

# Research on Hainan Culture's Overseas Dissemination and Hainan Free Trade Port's Overseas Image

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**Abstract:** The full island closure of the Hainan Free Trade Port poses new demands for the external dissemination of culture and the construction of its overseas image. This study examines the cultural resources of Hainan, defines the connotation and constituent dimensions of the overseas image of the Free Trade Port, and explains the theoretical connection between cultural dissemination and image construction; it investigates the current communication channels and practices, assesses the effectiveness of the overseas image based on audience perception, and diagnoses major problems such as weak cultural narrative, insufficient collaboration among communication entities, and the lack of synergy among multiple IPs; it systematically constructs and optimizes strategies from four dimensions: content reconstruction, channel innovation, entity collaboration, and efficiency improvement. The study holds that the core should be 'cultural empathy' to reconstruct the local narrative system, build a regional communication pattern of 'communication center - communication hinterland - communication network', form a communication ecosystem with the collaborative efforts of multiple entities, establish a communication effect assessment and dynamic optimization mechanism, and truly make Hainan a shining emblem showcasing China's style.

**Keywords:** Hainan culture; International dissemination; Hainan Free Trade Port; Overseas image; Cultural empathy

## 1. Introduction

The construction of the Hainan Free Trade Port is a major national strategy. On December 18, 2025, the full island's customs clearance operation was officially launched, making Hainan the first 'inland outside customs' special area in the Chinese mainland, marking a crucial step towards the world's highest level of openness. During this historic process, the external dissemination of culture and the construction of overseas image hold special significance. Hainan possesses diverse cultural resources such as Li and Miao ethnic cultures, South China Sea marine culture, red revolutionary culture, South Seas overseas hometown culture, and Su Dongpo's exile culture, carrying a thousand-year cultural heritage and openness genes [1]. It is an important text for telling the Hainan chapter of the Chinese story. At the same time, the connotation of the overseas image of the Hainan Free Trade Port has been continuously enriched with the customs clearance operation, and 'zero-tariff zone', 'international tourism consumption center', and 'new window of China's opening up' have

become the three core cognitive labels of overseas people for Hainan.

Current academic research on the external dissemination of Hainan culture and image construction has been conducted from multiple dimensions. However, existing research mostly focuses on a single dimension, and the systematic integration of research on cultural resource sorting, current dissemination status examination, and image construction strategies is still insufficient. Problems such as the 'separate operation of multiple IPs', 'insufficient synergy', 'weak cultural narrative', and 'insufficient coordination of communication entities' urgently need in-depth analysis. Based on this, this study is titled 'Research on the External Dissemination of Hainan Culture and the Overseas Image of the Hainan Free Trade Port', following the logical framework of 'theoretical framework - current examination - strategy construction' to conduct a systematic study. The research begins with the sorting of cultural resource spectra, defines the connotation and constituent dimensions of the overseas image of the Free Trade Port, and explains the theoretical connection between cultural external dissemination and image construction; it further examines the main current channels of dissemination and practical explorations, assesses the effectiveness of overseas image based on audience cognition, and systematically diagnoses the main problems; then, from the four dimensions of content reconstruction, channel innovation, entity coordination, and efficiency improvement, it proposes systematic optimization strategies [2]. The research aims to provide theoretical basis and practical guidance for the 'going out' of Hainan culture and the shaping of the overseas image of the Free Trade Port, helping Hainan truly become a shining emblem showcasing China's style.

## **2. Theoretical Framework for Hainan's Cultural Resource Spectrum and Overseas Image of the Free Trade Port**

### ***2.1 Categorization and Value Assessment of Hainan's Indigenous Cultural Resources***

Hainan possesses a rich and diverse spectrum of cultural resources, embodying the ethnic charm of the Li and Miao peoples, the imprint of the South Seas, maritime civilization, the spirit of Qiongya, and the ethos of reform and opening-up. It stands as a testament to the enduring vitality of Chinese culture along the shores of the South China Sea [3]. Systematically cataloging this cultural resource system forms the foundational work for constructing overseas communication content. Examined from a cultural form perspective, Hainan's cultural resources can be categorized into six major types: Li and Miao ethnic culture, represented by Li brocade weaving, boat-shaped houses, and the March Third Festival, embodies unique ethnic wisdom and aesthetic pursuits; South China Sea maritime culture encompasses millennia-old fishing ports, the Genglu Books, and archaeological discoveries of sunken ships, chronicling the historical legacy of ancestors cultivating the South China Sea; Red revolutionary culture, centered on the former sites of the Qiongya Column and the deeds of the Red Women's Army, radiates an unwavering revolutionary spirit of loyalty; Nanyang overseas Chinese homeland culture, embodied in Haikou's arcade-style old streets and Wenchang's overseas Chinese residences, showcases the open and inclusive sentiments of the diaspora; Su Dongpo's exile culture, embodied by the Dongpo Academy in Danzhou, carries profound literary spirit and a broad-minded outlook; tropical ecological culture, rooted in rainforests and ancient salt fields, embodies the wisdom of harmonious coexistence between humanity and nature.

