


# Digital Media and Cross-Cultural Engagement in Broadcasting: Enhancing Host-Audience Interaction through Social Platforms

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## ABSTRACT

The digital media, YouTube, Instagram, and TikTok have greatly changed the process of broadcasting by increasing cross-cultural interaction between broadcasting hosts and other people around the world through real-time interaction and communication. This has led to the emergence of new cultural exchanges, yet it is also a challenge to safeguard the originality of local cultures as globalization increases. The research question is to understand how digital media promotes cross-cultural interaction in television broadcasting, to analyze the host-audience interaction in social media in the context of different cultures, and to examine the theoretical framework and methodology used to attend to these interactions. Qualitative Systematic Literature Review (SLR) was employed; this entails gathering of peer-reviewed articles in large databases such as JSTOR, WOS, and ResearchGate. The research based on thematic analysis in the selection of studies had rigid and important inclusion and exclusion criteria, and the analysis of information was organized according to thematic analysis and key patterns and insights related to the research objectives. The results emphasize that digital platforms also contribute to cross-cultural interaction, as they provide an opportunity to participate in real-time communication and build an emotional bond between the host and the audience. Nevertheless, issues such as cultural adjustment and the homogenization of content were also revealed, and AI technologies proved to be significant in improving the host-audience communication. The paper will emphasize the importance of cultural adaptation to the broadcast industry and propose that future studies may contribute to the process of AI and digital literacy integration as tools in creating content and cross-cultural interaction on the global level.

**Keywords:** Digital Media, Broadcasting, Host-Audience, Social Platforms, Cross-Cultural Engagement.

## INTRODUCTION

Digital media has also changed broadcasting since it allows real-time communication between the hosts and people around the world, thus promoting cross-cultural interaction. Live streaming and social media have offered creators a new stage of involvement with the listeners and the viewers due to the transition to digital platforms. Broadcasters are the ones who can access various groups, establish an inclusive platform to communicate and engage, making all their content more global and open-minded (Arsove, Davcev, & Paceskoski, 2025).

With the development of digital technologies of the 21st century, such platforms as YouTube, Instagram, or TikTok have intensified the interaction of the target audience by providing an opportunity to communicate in real-time and establishing cross-cultural communication. An example is the radio stations, which largely resort to the strategy of event management that involves the use of digital platforms to improve interaction with the audience (Shalman et al., 2022). These are used to make the engagement interactive and engaging; these are used to recreate the existing entertainment that targets culturally diverse listeners, reaching out more broadly and building loyalty. These innovations play a very critical role with regard to keeping the audience interested in the media world that is ever changing (Arsove, Davcev, & Paceskoski, 2025).

Digital Human Technology (DHT), which creates AI-assisted avatars and virtual hosts, improves interaction with the audience and provides a personal, interactive experience. Virtual human usage in live broadcasting also leads to an increase in viewer interaction and retention rates in comparison with the traditional style of broadcasting (Chen, Ramasamy, and She, 2024). Involving such technologies, broadcasters will be able to engage the audience worldwide in an inclusive manner, eliminating the barriers of cultures and enhancing the experience of the viewers in different parts of the world.

It is essential to emphasize that social networks, such as Instagram and TikTok, influence the personas of people, and such a concept is primary to digital stardom. Touching upon the audiences through interacting with them, celebrities and influencers are able to manage their image-forming parasocial relationships across cultural borders (Pasupuleti, 2025). This has changed the way celebrities relate to their fans and has widened the outreach of digital media to the world, shaping the cultural perspectives and identity of wide audiences.

However, despite the fact that digital platforms have opportunities to offer in terms of cross-cultural interactions, these opportunities are not the strongest ones, as they can be challenged by the issues of representation and authenticity. An example of this is the promotion of disability sporting events in the Tokyo 2020 Paralympics, which had the media involved in promoting cultural citizenship and orientation (Ramon & Rojas-Torrijos, 2023). The media of the world explored the European digital platforms to render the presence of marginalized groups in the media, but there are heavy reflections about cultural representations that are real and multifaceted.

The digital media ethics (such as cultural appropriation, commercialization of social spaces, and more) also become significant factors that a broadcaster should consider (Shalman et al., 2022). With media becoming part of our lives, these problems should be handled with utmost attention so that digital media can continue to be an effective and inclusive tool of cross-cultural communication (Zhou, Zhou, & Zhong, 2025).

Digital media has brought a revolution to broadcasting, though it has become a big challenge in the areas of cross-cultural interaction and preservation of culture. Though digital platforms are more inclusive, they frequently place emphasis on globalized content in the place of local cultures, and this is threatening to the cultural identity (Shao, 2025). Also, there are still differences in digital literacy and access to reduce equal participation, especially in underrepresented cultural contexts (Huang, 2024). The homogenization of content also contributes to the complicatedness of this imbalance by making the cultural representation more similar. The changing nature of social media in terms of broadcasting is yet another complication of the mediation of cultural exchanges over the internet. Thus, the issue is to use digital media to facilitate cross-cultural interaction and maintain the variety of local cultures, authentic and genuine, in the globalized media environment. These issues are essential to tackle in order to have a more inclusive digital broadcasting environment.

