

# Practical Exploration of Digital Platforms Boosting International Communication from the Perspective of Emotional Public

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**Abstract:** Now that platforms have been added to the media system, they have enabled many foreign countries to develop advanced data analysis and AI. Through the lens of emotional publics, this paper examines how digital platforms promote overseas communication by analysing emotional expression, algorithmic curation, AI-generated content and platform governance. Platforms do not just spread information across borders; they also create the kind of emotions that are shown, the stories that are popular overseas, and how foreigners perceive them. The paper will also explore the opportunities and risks of applying artificial intelligence to foreign language communication, such as authenticity, division and emotional exhaustion, and put forward corresponding practice paths based on transparency, human judgment and inclusive narrative design.

**Keywords:** Digital platforms, emotional publics, artificial intelligence, AI-generated content, international communication, social media, algorithmic curation.

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## 1. Introduction

Digital platforms have altered the mode of international communication from one-way broadcasting to personalised, interactive and emotionally rich circulation. Foreigners' eyes are now directed to the policy messages, crisis narratives and cultural stories spread through feeds influenced by engagement indicators, recommender systems and user communities. Therefore, the extent of the "visible" will also be affected by changes in platform architecture and algorithm rankings.

The idea of an emotional public can help explain why it is significant. Emotional publics are network formations centred on shared emotions conveyed through digital media, and they are particularly important in cross-border communication because transnational problems often have a strong emotional impact. A diplomatic message that appears neutral to officials can be interpreted differently by the public based on their own feelings at the time, such as being optimistic, fearful, offended or sympathetic.

How to enhance the international communication of digital platforms and AI-assisted platforms responsibly and ethically in this paper. Research is being carried out to determine how to give voice to the emotional public, what risks this kind of AI-mediated expression poses, and how to improve communication effectiveness.

## 2. Emotional Publics and Platform Mediation

### 2.1. Emotional Expression and Connection

Affective publics are the sense people have of their shared emotions in relation to hashtags, live-streaming, memes and testimonies [1]. Such publics are not stable communities but temporary gatherings that emerge around events, crises or symbols. These assemblages spread more rapidly on social media than official announcements because they are generally brief, easily shareable and emotionally resonant.

Studies of online environmental activism have shown that

emotional framing significantly affects both participation and spread [2]. Anger, fear and hope in posts spread quickly, but they can also have mixed behavioural effects. Emotionally charged statements in digital diplomacy are also used to attract more people's attention and interactions [3].

### 2.2. AI, Recommendation and Visibility

AI amplifies these changes by altering what users see and when they are exposed to it. Recommendation systems and ranking algorithms determine which posts will be displayed prominently, and generally give more weight to content likely to evoke a strong response [4, 5]. Therefore, the more emotionally charged content will receive more attention and is more likely to be seen; otherwise, it may be overlooked.

Generative AI can also help create a large number of text, images and videos in the media environment more easily. Research on generative AI and social media shows that AI-assisted posts can improve the style and increase the amount of content; however, they may also lose their original authenticity once users learn that automation has been employed [6][7].

### 2.3. Trust, Authenticity and the Human Voice

Trust in cross-border cooperation is concerned with the perception of the other side's behaviour. Research on AI-generated content shows that users are willing to accept AI assistance when it is transparent, but they will be adverse to hidden machine involvement [6-7]. Therefore, the problem is not to eliminate AI, but rather to ensure that AI does not damage the trust and "voice" of communication that emotional publics have come to expect.

## 3. Mechanisms of Platform-Driven International Communication

### 3.1. Affordances for Emotional Expression

Digital Platforms have been providing more accessible tools for expressing feelings and showing them to more people. Hashtags, likes, quote posts, live comments and short

videos are all forms that can express people's support, anger or sympathy in an easy-to-identify and spreadable way. These simple forms can gather into large-scale emotional publics for wars, disasters or diplomatic disputes, thus drawing more cross-border attention [1,2].