From a value assessment perspective, these cultural resources not only provide ample confidence for upholding cultural self-assurance but also serve as vital narratives for telling China's story through Hainan's lens. The noble literary spirit embodied by Danzhou Dongpo Academy, the frontier

development history recorded by Sanya Yazhou Ancient City, and the developmental wisdom embedded in the millennia-old fishing port collectively form the bedrock of cultural confidence. Hainan coconut carving, a national intangible cultural heritage, features patterns drawn from Li totems, marine life, and auspicious motifs from the Central Plains, reflecting the fusion of diverse cultures. The 2024 Shenzhen Cultural Expo Hainan Pavilion comprehensively showcases the province's distinctive cultural resources through seven thematic sections: 'Pearl of the South China Sea', 'Cultural Heritage of Qiongzhou', 'Natural Splendor', 'Innovative Development', 'Rainforest Mysteries', 'Fragrant Qiongzhi', and 'Exquisite Beauty of Qiongtai'. This presentation demonstrates the systematic integration of local cultural assets. Typological analysis of cultural resources and assessment of their international potential help identify which cultural elements possess inherent advantages for cross-cultural dissemination and which require symbolic translation for value conversion, laying the content foundation for subsequent communication strategy design.

## ***2.2 Defining the Connotation and Constituent Dimensions of Hainan Free Trade Port's Overseas Image***

On December 18, 2025, Hainan Free Trade Port commenced island-wide customs clearance operations, becoming mainland China's first truly 'domestic yet customs-free' special zone and advancing toward the world's highest level of openness. At this historic juncture, shaping Hainan Free Trade Port's overseas image is particularly crucial. Drawing from the theoretical framework of the 'Research on the International Communication Power of Hainan Free Trade Port', 'international communication power' can be decomposed into three dimensions: strength, capability, and effectiveness. Strength encompasses both hard and soft power foundations, including media infrastructure, policy support, and cultural resources [4]. Capability refers to the ability of multiple stakeholders—government, media, enterprises, and civil society—to tell stories, set agendas, and leverage platforms. Effectiveness emphasizes the ultimate outcomes of communication: changes in cognition, emotional resonance, and behavioral influence. Based on this analytical framework, Hainan Free Trade Port's overseas image should encompass three dimensions: Policy image signifies open systems and business environments. Data from the Blue Book on Hainan Free Trade Port's Global Attractiveness reveals that 'zero-tariff zone' (58%) is the primary recognition label among overseas audiences. Cultural image encompasses the fusion of local traditions and modernity, with 'International Tourism and Consumption Hub' (53%) ranking as the next most recognized attribute. The city image reflects its livable, workable, and tourist-friendly qualities, while 'China's New Window to the World' (48%) collectively shapes Hainan's global image profile.

## ***2.3 Theoretical Connections Between Cultural Outreach and Overseas Image Building***

From a cross-cultural communication perspective, cultural outreach and overseas image building share a profound intrinsic logic. Hainan's historical and cultural heritage embodies the ethnic charm of the Li and Miao peoples, the imprint of the South Seas, maritime civilization, and the spirit of Qiongya [5]. These distinctive cultural elements collectively forge the cultural foundation of Hainan Free Trade Port, serving as vital narratives for telling China's story through the Hainan chapter. Research incorporating the concept of 'cultural empathy' in communication advocates transforming Hainan's indigenous cultural symbols into a symbolic system that international audiences can understand and easily resonate with. This is achieved by uncovering the 'humanizing stories' behind the culture to strengthen emotional identification. Some scholars propose treating international

communication as a new productive force for Hainan's free trade port development. This involves constructing an analytical framework that can be embedded within the global governance system, replacing the 'policy outreach' model with a 'systemic communication' mindset. The goal is to position Hainan as a global showcase for China's institutional soft power.