### **Research Objectives**

1. To analyze the role of digital media in enhancing cross-cultural engagement in broadcasting
2. To assess the role of host-audience interaction through social platforms on audience reception and participation across different cultures
3. To examine the theoretical frameworks and methodologies used to study host-audience interactions in digital media broadcasting, with a focus on cross-cultural perspectives

The research is important as it investigates the restructuring of cross-cultural communication in broadcasting through the influence of digital media, especially social networks such as YouTube, TikTok, and WeChat. The digital platforms are important in aiding the transfer of the cultural narrations and, therefore, affecting the audience perceptions and cultural identities, with the continued development of the digital platforms. The example of YouTube can be cited as a major part of the convergence that allows various cultures to co-exist and affect each other through video content (Vlasova & Bakhmetieva, 2024). Likewise, websites such as TikTok and WeChat are potentially effective mediums of cultural exchange through which users in various locations participate in both content creation and consumption activities, which close cultural gaps (Yuan & Anurak, 2025). The dynamics are critical in helping broadcasters and content creators to devise strategies that would facilitate inclusivity without infringing local cultures. The results of this study can be used as the design elements of more culturally fitting media content and guide through the difficulties of the globalized media channel.

## LITERATURE REVIEW

### Digital Media in Enhancing Cross-Cultural Engagement in Broadcasting

Broadcasting has been transformed by digital media, particularly social media networks like Twitter and Instagram, with more cross-cultural interaction. These platforms make real-time interactions between various audiences and producers of the content and generate cultural exchange in the world. The articles focus on reiterating the capacity of broadcasters to use social media and reach wider audiences and shape the discourse and cultural narratives of the masses at both national and global levels, offering a cross-cultural communicative potential never done before (Antunovic, Rojas-Torrijos, and Ramon, 2025).

Toor, Iqbal, and Momineen (2024) in the study analyze the history of broadcast media in Pakistan and comment on the trends, challenges, and standpoints. Their report considers the influence of digital transformation on content production, regulations, and access to the audience in the broadcasting sector of Pakistan. The study draws focus on the imperative to stay up to date with the advancements in technology and adapt to the competition in business and cultural survival; therefore, the importance of digital media in the development of the industry.

Adaptation to cultures and identity has also been seen as one of the problems of the digital age. Y. Li (2025) addresses the problem of the multicultural city of Macau that is multicultural, where cultural exchange is carried out using digital media. The article reveals the element of utilizing online platforms to help people navigate cultural hybridity, especially for the younger generations. Digital media is increasingly emerging as a significant tool in the delivery of the balance between the traditional heritage and the global aspirations, as it keeps identifying with other cultures on the internet.

According to Rabbanee et al. (2023), the variations in digital self-extension and use of social media vary depending on the cultural background of consumers. They discover in their paper that cultural factors that impact the use of social media include individualism and collectivism because these factors affect the manner in which the viewers relate to brand and media products. The culture is immense consequence on the way television and media producers structure the information in a manner where they can generate more interaction with the various audiences about the various cultural backgrounds.

Another study conducted by T. Sun (2025) also contributes to the quest of understanding the impact of social media on cross-culture communication due to the extensive implications of using social media during the digital era, she posits that the digital media does not just facilitate cross-cultural communication, but also the social behaviors and identities within the globalized world through which people are currently engaging with media contents and others. The effectiveness of social media is therefore an instrument that reconciles the cultural differences, providing avenues through which cultural exchanges take place.

Xin, Shusheng, Weina, and Yan (2025) examine the place of social media during the process of cross-cultural adjustment of foreign students in China and reveal how digital platforms can help students to fit into new cultural settings. They find that social media has had a dual effect as a cultural glue and a threat to the conventional means of adapting, and it is important to note that digital means of interaction are not entirely simple in promoting cultural assimilation.

### Assess Host-Audience Interaction through Social Platforms on Reception and Participation Across Cultures

J. Blaži (2026) discusses the role of social networks and communication in increasing the emotional involvement of the generation Z with cultural events such as festivals. This paper underscores the role of digital platforms whereby the younger generations can engage with cultural content and re-arrange it, as opposed to passively watching it. The emotional bond that is created within these platforms shows that digital media is changing the traditional broadcasting system to be more interactive, socially, and makes the audience interaction more involved.

Fraser, Crooke, and Davidson (2021) discuss the role played by YouTube music telephone broadcasts during the COVID-19 lockdown, which enabled people of diverse cultural communities to receive global performances. In their study, it seems that social platforms have been fruitful in breaking down territorial and cultural barriers, intercultural consciousness, communal strength, and partial emotional connections. Through the research, there is heightened significance of digital contact with music with regard to uniting various individuals despite their place of residence and the growth of cultural ideologies throughout the globe.

