

# *Research on the International Communication under Metaverse*

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**Abstract:** With the sandbox game platform Roblox successfully listed on the New York Stock Exchange on March 10, 2021, with the "metaverse first stock" situation Company, 2021 is also considered "Metaverse Year One". The embodied communication brought about by virtual digital identities under the technology of the metaverse has always been emphasized. The high unity of the senses once again reminds people of McLuhan's prophecies of the global village. This article will focus on describing the future of digital society what new sparks will be generated by international communication in the face of the Metaverse, and how to use the Metaverse to create an international public opinion field with a global consensus. At the same time, there will be some similarities and differences between web3.0 and the previous two generations, so that readers can better understand the metaverse technology. By reading this article, readers can have a preliminary understanding and cognition of international communication from the perspective of the metaverse.

**Keywords:** Metaverse, International communication, Web3.0, Global consensus

## **1. Introduction**

As the development form of the next-generation Internet, the construction of metaverse space will go through three stages: digital twins, digital companions, and digital natives. The term Metaverse first comes from the American science fiction writer Neal Stephenson's novel "Snow Crash", Neal Stephenson described the metaverse as "in a computer-generated world: the computer paints the world on his eyepiece and put the sound into his earphones." [1]. In the era of web 2.0, the boundaries of time and space have been broken, the Internet has connected the world to form a social network, and the prototype of McLuhan's global village has begun to appear. While the web 3.0 represented by the metaverse arrives, this boundary will become even more blurred. When the relationship between people and technology is getting closer and closer, people begin to pay attention to the perception of the body and cast their bodies to the media, which is the so-called embodied communication. International communication refers to the dissemination of information between countries with the state and society as the basic unit and mass communication as the pillar. If we use the perspective of the metaverse to understand and predict the future development direction of international communication, we may be able to see some new risks, challenges, opportunities and innovations that international communication is about to face.

## 2. New Features, New Problems and New Ideas of International Communication

No matter which country the international communication is in, it is undergoing digital transformation and upgrading. In "Understanding Media: The Extensions of Man", McLuhan first introduced the concept of "implosion" in physics into communication, which means: electronic media brings blurring of boundaries, promotes the extension of human senses, and blurs the mimetic environment and the real environment [2]. Jean Baudrillard, the French sociologist, put forward his views on "implosion" based on McLuhan's thought, and he interpreted "implosion" with a more social meaning-oriented point of view. He believes that "implosion" is a trend that eliminates all boundaries and regional differences. The media destroys all boundaries of society. In this environment, people become numb to information and lose their resistance. As a result, the media has become a controlling force in society. With the elimination of the boundary between the real and the virtual, the media can create a virtual world through information symbols, and the information symbols created by these media become the main means for us to perceive the world. This is what Baudrillard calls "simulation", and then produces "Hyperreal" fantasy. Although McLuhan and Baudrillard have different emphases on "implosion", they both agree that "implosion" is a kind of internal fission leading to the elimination of boundaries. So when the metaverse, the remedial Medium of all mediums emerges, the "implosion" brought about by the advent of this electronic medium will happen again. It not only begins to connect media, eliminates the distinction between media forms, and forms a "media as a medium", but also gradually blurs all the boundaries of the communication ecology, brings about the integration of "symbolic boundaries, content boundaries, class boundaries, cultural boundaries, and national boundaries". Makes the Metaverse leap across the media dimension, bridging the opposition between the virtual and the real. For international communication, the metaverse, as a remedial medium for all media, is gradually becoming a living body, becoming an extension of the human body, consciousness and society, creating a field of communication without borders, eliminating the hinder of communication and promoting international communication.