Establishing theoretical connections requires addressing three core questions: How can cultural resources be transformed into content for image-building? Hainan's rich intangible cultural heritage, revolutionary culture, and overseas Chinese culture must undergo symbolic translation and value refinement to become communication content that showcases Chinese characteristics. How can communication practices interact synergistically with institutional design? The institutional advantage of 'open borders at the first line, strict control at the second line, and freedom within the island' after the closure should be conveyed to the world through authentic, vivid, and sustained international narratives [6]. How should the cognitive impact of overseas image be evaluated and fed back? The 'Research on Hainan Free Trade Port's International Communication Power' emphasizes the efficacy dimension, focusing on effect assessment and feedback-driven adjustments. Comparative studies of international free ports like Singapore, Dubai, Hong Kong, and Rotterdam reveal that high-level free ports often integrate communication deeply with city branding and national strategies. This insight suggests Hainan should establish a regional communication system centered on 'communication hubs—communication hinterlands—communication networks', based on its unique positioning. This system should promote multidimensional synergy among city branding, rural narratives, conference communications, and corporate storytelling, creating organic linkage between cultural outreach and image construction.

### **3. Review of the Current Status of Hainan's Cultural Outreach and Overseas Image Building**

#### ***3.1 Primary Channels and Practical Explorations in Hainan's Cultural Outreach***

Against the backdrop of Hainan Free Trade Port development, the construction of channels and practical exploration for cultural outreach have exhibited diversified trends. At the level of communication system development, Hainan Broadcasting and Television Station's '333' international communication system was selected as a '2025 National Model Case of Media Convergence' by the National Radio and Television Administration, becoming Hainan Province's sole entry that year. This system centers on the Hainan International Communication Center as a pivotal hub, establishing three self-operated platforms for independent voice, leveraging three external channels (central media, foreign media, and commercial media platforms) for amplified outreach, and building three foundational supports for international communication (an international communication team, an international content supply platform, and an impact feedback evaluation mechanism). Building on this foundation, Hainan Daily Press Group has expanded its reach by establishing liaison centers in Dubai and Kuala Lumpur for the Middle East and ASEAN regions respectively, creating overseas physical hubs and implementing the 'One City, One Media' international media cooperation initiative [7].

In content innovation, a series of premium productions achieved remarkable success. The bilingual micro-documentary 'Here is Hainan: Secret Trails' garnered over 200 million views, earning accolades including the Outstanding Case of Telling China's Stories and Hainan Province's 'Five Ones Project Award'. The documentary 'China Hainan: Rainforest Secrets' aired on platforms including CCTV, CGTN, and Discovery Channel. It won the 2024 Telly Award Gold Prize and has been dubbed into over ten languages, including English, French, Russian, and Arabic, for broadcast across 44

countries and regions in Asia-Pacific and Latin America. The 'Cool Hainan' overseas social media campaign feature's monthly themes showcasing intangible cultural heritage, Li and Miao ethnic customs, and distinctive tourism and cultural products from the China International Consumer Products Expo. It has attracted reposts from 622 major international media outlets including the Associated Press, The Times (UK), and Kyodo News, accumulating over 660 million views.

Regarding platform development, the Hainan International Cultural and Creative Week has been held annually since 2019, establishing itself as Asia's largest and most comprehensive premier event in the broader cultural tourism sector. Through thematic forums, digital exhibitions, and multilingual content, it advances Hainan's cultural outreach and brand development on the international stage. The Hainan Island Culture Design and Visual Communication Research Base, established in 2025, anchors its work in the strategic positioning of 'International Design Island'. Focusing on two key directions—Island Culture Design Theory and 'Industry Research' and 'Visual Communication Research'—it is dedicated to creating a model for 'design-empowered cultural outreach'. These practical explorations collectively form the current diverse landscape of Hainan's cultural outreach.

### ***3.2 Evaluation of Overseas Image Effect Based on Audience Cognition***

By using empirical research methods to assess the recognition and image perception of Hainan Free Trade Port among overseas audiences, we can provide scientific basis for the communication effect. The 'Hainan Free Trade Port Global Attractiveness Blue Book' was jointly released by the global top three market research group Ipsos and the Rehabilitation City Industrial Park. It comprehensively interprets the global attractiveness of Hainan Free Trade Port from three perspectives: overseas people, international policy benchmarking, and domestic enterprises. The data shows that the global recognition of Hainan Free Trade Port has reached 30%, although there is a gap compared to established free trade ports such as Hong Kong (38%) and Dubai (36%), it ranks second in Brazil (40%), tied for second place in Malaysia (46%), and enters the top four in Thailand, the United States, and other places.