The impact of the micro-headings on the interaction of the audience is examined by Medvedeva (2021) on the educational platforms, like the ones provided by the so-called "Arzamas" in specific cases. The article reveals the

impact of content framing on receivership of thinking and cognitive participation. The combination of educative content and interactive social media on online platforms generates personalized context-driven experiences, which determine the manner through which users consume and perceive the content.

The article by Selvaraj and Yang (2025) examines long-term viewer attention to *One Piece* based on IMDb data and indicates that more viewers engage in the process as they get attached to the content. The results of their research bring to the fore the way digital platforms and, in particular, media of serial character, contribute to the interaction between the audience. Social networks such as IMDb turn users into active viewers of the content, in the process of appreciation and involvement in the story, affecting both perception and participation in the story.

Trisnawati et al. (2025) investigate the ways in which LGBTQ+ content on Netflix brings about cultural sensitivity and enlightenment. Their research indicates the influence of digital platforms on audience perception and stimulation of critical thinking about the problems in society. Social media interactions would result in empathy and the face of prejudice, which would affect social attitudes and behaviors. Such interaction depicts the success of social media in influencing the attitude of the audience in diverse cultures.

S. Yoon (2024) examines the concept of interactivity of webtoons in social media, which further involves audiences around the world in content generation, and this results in active participatory media. This participatory paradigm focuses on the fact that audiences cease to be mere consumers of media but instead are members of the cultural discourse. The research on the changing global influence on webtoons as constructed by S. Yoon (2024) has demonstrated how digital media contributes to erasing the boundaries between producers and consumers and makes interactions both more active and interactive in the way in which cultural artifacts may be utilized.

### **Examine Theoretical Frameworks and Methodologies for Studying Host-Audience Interactions in Cross-Cultural Broadcasting**

Platformization as a phenomenon introduced by Caliandro, Gandini, Bainotti, and Anselmi (2024) serves as an approach to explaining the behavior of a user and interaction with the audience by means of digital platforms. Such a model emphasizes the availability of digital platforms to generate host-audience relationships on both the consumption and production of content by users as prosumers. It highlights how digital platforms contribute to cross-cultural interaction, which can enable users to access a wide variety of content and to communicate beyond the limitations of traditional media.

H.C. Chae (2025) uses the parasocial interaction theory to research Mukbang streaming, where the host communicates directly with viewers during their activities, such as eating. This effect of digital media creates emotional relationships between viewers and hosts, highlighting the view of digital media builds emotional relationships and cultural connections. The work by Chae brings into the limelight the importance of the host persona as well as the affective nature of the content to influence the way the digital content engages the cross-cultural audiences.

Chae (2025) investigates Mukbang streaming by the theory of parasocial interaction, in which the hosts interact with audiences in various activities such as eating. Emotional connections are formed between the host and viewers, and the application of digital media makes a significant contribution to these connections. The research of Chae sheds light on the lines of the interaction between cross-cultural audiences to engage with the content based on the personality of the host and the emotional appeal of the content, consolidating engagement with digital means of interaction.

H. Oe (2025) discusses the digital narrative research that is developing, in terms of where digital narratives integrate interactivity, immersion, and multimodality. The research brings to the fore approaches taken in digital media, more so storytelling by the hosts to the audience. The piece by Oe looks at how hosts are able to reach various audiences through the merging of traditional storytelling and new media practices, which allow a participatory atmosphere to be created in relation to various cultural settings.

M. Yang (2025) addresses multimodal recontextualization in Chinese social media, which takes WeChat as a reference point. The paper compares the effects of visual communication mode, textual communication mode, and interactive communication mode on viewer perception and reception. The methodology is essential to the research of the host-audience interactions, focusing on the way the multimodal resources influence the content reception in different cultures. M. Yang (2025) approach emphasizes the idea of change in the communication strategies of hosts who learn about different cultural audiences.

Uth et al. (2025) discuss theoretical models that define the journalism-audience relationship in the digital era and explain six approaches, including discursive, expectation-based, network-oriented, technological, parasocial, and strategic-organizational. Such frameworks provide information about the redesign of host-audience interactions by digital platforms. They play an important role in comprehending the effect of cultural expectations

and media consumption practices on audience involvement, especially in cross-cultural situations on the way the hosts relate with different audiences.

According to Jiahang, Sridama, Issarawit, and Sawangcharoen (2024), cultural literacy in broadcasting can be planned with the help of strategic training aimed at ensuring the successful communication of the broadcasters with various cultural viewers. The article puts cultural competence as a key concern in the host-audience relationships, which means that broadcasters have to vary in their strategies to appeal to different cultural backgrounds. Having captured the theoretical paradigms, the study highlights how cultural literacy can be used to promote meaningful and inclusive content.