### **3.2. Algorithmic Curation and Transnational Reach**

The other is an algorithm for recommendation. Newsfeeds, trending lists and recommendation systems rank content based on predicted relevance or popularity, and thus promote the spread of emotionally vivid and concise materials [4-5]. Therefore, in practice, foreign messages with strong emotions tend to be more popular than technically sound but emotionally muted ones.

Human selection is still necessary because algorithms do not merely reflect the current demands of the people; they also change them gradually. Research on human curation at the age of algorithms shows that editorial judgment and contextual sensitivity are still required to select various and balanced content [8]. A hybrid model will be more convenient to use abroad and cannot rely solely on automation.

### **3.3. Storytelling and Soft Power**

Digital communication is likely to move people than giving instructions; stories that involve them can have a similar effect. According to the research results of digital diplomacy, self-disclosure, humour and conversational styles can be used to engage foreign audiences [3]. Although AI tools can help to adapt the stories for different languages and cultures, people are still required to determine the style, scope and truthfulness of the facts [6-7].

## **4. Risks and Ambivalences**

### **4.1. Polarisation and Misinformation**

The same mechanisms that promote communication may also intensify division. Emotional framing may reduce the complexity of a dispute to a moral dichotomy, and generative AI lowers the cost of creating persuasive false information and deepfakes [6, 9]. If such materials are featured in engagement-driven feeds, they may spread quickly among emotional publics and be harder to ignore.

### **4.2. Authenticity and Fatigue**

A Lack of Authenticity. Although the users may be satisfied with the efficiency of AI-generated content, they are also aware of its artificial nature and lack of emotion [6-7]. Over time, repeated exposure to emotionally charged and algorithmically optimised messages can cause fatigue, cynicism and a sense of disengagement among the public if they feel they are being manipulated rather than informed [10].

### **4.3. Inequality and Governance**

AI-driven Platforms also reproduce inequality. Groups with strong technical abilities, good language support and higher platform recognition are more likely to lead the international conversation; otherwise, they will remain less prominent [4, 5]. Content moderation and platform governance are thus geopolitical as well as technical problems, because the rules for visibility, removal and labelling will affect how foreign publics perceive events.

## **5. Practice Paths for Engaging Emotional Publics**

### **5.1. Co-creation and Dialogue**

Praxis should treat emotional publics as collaborators in meaning-making rather than as subjects for control. Design messages that encourage people to talk, think, create together, and thus have a larger impact than just getting clicks and shares. Campaigns that address the public's common problems of climate change and public health will be more enduring due to a stronger emotional connection with the people.

### **5.2. Transparency and Openness**

The second way is openness. AI and AIGC should be disclosed clearly so that viewers can distinguish between human-written, AI-assisted and AI-generated content [6, 7]. To reduce the risk of being viewed as suspicious by foreign viewers and to help them understand the contents of large-scale works better, clear annotations can be added.

### **5.3. Human-AI Collaboration**

A third way is hybrid human-AI curation. AI can provide support for translation, summarisation and topic identification; however, human curators must make the final decision in sensitive cases [8]. The model can still achieve good results with AI and rely on people for ethical decisions and context.

### **5.4. Capacity-building**

Strengthen the Institution's capacity building. Diplomatic service organisations, newsrooms and civil society organisations all need to train their staff in AI literacy, emotional framing, platform analysis and verification methods. Public-facing literacy programs can also help the public recognise automation, evaluate sources and respond to emotionally charged content more critically.

## **6. Conclusion**

Through the lens of emotional publics, AI-enabled digital platforms are double-edged infrastructures for cross-border communication. They can promote cross-border storytelling more rapidly and enhance the personalisation and interactivity for audiences, but they are also prone to division, manipulation and fatigue. Good practice thus needs to include technical implementation, human judgment, open application of AI and an interest in dialogue.

In a positive way, emotions can be used to help people around the world feel connected by understanding their lives. The problem is to make the AI help us do that without losing trust, fairness and humanity.

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