

Research on the Paths of Chinese Traditional Cultural Communication under the "Belt and Road Initiative" Construction

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Abstract: Culture is a platform for the building of "Belt and Road Initiative", which helps countries and regions along the "Belt and Road Initiative" actively participate in cultural exchanges and cooperation, carries forward the spirit of the silk road, promotes mutual learning among civilizations, and contributes to the building of a global system of common cultural values. This paper analyzes the world value of Chinese traditional culture, and puts forward a specific communication path for the difficulties in Chinese traditional culture communication in the construction of "Belt and Road Initiative": to construct the system of Chinese traditional cultural communication, to enhance the international recognition of traditional Chinese culture, to innovate the way of traditional Chinese cultural communication, to promote the modern development of Chinese traditional culture, a communication mode combining going out and bringing in, to construct "Belt and Road Initiative" cultural communication talent library.

1. Introduction

Today's world is in an era of diversification. With the development of regional economic integration, geopolitical factors are more prominent, local turbulence keeps cropping up, and global challenges are on the rise. The "Belt and Road Initiative" is in line with the new international situation and meets the needs of China's economic development. It is a great initiative and a public product of international cooperation. It aims to promote economic exchanges, political trust and culture among countries through the interconnection between countries along the route. The construction of the "Belt and Road Initiative" has provided a strong and inclusive development platform for countries around the world, and is of great significance for the development of China and the world. "Belt and Road Initiative" construction must adhere to the concept of peace, friendship, mutual benefit and common development, and advocate the common aspiration of the people. The final manifestation of the common aspiration of the people is cultural integration. Without cultural integration, no political and economic cooperation will be sustained. China has rich cultural resources and unique cultural customs. The "Belt and Road Initiative" construction attaches great importance to cultural and human exchanges. In the process of Chinese cultural communication, it is necessary to show the long history and splendid culture to the world, to shape the image of a responsible big country, to eliminate the concerns of the people of various countries about China's threat theory, to strengthen the cultural confidence of our people, to communicate with the outside world on an equal basis, to resolve conflicts to achieve political, economic and cultural balance, and to promote the common development and common prosperity of different civilizations, thereby contributing to the construction of a global common cultural value system.

2. Worldwide Value of Chinese Traditional Culture

In terms of its connotation and spiritual characteristics, Chinese traditional culture reflects the common aspirations of mankind, and reflects the common pursuit of a beautiful world order, nation-state and interpersonal relationships, and living conditions of people of all ethnic groups in the world, so it is easily understood and accepted by the people of the world. Chinese traditional

culture is not only the cultural treasure of the Chinese nation, but also the central axis and mainstream of traditional oriental culture, as well as the precious spiritual wealth of all mankind. Today, with the development of human history, China's contribution to the world is no longer limited to the economic field. After continuous development and interpretation, Chinese traditional culture presents new era value and world value.

(1) Chinese traditional culture is an important part of world culture and is conducive to the realization of the beautiful wish of peaceful coexistence and common development in the world. Chinese traditional culture has strong vitality, which affects both the Chinese nation and the world. The Chinese road, the Chinese model and the Chinese experience have aroused widespread concern in the world. Chinese traditional culture must "go out", respect cultural diversity, accept cultural practices of different regions and races in a spirit of acceptance, and cooperate with each other to cope with threats and challenges of global issues through mutually beneficial cooperation and mutual learning, so as to promote the common development of the world.

(2) The natural and human spirit contained in Chinese traditional culture provides wisdom for solving natural problems in today's world. Chinese traditional culture believes that the relationship between man and nature is one. Man and nature should live in harmony, and man should truly respect nature and follow the laws of nature. Only by following the laws of nature can sustainable use of natural resources be achieved. The profound values of traditional Chinese culture provide a cultural basis for solving a series of environmental protection issues in today's world. Refining the cultural essence of the relationship between people and nature can highlight the world influence of Chinese culture.

(3) The art of national communication advocated by Chinese traditional culture is the cultural cornerstone of building a new world order of peace and stability. Chinese traditional culture advocates the friendship and harmony of all mankind, laying the broadest and most solid foundation for establishing a new international political order. China has always pursued an independent foreign policy of peace. The values of interest, win-win cooperation, and peaceful coexistence are key elements in building a peaceful and stable world order. The Chinese traditional culture of friendly exchanges plays an important role in solving the problems of unilateralism, protectionism, and zero-sum thinking in the process of world integration.

(4) The value goals contained in Chinese traditional culture are in line with the aspirations of people around the world for a better life. Chinese traditional culture is full of humanistic sentiment and the spirit of continuous self-improvement of "taking the world as its own responsibility", which helps to inspire people of all countries to make continuous efforts to establish a fair and reasonable new world order. In the context of increasingly close world connections, traditional Chinese culture is conducive to promoting the construction of a community of shared future for mankind, and giving it a deep cultural heritage and lasting vitality. The vibrant vitality of the traditional Chinese culture and the vitality of the times show its influence and appeal in the world.