It is foreseeable that in the metaverse society, some of the common digital society drawbacks of international communication will still appear, such as excessive entertainment leading to inundation of correctly oriented information, excessive reliance on or ignoring the development of technology, and unavoidable digital privacy questions. But in the context of the metaverse, a new problem may arise, which is the "reverse adaptation" described by Langdon Winner in "Autonomous Technology: Technics-out-of-Control as a Theme in Political Thought"[3]. In the future metaverse, the attention economy model still applies, and users' virtual digital identities and network data are extremely valuable. Driven by capital logic, the platform will greatly exert the attention economy model, promote users' sensory experience, improve the effect of embodied communication, and achieve the purpose of users using metaverse technology for a long time, so that users can produce applications for free for a long time, let users become digital workers. When human media practice is carried out in a highly virtual environment, the physical living space of human beings will be squeezed accordingly, and the understanding and perception of the survival regulations in the virtual world will surpass the real world, forming what Wenner calls "reverse adaptation", the skills we acquire to survive in order to live better in the metaverse. Once we live in the phenomenon of "reverse adaptation", the cultural traditions, national consciousness, time and space rules that exist in human society will be broken or even subverted. Therefore, even if we have the ability to communicate with the world in the virtual world, if we do not pay attention to the physical communication of reality, human beings will appear "Alone Together" in Sherry Turkle's writings[3]. And it will also lead to a disconnection from the real world.

Based on the previous narrative, in the highly digital and virtual metaverse era, we need a new concept as a moral logic to support development. When developing the metaverse, we need to pay more attention to the problems of all human beings, instead of continuing to develop Electronic colonialism with the power of science and technology and expanding the international division, we should avoid copying the exclusionism in reality to the virtual world. At the same time, it is equally important to pay attention to reality. The virtual world only provides a technology to compensate for the interaction that cannot be completed in reality. If we are too addicted to virtual social interaction and ignore real interaction, this is a behavior that puts the cart before the horse. Therefore, in the context of international communication of the meta universe, we should regard the meta universe as an extension of human real social interaction, we should reiterate the ideal that following a Path of Peaceful Development and Working to Build a Community with a Shared Future for Mankind said by Chinese President Xi Jinping. Realize the flow of cultural symbols and the transmission of meaning in a virtual domain, and gradually form a "decentralized autonomous organization" to change the original government-led single subject model and form a "self-made United Nations".

### 3. Difference between web 1.0, web 2.0, and web 3.0

First of all, here's the difference between the internet and the web. The Web, formerly referred to as the World Wide Web, is the pages/sites you see when you log online. The Internet is a series of interconnected computer systems the Web functions on, plus the medium allows files and e-mails to travel along. To put it another way, the internet is a means of connecting the entire web. Based on this classification, metaverse is a web and is web 3.0. So, what are the differences between Web 1.0, Web 2.0, and Web 3.0, and what are their similarities?

Web 1.0 can be summed up like: it was designed to help people better find information. This web version dealt was dedicated to users searching for data. This web version is sometimes called "the read-only Web" because it lacks the necessary forms, visuals, controls, and interactivity we enjoy on today's Internet. In the era of web 1.0, we can browse pages, send and receive emails but we not be able to react to them. It can be said that web1.0 is an Internet model that transforms paper books/emails into e-books/emails.

If Web 1.0 was called "the read-only Web," Web 2.0 is known as "the participative social Web." Web 2.0 is a better, more enhanced version of its predecessor. In addition to traditional free browsing of the web, It also supports unified retrieval and classification of information. At the same time, the rise of mobile Internet/mobile devices and social apps has further promoted the development of web 2.0. At present, MATE (formerly Facebook), TIKTOK, Twitter, and Youtube, which are widely used by people, have developed and matured with the support of Web2.0 technology.

Web 3.0 is built on a foundation consisting of the core ideas of decentralization, openness, and more excellent user utility. The "read-only Web" is Web 1.0, the "participative social Web" is Web 2.0, and the "read, write, execute Web" is Web 3.0 [4]. Even though there are no specific examples of the concept of Web3.0 at present, we can see human expectations for the meta universe from some relevant predictions. For example, in the movie "the number one player", you can enter a dimensional space with virtual glasses. People in the world can get virtual images to communicate and use common tokens to trade. Even if such an era has not yet come, what we can guess is that in the future metaverse environment, we will be surrounded by many virtual scenes, there will be more and more convenient communication methods, more private Internet living spaces and Owning multiple virtual digital properties.