### Literature Gap

The current academic sources on host-audience relationships in digital media broadcasting make a good contribution to the understanding of the ways digital platforms contribute to cross-cultural communication. Nevertheless, there are a number of gaps. According to Li (2025) and Xin et al. (2025), the research of Antunovic et al. (2025) and Chae (2025) concentrates on the emotional attachments and the intercultural interaction, yet it does not include a deep examination of the consequences of such interactions on the audience and cultural adaptation in the long run. Also, although multimodal communication is investigated in applications such as WeChat (Yang, 2025), studies investigating the effect of such modes on real-time interaction and adjustments to other cultures, specifically in non-Asian societies, are lacking. Apart from that, the role of innovative AI technologies in host-audience interactions has not been studied extensively, despite frameworks such as parasocial interaction and platformization (Chae, 2025; Caliandro et al., 2024). These research gaps should be filled by future research that would focus on the way cultural literacy intersects with digital storytelling and how AI mediates cross-cultural interactions.

## THEORETICAL FRAMEWORK

### Parasocial Interaction Theory

The theory of parasocial interaction describes the unidirectional and emotionally charged relationship that the audience develops towards media personalities, especially those found in web-based applications such as social media and streaming applications. Chae (2025) applies this theory to the case of Mukbang streaming, which reveals that by having direct interaction between the hosts and the audience, an emotional connection is formed. Such associations are useful in overcoming cultural barriers, since hosts are able to relate to audiences worldwide, and this interracial interaction takes place. This theory places emphasis on how digital media is converting the work of audience participation from passive observers to active and emotive audience participation (**Figure 1**)



**Figure 1.** Parasocial Interaction Theory

## Cultural Literacy in Broadcasting

Cultural literacy in media broadcasting is defined as the capacity of the broadcaster to negotiate his or her communication with the culturally diverse audiences positively. Jiahang et al. (2024) suggest an action plan of enhancing cultural literacy by stating that broadcasters should alter their approaches according to the cultural backgrounds. This will make sure the content appeals to the various viewers, increasing the levels of engagement and inclusivity. With the spread of digital media, cultural literacy is essential for the establishment of significant interaction between hosts and their audience, especially in cross-cultural broadcasting settings (Figure 2).



Figure 2. Cultural Literacy in Broadcasting

## METHODOLOGY

### Research Methods and Design

This paper utilized the qualitative research design, namely the Systematic Literature Review (SLR), as a tool to address the research aims. The systematic literature review methodology has been adopted because of its strict data collection, evaluation, and synthesis. It enabled us to thoroughly examine the available literature on host-audience relations in broadcasting digital media with emphasis on a cross-cultural approach. The procedure implies the application of the inclusion and exclusion criteria aimed at narrowing the focus of the relevant literature and only including the sources of high quality.

### Data Collection Methods

#### Searching Techniques

To collect the appropriate literature, a focused search was conducted using keywords that were correlated to the themes of the study. These keywords were concerned with the digital media, host-audience interactions, cultural engagement, and broadcasting. The search was constructed in a manner that was broad enough to cover a wide scope of research studies that answered the objectives of the research.

#### Databases

The datasets were sampled from a number of reliable databases, which contain peer-reviewed literature on the area of interest. They were JSTOR, Web of Science (WOS), SpringerLink, and ResearchGate since they were selected on the basis of their comprehensive presence of academic journals and research papers. With the help of these databases, a significant number of peer-reviewed articles necessary in the context of the study were accessed.

#### Boolean Operators

Refinement of the search results was done by using advanced search techniques with the help of Boolean operators (AND, OR, NOT). The use of the Boolean operators assisted in reducing the search by incorporating particular keywords or omitting irrelevant studies, thereby making the articles they collected applicable in writing the literature review.