3. Principles of Chinese Traditional Cultural Communication under the "Belt and Road Initiative" Construction

Chinese traditional cultural communication under the "Belt and Road Initiative" construction is not only related to China's national image, but also related to whether the cooperation between the countries along the route is smooth. Therefore, in the process of Chinese cultural communication, it is very important to follow the principle of communication.

(1) National interest. National interest is the fundamental reason for the interaction between countries, and is the core content for the country to maintain and strive for in the international community. Culture plays an important role in the strategy of maintaining and striving for national interest. Sovereign independence, territorial integrity and national survival are the basic contents of national interests. The principle of the supremacy of national interests in external cultural communication should become the consciousness of external communication agencies, turning the "private concept" of the Chinese nation that reflects national interests into the "shared concept" of the international community.

(2) Cultural self-confidence. The cultural spirit and spirit contained in Chinese traditional culture are the important ideological sources to strengthen cultural self-confidence. Cultural communication should avoid cultural inferiority and cultural conservatism, firm cultural self-confidence, stick to the position of Chinese culture, inherit the gene of Chinese culture, show Chinese aesthetic style, innovate the expression of Chinese cultural elements, cultural images and cultural symbols, and fully show the good image of China to the world. This requires our Chinese people at home and abroad to work together to promote Chinese traditional culture to the world.

(3) Reflecting respect. The culture of every country deserves to be looked up to and respected. The evolution of world civilization is not a monologue of a big country, but the result of the common promotion of hundreds of different cultural types. The vast and profound Chinese culture must show the courage and style of being inclusive and generous. Chinese traditional cultural communication should respect the traditional cultures of the countries along the “Belt and Road Initiative”, insist on the simultaneous development of “going out” and “please come in”, and avoid the phenomenon of one-way strong export of Chinese culture, making it more in line with the “Community of Human Destiny” public value.

(4) Keeping up with the times. Chinese traditional culture is not static in the process of external communication. It is necessary to carry out cultural dissemination with a development perspective, to guide cultural dissemination with scientific theories, to advance with the times and innovate in the dissemination process, to radiate the lasting charm of Chinese culture, to promote political, economic and social development, and to improve the Chinese people’s attitude towards Chinese culture sense of identity and pride, thereby expanding the recognition of Chinese culture in countries around the world, and adapting Chinese culture to the cultural needs of countries along the “Belt and Road Initiative”.

4. Dilemmas of Chinese Traditional Cultural Communication under the "Belt and Road Initiative" Construction

The “Belt and Road Initiative” construction advocates cultural advancement and believes that understanding each other’s culture is a prerequisite for smooth communication. However, due to the fact that China’s overall strategy for cultural external communication has not been established for a long time and the path concept is not mature enough, there are still many difficulties in the traditional cultural external communication, which are prominently manifested in the following four aspects:

(1) The international community has misread Chinese traditional culture and lacks a deep understanding of its connotation and value. Chinese and westerners differ in their world views and values, as well as their lifestyles and eating habits. However, westerners treat this difference with a different perspective, deepening the misunderstanding of both sides and hindering communication. Economic strength has made westerners habitually have a strong sense of cultural superiority, and has gradually become accustomed to the “western-centered” ideological and behavioral model. Cultural misreading has exacerbated the vicious development of bilateral relations.

(2) There are conflicts in values, and it is difficult to achieve harmony and unity in terms of value fit. Most of the countries along the “Belt and Road Initiative” are affected by a strong religious atmosphere. The values of “idealism” and the respect and worship of the gods have an important impact on culture, and they will inevitably set obstacles to the traditional Chinese cultural communication. Most of the countries along the route are in the critical period of economic transformation. Due to serious problems such as energy shortages and environmental degradation, coupled with some historical issues, these countries have created resistance to foreign cultures.

(3) Traditional Chinese culture has been unilaterally “symbolized” in international cognition, limiting cultural communication channels. Most of the foreign cognitions of traditional Chinese culture are limited to Chinese kung fu, acrobatics, Peking opera and cuisine, or to gain a simple understanding through some simple performances or pictures. However, these are only a small part of traditional Chinese culture and cannot completely replace cultural elements with profound

connotations. Repeated performance and display of the same cultural type for a long time are prone to aesthetic fatigue.

(4) Cultural products are limited and there are not many cultural products that can be widely accepted by countries along the route. Only by absorbing the essence of Chinese traditional culture and creating cultural products with Chinese characteristics can they truly represent the Chinese traditional cultural communication and lead the development of domestic culture. In the process of spreading Chinese traditional culture to the outside world, it has not undergone targeted and meticulous processing; prior to the communication of cultural products, scientific market research has not been conducted. Therefore, cultural products cannot meet the needs of foreign markets, and there is a lack of truly influential cultural products.

