESPONSIBLE FOR ADVERTISEMENTS Markus Kügel, De Gruyter, Rosenheimer Str. 143,
81671 München, Germany. Tel.: +49 89 76 902–424, E-mail: anzeigen@degruyter.com

Published by Walter de Gruyter GmbH and Foreign Language Teaching and Research Publishing Co., Ltd.
on behalf of

© 2022 Beijing Foreign Studies University, China

TYPESETTING TNQ Technologies, Chennai, India

COVER IMAGE DESIGN Rui SUN, Tianjin University

Offenlegung der Inhaber und Beteiligungsverhältnisse gem. § 7a Abs. 1 Ziff. 1, Abs. 2 Ziff. 3 des Berliner Pressegesetzes: Die Gesellschafter der Walter de Gruyter GmbH sind: Cram, Gisela, Rentnerin, Berlin; Cram, Elsbeth, Pensionärin, Rosengarten-Alvesen; Cram, Dr. Georg-Martin, Unternehmens-Systemberater, Stadtbergen; Cram, Maike, Wien (Österreich); Cram, Jens, Mannheim; Cram, Ingrid, Betriebsleiterin, Tuxpan/Michoacan (Mexiko); Cram, Sabina, Mexico, DF (Mexiko); Cram, Silke, Wissenschaftlerin, Mexico DF (Mexiko); Cram, Björn, Aachen; Cram, Berit, Hamm; Cram-Gomez, Susana, Mexico DF (Mexiko); Cram-Heydrich, Walter, Mexico DF (Mexiko); Cram-Heydrich, Kurt, Angestellter, Mexico DF (Mexiko); Duvenbeck, Brigitta, Oberstudienrätin i.R., Bad Homburg; Gädeke, Gudula, M.A., Atemtherapeutin/Lehrerin, Tübingen; Gädeke, Martin, Student, Ingolstadt; Gomez Cram, Arturo Walter, Global Key Account Manager, Bonn, Gomez Cram, Ingrid Arlene, Studentin, Mexico, DF (Mexiko), Gomez Cram, Robert, Assistant Professor, London UK, Lubasch, Dr. Annette, Ärztin, Berlin; Schütz, Dr. Christa, Ärztin, Mannheim; Schütz, Sonja, Diplom.-Betriebswirtin (FH), Berlin; Schütz, Juliane, Berlin; Schütz, Antje, Berlin; Schütz, Valentin, Mannheim; Seils, Dorothee, Apothekerin, Stuttgart; Seils, Gabriele, Journalistin, Berlin; Seils, Christoph, Journalist, Berlin; Siebert, John-Walter, Pfarrer, Oberstenfeld; Anh Vinh Alwin Tran, Student, Zürich (Schweiz), Tran, Renate, Mediatorin, Zürich (Schweiz); Carmen Siebert, Angestellte, Kempten; Duyen Anh Johann Tran, Architekt, Zürich (Schweiz); Lang Lieu Laurin Tran, Lehrperson, Zürich (Schweiz); Duyen Mai Marie Tran, Studentin, Zürich (Schweiz); Anh Huy Merlin Tran, Schüler, Zürich (Schweiz)

Contents

Research Articles

Zhan Zhang

The Mediated Engagement of Switzerland with BRI: A Transnational Comparative Framing Analysis — 1

Lei Wang

Game Playing in the Platform Society: A Cultural-Political Economy Analysis of the Live Streaming Industry in China — 24

Jiaqi Liu and Ziliang Zeng

“Platform Amphibiousness” in Covid-19: The Construction and Communication of National Image in the Global South in the Polymedia Use of Chinese Overseas Students — 51

Shanshan Zhang

Exploring How Chinese TV Dramas Reach Global Audiences via Viki in the Transnational Flow of TV Content — 69

Fangyi Xu

Transformation in Gender Narrative in the Context of Globalization – Study on the Screen Image of *Mulan* — 90

Commentary

Yuezhi Zhao

Imagining the New Global Village — 107

Book Reviews

Adeline Nkwimba Mpuya

China and the Global Media Landscape: Remapping and Remapped — 110

Kriti Bhuju

Internationalizing “International Communication” — 118