### Inclusion and Exclusion Criteria

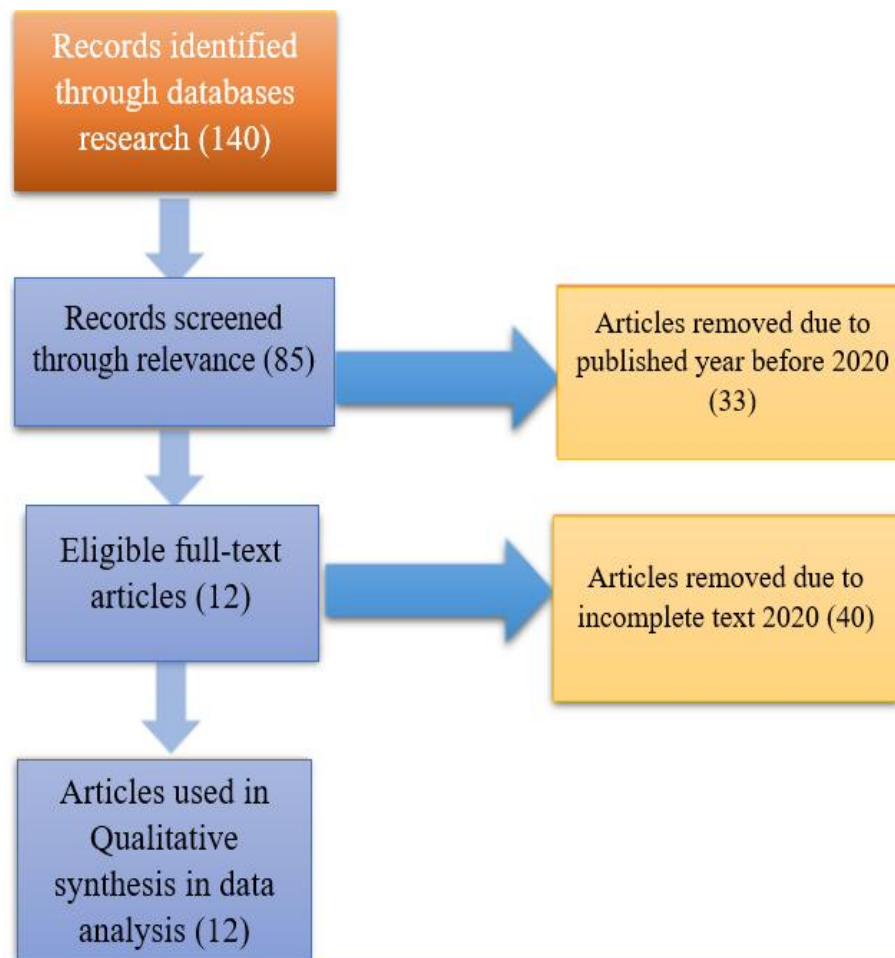
A set of inclusion and exclusion criteria was developed to streamline the selection process. The following table outlines these criteria (**Table 1**)

**Table 1.** Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publications	Peer-reviewed articles, books, and conference proceedings from 2020 to 2025	Non-peer-reviewed articles before 2020
Research Type	Qualitative, theoretical, and empirical studies	Non-relevant studies (e.g., opinion pieces)
Language	English	Non-English language
Focus	Host-audience interactions, digital media, cross-cultural communication	Studies unrelated to digital media or cross-cultural interactions

### Selection of Papers Through the PRISMA Framework

The PRISMA framework was used to filter the 140 articles found in accordance with the inclusion and exclusion criteria. First, abstracts and full texts were consulted and re-read to make sure that they correlated with the purpose of the study. The attained stage of thorough examination led to the selection of 12 papers to be included in the final analysis. A purposive sampling was also used to make sure that only those who offered detailed answers to the research questions were included, as this ensured that only a focused and relevant set of data was obtained (**Figure 3**)



**Figure 3.** PRISMA Framework

### Data Analysis Methods

Thematic Analysis was used to analyze the collected data. Thematic analysis allowed for the identification of key themes, patterns, and insights across the selected studies. The analysis followed a clear set of steps, as outlined in the table below (**Table 2**):

**Table 2.** Data Analysis Method

Step	Description
Data Familiarization	Reading and re-reading the selected papers to understand their content.
Coding	Identifying and marking significant sections of the data relevant to the research objectives.
Theme Identification	Grouping codes into broader themes and categories.
Theme Refinement	Reviewing and refining the themes to ensure they accurately reflect the data.
Synthesis	Synthesizing the themes to generate insights related to host-audience interactions in cross-cultural broadcasting.

### Ethical Considerations

Ethical issues centered on correct citation and the aspect of not plagiarizing since secondary data was studied. All the chosen articles were rightfully cited, considering the methodology of systematic reviews. There was no primary data collected, and there was no worry that there was informed consent or that the participants were not going to be confidential.

## RESULTS

The findings underscore the importance of online platforms such as YouTube, TikTok, and Instagram in promoting cross-cultural exchange due to their use of real-time communication. Emotional connections between the host and the audience are formed, but other issues, such as cultural adjustment and media homogenization, persist. Artificial intelligence technologies contribute to the development of interactions, increasing the cross-cultural contacts and the audience involvement (**Table 3**).

### Thematic Analysis

**Table 3.** Theme Extraction

Research Objective	Main Theme	Sub-Themes	Illustrative Codes (from literature/reports)	Expected Contribution to Analysis
To analyze the role of digital media in enhancing cross-cultural engagement in broadcasting	Digital Media and Cross-Cultural Engagement	Digital Platforms, Cross-Cultural Communication, Social Media Interaction	"Digital platforms enable cross-cultural communication" (Antunovic et al., 2025), "Social media bridges cultural gaps" (Fraser et al., 2021)	Understanding how digital media platforms facilitate cultural exchange and how broadcasting adapts to diverse audiences.
To assess the role of host-audience interaction through social platforms on audience reception and participation across different cultures	Host-Audience Interaction via Social Platforms	Emotional Connection, Cultural Adaptation, Active Engagement	"Hosts build emotional bonds with audiences" (Chae, 2025), "Social media drives active participation" (Blaži, 2026)	Exploring how host-audience interactions influence engagement, emotional involvement, and cultural exchange across cultures.