In the dimension of image cognition, 'zero-tariff zone' (58%) is the primary cognitive label of Hainan by overseas people, followed by 'international tourism consumption center' (53%) and 'China's new window of opening up' (48%). These three elements jointly constitute the image profile of Hainan in the global eyes: a shopping paradise, a tourist destination, and a strategic frontier of China's deepening opening up and connecting with the world. Among overseas people who have some knowledge of Hainan Free Trade Port, over 80% (83%) believe that Hainan has created significant development opportunities for international enterprises, and the proportion of those who are optimistic about the future development of Hainan is as high as 89%. At the level of interviewed enterprises, 91% of the enterprises hold an optimistic attitude towards the future development of Hainan Free Trade Port, and 57% of the enterprises list Hainan Free Trade Port as a candidate for investment landing, ranking first among all free trade zones.

From the perspective of social media, some studies analyzed the diverse cognitive dimensions of overseas users in Hainan on Twitter based on schema theory, covering aspects such as ecological climate, economic development, culture and art, technological development, and international cooperation. As one of the most important trading partners of Hainan, ASEAN countries are influenced by bilateral relations, geopolitical factors, and economic interests. These empirical studies provide scientific basis for understanding the current communication effect. Hainan has achieved

'being seen' in terms of recognition and is moving towards a new stage of 'being well-recognized' in terms of approval.

### **3.3 Diagnosis of Major Issues in Cultural Dissemination and Image Construction**

A systematic review of the current practice of Hainan's cultural dissemination and overseas image construction reveals several deep-seated problems that need to be urgently addressed. At the level of the dissemination system, although Hainan possesses multiple IPs such as 'Tianya Haijiao' (the ends of the earth), 'tropical rainforest', 'space and deep sea', and 'duty-free shopping', it is necessary to be vigilant against the problem of 'acting independently and lacking synergy'. The coordination mechanism among multiple dissemination subjects is still not perfect. Government-led cultural activities are dominant, while enterprises and non-governmental organizations participate insufficiently, making it difficult to form a comprehensive, multi-level, and wide-ranging dissemination synergy.

At the level of cultural content, the problem of insufficient depth in cultural dissemination is particularly prominent. Take Hainan coconut carving as an example. Currently, it is mainly produced in family workshops and small studios, with few large-scale enterprises. There is a lack of design talents with an international perspective, resulting in severe product homogeneity, dominance of traditional products, and conservative design styles, which are out of step with international modern aesthetics. Hainan Island clothing, as an important cultural symbol with both regional recognition and cultural carrier attributes, also faces problems such as ambiguous IP positioning, lagging design innovation, and disconnection between culture and the market. It has failed to deeply integrate local cultural symbols and is unable to support a high-end IP image. Sanya, as the forefront of Hainan's tourism, has long been plagued by the stereotype of 'beautiful scenery but lacking depth'. Its cultural image is vague, lacking depth and warmth, leading to tourists' 'easy to come but hard to stay' and consumption mainly concentrated on basic tourism projects.

At the level of dissemination strategies, the lack of 'cultural empathy' thinking is a problem worth noting. The international transformation of cultural resources is insufficient, and local cultural symbols have not been effectively translated into an expression system that international audiences can understand. There is a lack of differentiated dissemination strategies for key regions such as ASEAN and Europe and America, with prominent homogenization issues. The evaluation mechanism for dissemination effects is still not perfect, and there are insufficient tracking and feedback on changes in overseas audiences' cognition, making it difficult to achieve dynamic optimization of dissemination strategies. Some research points out that in the context of the rise of anti-globalization sentiments and the still 'strong West, weak China' international public opinion landscape, Hainan needs to be vigilant against structural tensions and risk coding in dissemination, and convey its institutional advantages and cultural charm through true, vivid, and continuous international narratives.

