

Research on the Path of ' Telling Chinese Stories Well ' from the Perspective of Marxist Social Science Methodology

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Abstract: ' Telling China's story well ' is a major strategic issue facing China in the new era. It is of great significance to break the monopoly of Western discourse, promote the Chinese culture to go out and build a community with a shared future for mankind. However, the differences in culture and values, the limitations of communication channels and platforms, the problems of language and translation, and the lack of content innovation and attraction in the current international communication practice have seriously restricted the communication effect. Based on the unique perspective of Marxist social science methodology, this paper systematically explains the four basic principles of the methodology : objectivity, subjectivity, integrity and concreteness, as well as the connotation of the three core methods : contradiction analysis, class analysis and social system analysis, and puts forward some countermeasures, such as cultivating communication talents, innovating communication carriers and optimizing translation system, in order to provide theoretical reference and practical path for constructing the international communication system of Chinese stories and enhancing the international discourse power.

Keywords: Marxism in China; social science methodology; tell the Chinese story; international communication

1. Introduction

The state clearly stated that it is necessary to adhere to China 's cultural position. ' Promoting the construction of international communication capacity is a proposition laid out in the inheritance of historical memory in the new era. Only by grasping the right to speak can we establish cultural identity, promote China to carry forward the spirit of the Chinese nation, share Chinese memory with the world, and spread Chinese voice' [1]. Using Marxist scientific methodology to ' tell the Chinese story ' in multiple dimensions is not only an important part of the construction of national ideology, but also the proper meaning of establishing the image of a great power to the world. " Telling the Chinese story well " has a profound practical foundation for the construction of the socialist cause, and also has a consistent historical evolution. Profoundly analyzing the theoretical guidance of Marxist scientific methodology for telling Chinese stories well is the source of knowledge for continuous innovation of this topic.

2. The Connotation and Contemporary Value of ' Telling Chinese Stories Well '

The premise of ' telling Chinese stories well ' is to clarify the connotation and value of Chinese stories. Only by accurately grasping its spiritual essence can we convey a real, three-dimensional and comprehensive image of China in communication.

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2.1. *The Rich Connotation of Chinese Stories*

The Chinese story is deeply rooted in Chinese propositions, Chinese wisdom and Chinese strength, and embodies the national feelings and national identity of the Chinese people [2].

The Chinese story covers the five thousand years of civilization inheritance of the Chinese nation, from the ancient four great inventions to today's scientific and technological innovation, showing the wisdom and creativity of the Chinese people.

The Chinese story is full of the struggle of the people. Whether it is the hard work of the ancient working people, the call of the modern people with lofty ideals to save the nation, or the unremitting efforts of the contemporary builders to realize the prosperity of the country, it shows the spirit of perseverance [3].

Chinese stories contain profound cultural heritage. Poetry, traditional art, folk customs, etc., are the embodiment of the unique aesthetics and values of the Chinese nation.

The Chinese story also reflects the social change and progress, from the rise and fall of the feudal dynasty to the vigorous development of socialist construction, witnessed the innovation of the system and the evolution of the society [4].

The Chinese story is a valuable chapter in the process of human development, contributing unique governance wisdom and development experience to the world.

2.2. *The Contemporary Value of Chinese Stories*

Chinese stories contain many precious spirits and values. It shows the tenacious spirit of struggle. Whether it is the tenacious resistance to resist foreign aggression or the perseverance in hard work, countless Chinese sons and daughters have always been indomitable and brave in many difficulties. The spirit of unity and cooperation shines brightly in the Chinese story. Whether it is a natural disaster or a major challenge, people can always think and work together to overcome difficulties. The spirit of patriotism runs through it from beginning to end. For the prosperity and prosperity of the country, many people with lofty ideals are willing to sacrifice their lives and forget their deaths, and devote all their land to selfless dedication. The Chinese story also contains the value concept of harmonious coexistence, and unremittingly pursues the harmonious coexistence between man and nature, man and society. At the same time, it actively advocates traditional virtues such as benevolence, integrity and friendliness, and pays attention to maintaining family harmony and social stability. The innovative spirit contained in it constantly promotes the continuous progress of society, encourages people to break through the shackles of tradition and actively and boldly explore unknown fields. These spirits and values are not only the rare treasures of the Chinese nation, but also provide a meaningful reference for the development of world civilization [5].