Research Objective	Main Theme	Sub-Themes	Illustrative Codes (from literature/reports)	Expected Contribution to Analysis
To examine the theoretical frameworks and methodologies used to study host-audience interactions in digital media broadcasting, with a focus on cross-cultural perspectives	Theoretical Frameworks and Methodologies	Parasocial Interaction, Platformization, Cultural Literacy	"Parasocial interactions form emotional bonds" (Chae, 2025), "Platformization as a tool for cross-cultural interaction" (Caliandro et al., 2024)	Identifying key theoretical frameworks for studying host-audience interaction and their relevance to cross-cultural dynamics.

### Theme 1: Digital Media and Cross-Cultural Engagement

**Table 4.** Digital Platforms, Cross-Cultural Communication, Social Media Interaction

Authors	Objectives	Methods	Findings	Conclusion
Alasal (2025)	Investigate the role of social media language in forming digital identity and the mediating effect of social influence.	Quantitative research, survey-based approach, statistical analysis.	Social media language influences digital identity formation. Social influence plays a crucial role in shaping identity online.	Social influence significantly mediates the relationship between social media language and digital identity formation.
Idrees, Aslam, & Munawer (2025)	Examine how social media platforms serve as tools for global cultural exchange.	Qualitative research, thematic analysis, interviews with global users.	Social media facilitates cross-cultural interaction but presents challenges such as polarization and prejudice.	Effective use of social media can promote deeper cultural integration, but digital literacy is essential to overcome challenges.
Liu & Zhao (2025)	Explore the application of virtual exhibition technology in disseminating traditional Chinese medicine culture.	Case study, qualitative analysis of virtual exhibition platforms.	Virtual exhibitions effectively promote Chinese medicine culture across digital platforms, enhancing global reach and interaction.	Virtual exhibition technology is an effective tool for disseminating cultural heritage, with broad potential for cultural exchange.
Yuna, Xiaokun, Jianing, and Lu (2022)	Investigate cross-cultural communication on social media from cultural psychology and neuroscience perspectives.	Literature review, co-citation analysis, and synthesis of relevant studies.	Cultural psychology and neuroscience play significant roles in understanding cross-cultural interactions on social media.	The integration of cultural psychology and neuroscience enhances understanding of cross-cultural communication on digital platforms.

**Table 4** highlights studies on digital platforms and cross-cultural communication. Alasal (2025) emphasizes social media's role in digital identity formation. Idrees et al. (2025) explore social media's potential for cultural exchange, noting challenges. Liu & Zhao (2025) show virtual exhibitions' effectiveness in promoting cultural heritage. Yuna et al. (2022) highlight the role of cultural psychology in understanding social media interactions.

**Theme 2: Host-Audience Interaction via Social Platforms**

**Table 5.** Emotional Connection, Cultural Adaptation, Active Engagement

Authors	Objectives	Methods	Findings	Conclusion
Falahatpisheh (2025)	Explore the challenges faced by international students and how social media use influences their adaptation.	Survey-based study, thematic analysis, and interviews with international students	Social media helps international students overcome cultural barriers and academic challenges, offering social support.	Social media plays a vital role in supporting cultural adaptation, although it may not fully address academic pressures.
Melani Zamzamy & (2023)	Examine symbolic interaction in TikTok's live streaming and the engagement between influencers and viewers.	Qualitative descriptive methodology, in-depth interviews, and observations.	Influencers on TikTok leverage symbolic interaction to build emotional connections with their audience, enhancing engagement.	TikTok's live streaming feature facilitates emotional and identity-based engagement between influencers and their followers.
Marić Stanković et al. (2026)	Investigate how Gen Z's social media practices on TikTok and Instagram influence their music festival experiences.	Mixed-method approach, content analysis, surveys, and interviews with Gen Z.	Gen Z uses TikTok and Instagram to shape their expectations and experiences of music festivals, influenced by algorithmic content.	Social media influences festival experiences by shaping Gen Z's expectations and engagement with cultural events.
H. Yu & X. Hu (2024)	Analyze cross-screen communication strategies of hosts within media ecology.	Qualitative analysis, content analysis, and case studies of hosts across platforms	Hosts who adapt their communication strategies across platforms improve audience engagement and emotional connections.	Effective cross-screen communication enhances the host-audience relationship and promotes cross-cultural engagement.

**Table 5** explores emotional connection, cultural adaptation, and active engagement through social media. Falahatpisheh (2025) highlights social media's role in supporting international students' cultural adaptation. Melani & Zamzamy (2023) show TikTok's emotional engagement. Marić Stanković et al. (2026) examine Gen Z's social media influence on festival experiences, while Yu & Hu (2024) emphasize the importance of cross-screen communication for audience engagement.