## **4. Strategies for the International Dissemination of Hainan Culture and the Optimization of the Overseas Image of the Free Trade Port**

### **4.1 Building a Local Narrative System Centered on 'Cultural Empathy'**

Based on the theory of cross-cultural communication, Hainan needs to build a local cultural narrative system centered on 'cultural empathy', transforming local symbols such as Li and Miao cultures, marine culture, and red culture into an expression system that is understandable and

resonant with international audiences. The AI video work 'A Century's Return: Savina's Island Li Connection' created by the Hainan International Communication Center provides a successful example. This work is inspired by the true history of French scholar Savina's in-depth exploration of Li culture in Hainan in 1925. Through AI technology, Savina's digital consciousness is brought back to Hainan, and she collaborates with modern Li designers to incorporate Li culture into fashion design and astonish the world on the Paris runway. The work has been reprinted by over 950 global media outlets, with a cumulative overseas view count of over 3.38 million. The bilingual cultural program 'Poetic 'Yao' Talk about the 24 Solar Terms' has invited participants from 17 countries to record, with a total overseas view count of over 8 million and has been forwarded and recommended by many countries' tourism and cultural institutions. These practices indicate that the narrative strategy should explore the 'humanized stories' behind the culture, using real people and emotional resonance as the bond. For different target markets, differentiated content should be developed - for the European market, the emphasis can be on sustainable development values; for the Middle East market, local materials and local living habits can be integrated. During the promotion activities in Europe, Sanya signed a cooperation memorandum with Lonely Planet, using a multilingual content matrix to convey the core image of Sanya to European and Central Asian tourists. The 'Research on the International Communication Capacity of the Hainan Free Trade Port' emphasizes that the 'Hainan story' should be incorporated into the narrative framework of Chinese-style modernization, using real, vivid, and continuous international narratives to convey institutional advantages. The international dissemination of intangible cultural heritage projects such as Hainan coconut carving should start from 'functional empathy', transforming cultural connotations such as Li totems and marine beliefs into design languages acceptable to international modern aesthetics.

#### ***4.2 Building a Regional Communication System of 'Communication Center - Communication Hinterland - Communication Network'***

Drawing on the international experience of free trade port communication, Hainan should build a regional communication system of 'communication center - communication hinterland - communication network'. In terms of communication platform construction, the '333' international communication system constructed by Hainan Radio and Television Station has been selected as a national case of media integration by the National Radio and Television Administration, creating three self-voicing platforms, making good use of three 'borrowed voice' channels, and building three external communication supports. The Hainan Daily Newspaper Group has set up liaison centers in Dubai and Kuala Lumpur for the Middle East and ASEAN respectively, laying out overseas physical support points, and implementing the 'One City, One Media' international media cooperation plan.

In terms of regional differentiated communication, for ASEAN countries, media cooperation should be deepened. The Singapore Hainan Association's Qiong Opera Troupe and the Hainan Qiong Opera Theatre jointly performed the Qiong Opera 'Empress Hanwen', maintaining cultural identity through the local dialect. For the European and American markets, top-level performing arts activities can be used to achieve image breakthroughs. American hip-hop star Travis Scott's Asian tour and Charlie Puth's Asian tour's first stop were successively held in Haikou and Sanya, with tourists from all over the world becoming the 'first-person' narrators of Hainan's efficient organizational ability and open social atmosphere, spreading the 'Hainan impression' through social media and breaking the stereotypical narrative. Sanya and German Condor Airlines jointly established the 'Sanya Tourism Overseas Promotion (Germany) Liaison Office' at the ITB Berlin International Tourism Fair, extending

marketing reach to the European hinterland. In terms of digital communication, cultural short video content should be launched on platforms such as TikTok and Instagram. The AI series works of the Hainan International Communication Center prove that digital technology is an important bridge for cultural export. The 2025 International Communication Collaboration and Exchange Conference proposed that collaboration among government, industry, and academia should be strengthened to enhance international communication efficiency in areas such as multilingual information processing, multi-module content generation, and multi-style distribution.

#### ***4.3 Building a Diverse and Symbiotic Communication Ecosystem***

A diverse and collaborative communication ecosystem should be established, featuring government guidance, enterprise leadership, public participation, and think tank support. At the government level, Gao Anming, the chief editor of China Foreign Languages Publishing Administration, pointed out at the 2025 International Communication Collaboration and Exchange Conference that platform construction should be used as a support to integrate communication resources from all levels of the central and local governments, forming a united communication force. Wang Bin, a member of the Standing Committee of the Communist Party of China Hainan Provincial Committee and the Minister of Publicity, emphasized the need to deeply explore vivid cases of policy capacity improvement, institutional innovation, and industrial upgrading in the free trade port, and to present the image of the Hainan Free Trade Port to the world in a vivid, timely, comprehensive, and all-round manner.