3. **Realistic Challenges of 'Telling Chinese Stories Well'**

Although Marxist social science methodology provides scientific guidance for 'telling Chinese stories well', it still faces multiple challenges such as cultural differences, channel constraints and translation difficulties in actual communication practice.

3.1. *Differences in Culture and Values*

Each country and region has its own unique cultural background, and each upholds different values. It is precisely because of this significant difference that the understanding and acceptance of Chinese stories by different groups show a diversified trend. People in different cultural backgrounds have many differences in cognition, thinking mode and emotional tendency, which makes it easy for them to make subjective judgments and interpretations based on their own inherent cultural patterns and values when they contact and interpret Chinese stories, resulting in various misunderstandings or misinterpretations. China has a long history and profound cultural heritage, and has

nurtured many unique concepts and ideas, such as 'yin and yang five elements', 'harmony between man and nature' and so on. However, due to the huge differences between the cultural context of other countries and regions and that of China, and the lack of corresponding cultural elements and ideological basis, these unique Chinese concepts and ideas are facing great challenges in international communication, and it is difficult for people in other cultural backgrounds to accurately understand and grasp their true connotation and significance [6].

3.2. Communication Channels and Platform Limitations

For a long time, the mainstream international communication channels have been firmly controlled by a few Western countries. These countries have formed a communication system with significant influence by virtue of their first-mover advantages and strong resource investment in the media field. In contrast, the influence of Chinese media in the international arena is relatively weak, and the discourse power in the international public opinion field is limited. At the same time, with the rapid rise of new media platforms, their algorithms and rules are often dominated by the platform. These algorithms and rules may have certain bias and are more inclined to push content that meets certain standards and interests. However, due to the differences in cultural background and values, Chinese stories may not conform to the existing algorithms and rules of these platforms, which is not conducive to the wide push and effective dissemination of Chinese stories, and to a certain extent limits the transmission of Chinese voice and the expansion of influence [7].

3.3. Language and Translation Problems

As a language with a long history and rich connotation, Chinese has profound meaning and unique expression. The delicate emotions, rich cultural metaphors and exquisite rhetorical devices contained in it often encounter severe challenges in the process of transforming to a foreign language. In view of the differences in language structure and cultural background, some key information and the original charm will inevitably be lost. At present, the number of professional translation talents is relatively scarce, and the quality is also uneven. Some translators may not have a precise understanding of Chinese, or they may not have a good command of the target language, or they may lack a deep understanding of the relevant cultural background. This situation has led to defects in the accuracy, fluency and cultural adaptability of the translated works, which has greatly weakened the effectiveness of the dissemination of Chinese stories and made it difficult to achieve the desired influence in the world [8].

3.4. Content Innovation and Lack of Attraction

At present, most of the ways of telling Chinese stories are more traditional, and still follow the established models and routines. In this era of rapid development, full of innovation and change, such traditional narrative methods obviously lack sufficient innovation and a distinct sense of the times, and it is difficult to arouse the interest and attention of young audiences. The younger generation grows up in the environment of information explosion and continuous upgrading of science and technology. They have higher expectations for fresh, unique and creative content. In the process of telling Chinese stories, the depth of excavation of the content is insufficient, and it is often only a superficial statement, failing to explore the deep meaning and value behind it. And the lack of targeted personalized stories, cannot meet the specific needs of different audiences, it is difficult to arouse the audience's emotional resonance and deep thinking.

4. The Specific Application of Marxist Social Science Methodology in ' Telling Chinese Stories Well '

The principles and methods of Marxist social science methodology are not abstract theoretical concepts, but tools that can directly guide the practice of ' telling Chinese stories well '. This study systematically explains its operational logic in communication practice from the two dimensions of principle application and method application.