**Theme 3: Theoretical Frameworks and Methodologies**

**Table 6.** Parasocial Interaction, Platformization, Cultural Literacy

Authors	Objectives	Methods	Findings	Conclusion
Amaral & Ventura (2025)	To examine how Marley Dias' activism on Instagram promotes racial justice, Black feminism, and youth mobilization.	Mixed-methods analysis, critical thematic coding, temporal mapping, and engagement metrics.	Dias' Instagram promotes racial justice, Black feminist thought, and youth mobilization, with engagement higher for posts focused on identity and empowerment.	Instagram serves as a dynamic platform for youth-led Black feminist resistance, reshaping public discourse and agency.
Lee & Wan (2023)	To investigate the impact of mukbang live streaming commerce on consumers'	Quantitative research, statistical analysis of behavior, surveys, and consumption	Mukbang live streaming commerce increases overconsumption behavior	Mukbang live streaming commerce significantly influences consumption

Authors	Objectives	Methods	Findings	Conclusion
	overconsumption behavior.		among consumers, with strong correlations to social media engagement.	behavior, encouraging overconsumption through social media interaction
Sheng, Kostyk, & Chatzipanagiotou (2025)	To review and establish a research agenda for the transition from parasocial interaction to parasocial relationships.	Systematic literature review, Theories - Characteristics - Contexts - Methods (TCCM) framework.	PSI and PSR have distinct characteristics; PSI is more common in offline contexts, while PSR is increasingly researched in digital settings.	Parasocial interaction and relationships differ in online and offline contexts, with a growing need for clearer distinctions in media research.
Witkowska, Maćik & Garcia (2025)	To adapt and validate the Multidimensional Measure of Parasocial Relationships (MMPR) in Poland.	Survey-based study, confirmatory factor analysis (CFA), and test-retest reliability.	The MMPR scale was successfully adapted for Polish contexts, showing solid validity and reliability for measuring parasocial relationships.	The MMPR tool is applicable cross-culturally, but further refinement is needed to ensure consistency across different demographics and media platforms.

**Table 6** examines parasocial interaction, platformization, and cultural literacy. Amaral & Ventura (2025) explore how Instagram promotes racial justice and Black feminism. Lee & Wan (2023) analyze mukbang's impact on overconsumption. Sheng et al. (2025) differentiate parasocial interaction and relationships. Witkowska et al. (2025) validate the MMPR scale for cross-cultural use.

### Interpretation of the Findings

The results reveal that one of the conditions of cross-cultural communication in the broadcasting process is the use of such platforms as YouTube, TikTok, and Instagram (Antunovic et al., 2025). Through these platforms, the broadcasters can reach multifarious audiences around the globe, with interaction and real-time communication. Nonetheless, it is being complicated by the trend of globalization of content, which may shape the cultural authenticity of local people as Shao (2025) and Huang (2024) observed. Online platforms provide a platform of cultural exchange but make a demand whereby broadcasters have to create equilibrium between the global popularity and cultural conservation on a local scale.

The study proves the fact that social media helps people to get connected emotionally and increase engagement and participation between hosts and audiences (Chae, 2025; Blaži, 2026). Social networks such as TikTok and Instagram help in eradicating cultural barriers by creating a platform of understanding. Nevertheless, the content should be tailored to the particulars of the culture because a general strategy might not be effective (Rabbanee et al., 2023). A sense of culture is essential in coming up with inclusive and involving materials. This paper will use Parasocial Interaction Theory and Cultural Literacy in Broadcasting. Emotional attachments can be attributed to parasocial interactions, and efforts to fit different audiences can be achieved by focusing on cultural literacy (Chae, 2025; Jiahang et al., 2024). These theories form an important part of comprehending the host-audience dynamics in cross-cultural settings.

## DISCUSSION

This research is consistent with some of the past studies that have proven the importance of digital media in helping to promote cross-cultural contact and interaction. As an illustration, according to Antunovic et al. (2025),

the use of social media and, specifically, YouTube and TikTok enables broadcasters to connect with a worldwide audience, enabling real-time cross-cultural communication to occur. In the same manner, Idrees, Aslam, and Munawer (2025) note that social media provides a platform of cultural exchange around the globe because it unites audiences despite geographical and cultural barriers and distances. The evidence can be followed in the current study, that, through the work of digital platforms such as YouTube, TikTok, and Instagram, broadcasters can reach a variety of people and a cultural exchange can happen, evidenced by the trend observed in previous studies.

However, even though the current results correlate with the earlier research, they also indicate the problems that were found in the past research. Particularly, Shao (2025) and Huang (2024) address the issue of homogenization of media in the dynamics of globalization, which can suppress the cultural identity of the locals. This is the foundation of the present research, in which it is proposed that although digital platforms provide a great deal of opportunity in terms of cultural exchange, there must be a balance between the global and local cultures with regard to preservation on the one hand, of the broadcasters. This is consistent with Huang (2024), who points out that the universalizing characteristic of the digital media may affect the authenticity of the culture in some cases. The present research thus adds to the debate by highlighting that the content has to be strategically adjusted to fit the cultural context of the local region, which acquaint literature in the past literature did not much.