As an iterative product of the previous two generations of the web, web 3.0 is already very different from the previous two generations in all aspects, but all three of them have something in

common. First of all, as the most basic function of the web, it establishes a connection between users and information, and no matter what generation of web it is, it can provide users with information. Secondly, the development of the Internet has contributed to the prosperity of the web. In the end, they will all serve as iterative products to facilitate the birth of the next generation of technology.

Maybe in the future, we can easily connect the world through any object around us, even if the current Internet of Things can only simply realize the linkage between people and things, things and things. In the future web 3.0 era, we must come up with corresponding laws to deal with some illegal acts in the virtual world. Compared with the real world, the content of the virtual world is more and the relationship is more complex, so it is easy for people to lose track in the virtual world by offline, black deletion, or other means.

#### **4. How to Promote International Relations of Countries under the Metaverse Technology**

Based on the separate descriptions of international communication and the metaverse above, we can put forward some new views on the combination of international communication and the metaverse.

First of all, as the main body of international communication, the diversity of people involved is the most prominent feature. In the past, international communication was mainly the dialogue and cultural output between countries, and occasionally some large enterprises took the initiative to spread abroad. However, with the technical blessing of the Metaverse, many influencer have also gone abroad to become cultural representatives of their own countries and export their culture abroad.

The second is the receiver of the main body. Because the communicator evolves from the country to everyone, the audience also changes from the country to everyone. As Nicholas Negroponte, a Greek American architect, predicted in "Digital Survival", now is an era when everyone has a microphone and everyone is a TV station [5]. We can be a communicator to anyone in the world, or we can be a listener to hear what's coming from anywhere in the world.

The third is as an intermediate link between the audience and the main body - the channel. The communication channels become more varied, from the original mass media to the current digital channels. Information can be disseminated not only through some traditional communication channels, but also through online video/games. In line with the trend of digital development, broaden the channels of communication and enhance the influence of communication

Finally, there has also been a big change in the place where the spread takes place. It's a fantasy concept based on the previous description, as it's still being featured in sci-fi films so far. In the future metaverse, people's social interactions don't have to go through an app in order to connect. Maybe just an eyepiece or a headset can produce virtual images to communicate with people.

#### **5. The way out for International Communication from the Perspective of the Future Metaverse**

As far as international communication in the past is concerned, what we have always advocated is to avoid Cultural hegemony, so that all countries can rationally promote their own national images and make joint contributions to the world. In the metaverse era, international communication is no longer a dialogue between countries, but can be precise to the communication and interaction between individuals. In the current Internet environment, everyone can become a voice, and everyone can receive information on the Internet, so it will be more beneficial for the dissemination of some international propositions [6]. For example, environmental pollution issues, human rights issues, data security, economic issues and other human propositions that the world generally need to pay attention to. Therefore, with the support of the current metaverse technology, we should try to

find a development path that is beneficial to the world, instead of competing for status between countries as in the past. It starts with building a global consensus: there is only one Earth. We need to cultivate some opinion leaders in various fields and strengthen their influence and appeal in international communication. Only when the importance of the earth to us is clear in concept, we can make some changes in action. The transmission of these concepts should not use a large number of text narratives to state the facts as before but can affect the audience through some soft communication methods, such as the use of AR, VR, XR, and other technologies to form virtual animations, when the audience watches the animation they will understand the author's creative intent.

## 6. Conclusion

In the current complex social environment, both internal and external communication has been affected. In addition, the transformation and upgrading of digitalization and intelligence have driven the transformation of global communication. To avoid the impact of global risks in the new era, countries need to make joint efforts, seek win-win development based on not infringing on the rights of others and not slandering the honor of other countries, and avoid the loss of both sides caused by zero-sum games. McLuhan once said that we drive into the future using only our rearview mirror. Looking back on the history of the past few hundred years, we can draw a conclusion that the birth of every new technology can promote the development of society, but at the same time, the development of technology has also brought many disadvantages. The invention of papermaking enables human civilization to continue and inherit, but at the same time, the problem of overcutting has not been completely solved until today; the emergence of the internal-combustion engine has accelerated the process of industrialization, but at the same time, the pollution problem has plagued every century. Therefore, when the metaverse emerges, we should also maintain a dialectical ideology and understand that the development of technology requires a certain period of time to stabilize.

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