4.1. The Application Practice of the Four Basic Principles

4.1.1. Using the Principle of Objectivity to Truly Present Chinese Stories

It is very important to use the principle of objectivity to truly present the Chinese story. Objectivity means to tell all kinds of story events impartially and realistically. Chinese stories are rich and diverse, covering a long history and culture to the great achievements of modernization. When telling history, it is necessary to objectively show the rise and fall of dynasties, the inheritance and evolution of culture, neither exaggerated nor depreciated; for the development of modern and contemporary times, we must truthfully describe scientific and technological innovation and social progress, while not avoiding the challenges and problems faced. For example, when telling the story of poverty alleviation, it is necessary to truly explain the difficult situation in poverty-stricken areas, as well as the efforts and remarkable achievements of the government and all sectors of society in poverty alleviation. Only by adhering to the principle of objectivity can the world see a real, comprehensive and three-dimensional China, enhance the international community 's understanding and recognition of China, and avoid misunderstanding and prejudice [9].

4.1.2. Highlighting the People 'S Dominant Position Based on the Principle of Subjectivity

In the process of ' telling Chinese stories well ', it is extremely important to highlight the people 's dominant position according to the principle of subjectivity. The principle of subjectivity requires adhering to the historical view of the masses. The people are the creators of history and the fundamental driving force for social development. Highlighting the dominant position of the people means that the story of China should focus on the struggle and innovation of the people. From the diligent and brave ordinary working people to the pioneering scientific and technological workers, their deeds fully demonstrate the wisdom and strength of the Chinese people. By telling such stories, the world can witness the arduous efforts of the Chinese people in pursuit of a better life. It can also make the Chinese story more appealing and affinity, and let the international community know more comprehensively and deeply that China 's development and progress are the crystallization of the common efforts of all the people [10].

4.1.3. Using the Principle of Integrity to Show a Comprehensive Image of China

When ' telling a good Chinese story ', it is the key to use the principle of integrity to show a comprehensive image of China. The principle of integrity urges us to reveal many aspects of China in an all-round and systematic way from a macro perspective. As a big country, China has a long history, splendid culture, remarkable development achievements and rich and varied social features. We must not present one aspect one-sidedly, but should cover many fields such as economy, politics, culture, society and ecology. Through the holistic presentation, the world can see a real, three-dimensional and all-round China, effectively avoiding one-sided cognition and misunderstanding. Only by fully displaying China 's image can the world better understand China 's development path and values, and promote international exchanges and cooperation.

4.1.4. Making Chinese Stories Close to Reality through the Principle of Concreteness

In ' telling Chinese stories well ', it is extremely necessary to make Chinese stories close to reality by virtue of the principle of concreteness. The principle of concreteness requires us to avoid empty statements, but to support the whole story through specific characters, events and details. The charm of the Chinese story lies in its real touch. For example, it is more touching than simply emphasizing the importance of education to tell about a rural teacher who has stuck to his post for decades and sent knowledge and hope to children in the mountains. By describing the teacher 's living environment, teaching process and students ' growth and transformation in detail, the audience can truly appreciate the powerful power of education to change their destiny. Only by following the principle of concreteness, transforming abstract ideas into concrete examples, and filling Chinese stories with real details and emotions, can we truly get close to reality, arouse the resonance of the audience, and make them deeply understand China 's development status and people 's living conditions.

4.2. *The Application Practice of the Three Core Methods*

4.2.1. The Application of Contradiction Analysis in the Development of China

In the course of China 's development, the contradiction analysis method has key application value. The contradiction analysis method urges us to face up to the contradiction, analyze the contradiction, and explore the effective way to solve the contradiction. China 's development process is full of various contradictions, such as the contradiction between economic development and environmental protection. In the pursuit of rapid economic growth, it is inevitable to bring some damage to the environment. With the help of the contradiction analysis method, we clearly realize that we must not exchange economic development at the expense of the environment, but should explore the development path of the coexistence of the two. In the field of scientific and technological innovation, the contradiction between the weak ability of independent innovation and the dependence on foreign technology is also prominent. We need to increase R & D investment, cultivate innovative talents and improve the level of independent innovation.