In exploring social media use in emotional interaction between hosts and audiences, the present results are related to Chae (2025) and Blaži (2026), who claim that the social media platforms, such as TikTok and Instagram, give a host an opportunity to build emotional relationships with their audiences. Chae (2025) investigates the development of Mukbang streaming as one of the forms of live interaction, producing a parasocial relationship between the hosts and the audience and generating loyalty and interactions. This aligns with the results of this research, which found that emotional ties of the hosts with their audiences are critical in ensuring they stay engaged in the cross-cultural context. Nevertheless, whereas Chae (2025) concentrated on Mukbang streaming, the current research extends it to a broader spectrum of social platforms, which also confirms the fact that emotional attachment, which is made possible through direct interaction, is one of the central elements of cross-cultural interaction.

The research recognizes that adaptation to culture on online platforms does not automatically happen, as Rabbanee et al. (2023) put it in perspective. When interacting with people of other cultures, the content creators are to be aware of their cultural specifics. The past research did not regard the necessity of cultural adaptation and believed that the global audiences would consume anything. In the present research, cultural sensitivity is highlighted because it enhances significant host-audience communication and inclusivity in various cultural backgrounds.

Regarding the theoretical perspectives used, the application of the Parasocial Interaction Theory and Cultural Literacy in Broadcasting in the study is in line with Chae (2025), who used parasocial interaction theory to examine the emotional bond that developed between the host and audience. The present research builds upon this application with the point that these emotional attachments are vital in the process of cross-cultural interaction. The study also concurs with the findings presented by Jiahang et al. (2024), who believe that broadcasters should strive to acquire cultural competence so that they can effectively work with different audiences. The results indicated that cultural literacy not only increases the audience-focus, but also inclusivity, which demonstrates that this model continues to be relevant in the analysis of cross-cultural host-audience relationships.

Nevertheless, the incorporation of new AI technologies to facilitate host-audience interactions can be considered one of the weaknesses of past studies that the current one fills. Caliandro et al. (2024) also write about platformization as a means to contemplate cross-cultural interaction, but the influence of AI on the development of these interactions is under-researched. The existing paper points to this problem, which implies that AI-based platforms can further improve the capabilities of hosts to communicate with culturally diverse consumers. It is a field in which previous research was not thoroughly investigated, and it offers a promising direction for future research.

### **Theoretical Implications**

The article contributes to the acquisition of knowledge of the host-audience relations in cross-cultural digital broadcasting from the perspective of the Parasocial Interaction Theory as well as Cultural Literacy in Broadcasting. The Parasocial Interaction Theory (Chae, 2025) targets the feeling that there are emotional bonds between the hosts and viewers in social media like TikTok and Instagram, and stimulates involvement and engagement. This theory is also extended in this study, in which the researchers show how such platforms can eliminate cultural barriers and make individuals emotionally engaged.

The relevance of Cultural Literacy in Broadcasting (Jiahang et al., 2024) implies that broadcasters should

consider culturally diverse environments to create inclusive content that enables broadcasters to engage their audience every time. The artificial intelligence technologies, such as digital avatars, will also be introduced as a study factor and are likely to result in the enhancement of the contacts between hosts and the audience and an inclusive media space. This approach bridges the gaps of the current literature (Caliandro et al., 2024) to include AI and cultural sensitivity in the interaction process with a different culture and gives a more advanced picture of the role of digital media changes.

## **CONCLUSION**

The research has shown that digital platforms such as TikTok, YouTube, and Instagram risk must be overcome to overcome the obstacles of cross-cultural engagement in broadcasting through the opportunity to communicate in real-time and build emotional bonds between hosts and audiences around the globe. By implementing Parasocial Interaction Theory and Cultural Literacy in Broadcasting, it offers significance to cultural adaptation during content development to achieve higher levels of engagement. The paper also comes up with the changing role of AI technologies in improving such interactions. Focusing on both international coverage and local cultural protection, the findings inform the broadcaster in the creation of inclusive and culturally sensitive content in a globalized Digital media space.

### **Limitations of the Study**

The limitations of the study are reflected in the fact that a systematic literature review was performed to focus on secondary data, and therefore, it might be inadequate to determine the emerging trends or current-time interactions in cross-cultural broadcasting. Also, the discussion of AI and its effects on host-audience relations is still at an early stage, and there exists no empirically based primary data to confirm the results in different cultural settings.

### **Future Work**

Future research needs to move towards empirical studies on the long-term impact of digital media engagement on cultural adaptation and audience behavior. Further insights could also be made by studying how AI technologies, e.g., virtual hosts, avatars, etc., affect host-audience relationships across cultures. In addition, looking beyond the Asian cultural context and elaborating on the importance of digital literacy is important in furthering the cross-cultural communication inquiry.

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