5. Paths of Chinese Traditional Cultural Communication under the "Belt and Road Initiative" Construction

Chinese traditional cultural communication under the "Belt and Road Initiative" construction must rely on national policy support and the layout of government agencies. It requires deep thinking at the macro level as well as reasonable operation and scientific arrangements at the practical level. It is necessary to draw on the relevant experience of cultural communication and combine the characteristics of traditional Chinese culture to propose an innovative path, to promote the traditional Chinese cultural communication based on the innovative path, to promote the traditional Chinese cultural innovation in the process of dissemination, and to achieve a virtuous circle.

(1) To construct the system of Chinese traditional cultural communication. The establishment of a cultural communication system is conducive to mutual understanding and coordinated development in different regions, provides a peaceful and stable development environment for the international community, promotes trade exchanges between relevant countries along the "Belt and Road Initiative", and makes the countries in the region closer. At present, the cultural communication systems of the countries along the "Belt and Road Initiative" have a wide range of audiences, and a scattered and independent cultural concept. The "Belt and Road Initiative" construction provides new opportunities for building a Chinese cultural communication system. It is necessary to make full use of various positive factors, consider the complex situation of many countries along the "Belt and Road Initiative", find cultural positioning, enrich cultural content, enrich the media, and create Good social and cultural environment.

(2) To enhance the international recognition of traditional Chinese culture. On the basis of maintaining the uniqueness of Chinese traditional culture, it is necessary to find out the concepts and norms that are relatively consistent with other countries and nations. By targeting the target groups, the targeted cultural communication forms and contents can be put forward to enhance the international recognition of Chinese traditional culture. In terms of cultural content, based on the characteristics of Chinese traditional culture, the international cultural interpretation is used to enhance the sense of resonance and enhance the international recognition; in the time dimension, Chinese traditional culture must be based on the background of the times, reflect the characteristics of the times, and integrate with international culture in keeping with the times. Since the reform and opening up, great changes have taken place in China. It is necessary for people all over the world to re-understand and know China and show its good image.

(3) To innovate the way of traditional Chinese cultural communication. Innovation is the fundamental driving force of development. Chinese traditional culture is frequently displayed on the international stage, so it is necessary to innovate the way of cultural communication. In the era of digital technology to promote the development of image, the traditional way of cultural communication obviously can not meet the needs of the development of the times. Through flexible use of the Internet platform, combined with traditional media such as TV, radio and newspapers, more diverse communication modes can be developed. It is necessary to create a three-dimensional communication channel to show the contents of Chinese traditional culture that are not understood by the international community and highlight the diversity and richness of Chinese traditional

culture. It is also necessary to use cultural websites and forums to open up interactive discussion boards, regularly hold interesting competitions with Chinese traditional culture as the theme, and attract people to actively participate in cultural communication.

(4) To promote the modern development of Chinese traditional culture. The modern development of Chinese traditional culture must be based on the times. With the continuous development of China's economy, it is necessary to draw spiritual strength from the wisdom of Chinese traditional culture, find out the content in line with the times and practical development, and provide value guidance for economic development. It is necessary to develop and innovate selectively on the basis of inheritance, summarize the experience of cultural exchange between China and foreign countries in the period of democratic revolution, socialist construction and reform and opening up, adhere to the principles of equality, respect and friendship, and respect cultural diversity. The traditional "closed door" state can not be modernized. It is necessary to strengthen the exchange and reference of Chinese and foreign cultures, promote the better integration of Chinese and foreign cultures, and achieve innovative development in the integration.

(5) A communication mode combining going out and bringing in. As a culture in the field of ideology, it has its own characteristics in the process of communication, that is, interaction and two-way interaction. When the ancient Chinese culture goes to the countries along the Silk Road, the culture of these countries returns to China almost at the same time. For example, Indian culture, two river culture, Roman culture and Egyptian culture all came to China through the Silk Road. Under the general trend of democracy, openness, pluralism and sharing in the international situation, any kind of cultural communication is no longer a one-way output process. It is necessary to break the one-way communication mode that simply emphasizes "I-oriented", strengthen two-way interaction, and realize the cultural exchange pattern of "sharing and win-win" on the basis of understanding and respect.

(6) To construct "Belt and Road Initiative" cultural communication talent library. With the advent of information technology and globalization, think tank, as an important cultural carrier, has become an important part of national cultural strategy. To communicate traditional Chinese culture under the complex situation of various contradictions and conflicts along the "Belt and Road Initiative", we need high-quality talents, build an international think tank, and provide intellectual support for the communication of Chinese traditional culture along the "Belt and Road Initiative". The first is to attach importance to the talent pool of think tanks and increase the development of civilian think tanks. Scholars and experts who are proficient in Chinese and Western cultures are required to make Chinese traditional culture innovate and develop while spreading. The second point is to promote the construction of international talent think tanks and strengthen international exchanges and cooperation. It is necessary to establish daily cooperative relations and ideological dialogue mechanisms with overseas think tanks to gain public discourse power and influence in peer-to-peer exchanges.

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