4.2.2. The Role of Class Analysis in the Analysis of Social Phenomena

Class analysis plays an important role in analyzing social phenomena. Class analysis is a method to observe and analyze social phenomena from the perspective of class and class struggle. Different classes have their own economic status and interest demands, such as the social phenomenon of the gap between the rich and the poor. With the help of class analysis, we can understand the root of this conflict of interest. The rich class controls more abundant resources and wealth, while the poor class is in a relatively weak position. This phenomenon clearly reflects the inequality between classes. The class analysis method helps us to recognize the class essence and class contradiction behind the social phenomenon, and then provides ideas for resolving social problems and promoting social fairness and justice. It enables us to have a deeper understanding of the social structure and the driving force of social change, and provides a strong basis for formulating reasonable social policies and promoting social progress.

4.2.3. The Influence of Social System Analysis on the Spread of Chinese Stories

The social system analysis method has a profound impact on the dissemination of Chinese stories. The social system analysis method emphasizes that the research object is regarded as a complete system that is interrelated and interacted with each other. By using the method of social system analysis, we can comprehensively think about the various elements involved in the dissemination of Chinese stories, including the main body of communication (such as government, media, non-governmental organizations, etc.), the content of communication (covering China 's history and culture, modern achievements,

people's lives, etc.), the channels of communication (including traditional media, new media platforms, etc.) and the objects of communication (that is, different audiences at home and abroad). This method helps to clarify the relationship and mutual influence between various elements, and can also help us find the weak links and potential problems in the process of communication, so as to optimize the allocation of resources, adjust the communication strategy, build an efficient and coordinated communication system, and promote the Chinese story to be spread more deeply and accurately in a wider area.

5. Countermeasures Based on Marxist Social Science Methodology

Although Marxist social science methodology provides scientific guidance for 'telling Chinese stories well', it still faces multiple challenges such as cultural differences, channel constraints and translation difficulties in actual communication practice.

5.1. Strengthen Communication and Dialogue, Cultivate Communication Talents

In order to reduce misunderstandings caused by differences in culture and values, we should actively carry out rich and diverse cultural exchange activities, such as holding Chinese and foreign cultural years, cultural exhibitions, etc., so that foreign friends can personally feel the charm of Chinese culture. At the same time, it is very important to cultivate a large number of professional communication talents who are familiar with Chinese and foreign cultures. They can skillfully integrate the cultural characteristics of the two sides in the dissemination, explain the Chinese story in a way that is easy for the other side to understand, eliminate cultural barriers, promote cultural resonance, and make the unique concepts and ideas of China more accurately conveyed.

5.2. Increase Investment in Resources, Innovative Communication Carrier

In order to break through the situation that the mainstream international communication channels are controlled by a few Western countries, China needs to increase resource investment and create media brands with international influence, such as supporting Chinese media to set up branches overseas and expanding communication networks. At the same time, we should actively cooperate with new media platforms, participate in rule-making, use big data and artificial intelligence technology to accurately push Chinese stories, improve the pertinence and effectiveness of communication, and enhance the influence and discourse power of Chinese media in the field of international public opinion.

5.3. Establish Professional Training and Optimize the Translation System

In view of the loss of information and charm when Chinese is translated into a foreign language, on the one hand, it is necessary to strengthen the training of translation talents, set up relevant courses in universities and professional institutions, and cultivate high-quality translation talents who are proficient in both Chinese and foreign languages. On the other hand, it is necessary to establish unified and authoritative translation standards and norms, organize experts to review and check the translation of important Chinese stories, and ensure the stability and high level of translation quality, so as to better convey the connotation and charm of Chinese stories.

6. Summary

The Marxist social science methodology has given key theoretical guidance and methodological support to tell Chinese stories well, so that we can have a more comprehensive and objective insight into China's development process and reality, and then build a solid factual foundation for telling Chinese stories. However, in practical applications, we also face many difficulties and challenges. However, as long as we are always guided by Marxist social science methodology and closely integrate it with the

practice of ' telling Chinese stories well ', we can not only improve the communication effect of Chinese stories, but also strengthen China 's cultural influence and discourse power on the international stage, and contribute a strong force to promote the construction of a community with a shared future for mankind.

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