At the enterprise level, cultural enterprises with an international perspective should be cultivated, and the brand operation of cultural products should be promoted. Yang Jie, a member of the Hainan Provincial Committee of the Chinese People's Political Consultative Conference, suggested that 'Hainan Island Clothing' be included in the special funds for the cultural industry of the free trade port, providing policy incentives to compliant enterprises, and incorporating high-quality island clothing into the duty-free shopping system for departing passengers to enhance brand value. At the public level, the dance poem 'The Homeland of the Li People' was performed at the Sydney Opera House, attracting nearly 2,000 audiences from various sectors in China and Australia. The event was jointly organized by the Australia-China Exchange Center and the Australian Hainan Association. At the think tank level, theoretical research should be strengthened by relying on institutions such as the School of International Communication and Art of Hainan University and the National Institute for South China Sea Studies. Wu Shicun suggested telling the 'story of high-level opening up', 'the story of new development', 'the story of beautiful villages', and 'the story of environmental protection' of Hainan. In terms of talent cultivation, courses such as 'International Communication of Intangible Cultural Heritage' and 'Cross-cultural Communication' should be offered in universities to cultivate compound talents proficient in foreign languages and cultural marketing. Through the collaborative efforts of multiple subjects, a comprehensive, multi-level, and wide-ranging cultural communication pattern to the outside world should be formed.

#### ***4.4 Establishing a Mechanism for Evaluating and Dynamically Optimizing Communication Effects***

Based on the effectiveness dimension of 'international communication power', a system for evaluating communication effects and a dynamic optimization mechanism should be established. Communication effectiveness should focus on three levels: cognitive change, emotional identification,

and behavioral influence. In terms of the design of evaluation indicators, the 'Blue Book on the Global Attractiveness of Hainan Free Trade Port' provides a reference method. Data shows that the global recognition of the Hainan Free Trade Port has reached 30%, and over 80% of overseas people believe that Hainan has created significant development opportunities for international enterprises. The open delegation activities of the Hainan delegation attracted 144 journalists from 63 domestic and foreign media outlets, with a significant increase in the number of foreign media, and international attention has continued to rise. Zhou Baohua, the vice dean of the School of Journalism at Fudan University, pointed out that in the era of generative artificial intelligence, it is necessary to strengthen multi-channel effect evaluation.

In terms of evaluation methods, a variety of methods such as questionnaire surveys, network big data analysis, and media content analysis should be comprehensively utilized. A closed-loop feedback mechanism of 'communication behavior - cognitive effect - strategy adjustment' should be established, and the evaluation results should be promptly converted into the basis for optimizing communication strategies. Zhang Yuqiang, the president of China Media University Press, emphasized that the current confrontation between Chinese and Western media in the international public opinion arena is in a stalemate, and it is necessary to seize China's home-field advantage in the new round of globalization to promote the internationalization of local culture. A study published by Study Strong pointed out that international communication needs to introduce theoretical tools such as 'predatory accumulation' and 'ideological concentration' to identify structural tensions and risk codes in the global communication field. Through continuous effect tracking and strategy optimization, ensure that cultural external communication and image construction work always resonate with the progress of the free trade port construction. In the promotion activities of Sanya in Europe, a foreign promotion liaison office was set up in Frankfurt as a pivot point, achieving 'forward marketing, forward service, and confidence reinforcement'. This precise layout based on effect evaluation is worth promoting. Ultimately, Hainan should be truly built into a 'beautiful business card showcasing Chinese style', allowing the world to feel the rich connotations of Chinese-style modernization through Hainan.

## 5. Conclusion

This study systematically constructs a strategic framework for the international dissemination of Hainan culture and the optimization of the overseas image of the Free Trade Port. At the content level, it is necessary to transform local symbols such as Li and Miao cultures and marine culture into an expression system that can be understood by international audiences, and achieve cultural empathy through humanized stories. At the channel level, the experience of the '333' international communication system should be drawn upon to build a differentiated communication network targeting regions such as ASEAN and Europe and America. At the subject level, resources from all parties including the government, enterprises, the public, and think tanks should be integrated to form a multi-party collaborative communication force. At the effectiveness level, an evaluation mechanism based on awareness, recognition, and influence should be established to achieve dynamic optimization of communication strategies. Future research can further explore the reshaping role of artificial intelligence technology in cultural export and the deepening path of cultural exchanges between Hainan and ASEAN countries, providing a more solid cultural support for the stable and far-reaching development of the Free Trade Port.

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