

# Analysis on the Expansion of International Communication Channels of Chinese Excellent Traditional Culture

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**Abstract:** As the most profound cultural strength during Chinese 5000-year history, Chinese excellent culture has become one of the most prominent advantages in the development of the Chinese nation. With China's growing cultural influence in the world, the international communication of Chinese excellent traditional culture also highlights China's comprehensive strength to a certain extent. Therefore, how to expand the international communication channels of Chinese excellent traditional culture and ensure the effectiveness of cultural international communication has become one of the important research objectives in the field of China's international communication. We must find the foothold, innovate the international communication mode of traditional culture, deepen the cooperation between major media and production companies at home and abroad, and make use of it to realize the wide dissemination of Chinese excellent traditional culture.

## 1. Introduction

The culture of a country is a "soft power" with far-reaching influence and a significant standard to measure the cultural influence and economic strength in the country. Nowadays, China has become one of the most advanced economies in the world, but cultural soft power in China does not match the development of economic level, and there are some differences. China has a history of more than 5000 years, and excellent traditional culture has always been a prominent advantage in Chinese development. We should give full play to the role of this profound cultural soft power. The role of cultural soft power mainly comes from its communication process. Only its wide dissemination can play a strong force.

## 2. Overview of the Excellent Traditional Culture of the Chinese Nation

### 2.1 History

Chinese culture can be divided into ancient and modern, traditional and innovative. The excellent traditional culture of the Chinese nation contains many ideas, methods and decisions that have spread and still play a role in our life, having a great impact on our life. The historical origin of the excellent traditional culture of the Chinese nation can be traced back to thousands of years ago. After a long development, it is a factor closely related to the political and economic development of human society<sup>[1]</sup>. Now we can feel the past cultural core and future cultural development trend from the legacy of Chinese traditional culture. As a significant cultural main line of Chinese development, Chinese traditional excellent culture has a far-reaching impact on China's past and future development.

### 2.2 Content

In the thousands of years of the development of traditional culture in China, a lot of essence culture and dross culture have been produced. These different types of culture need to be discussed by us. But while discussing the course of cultural change, we must also realize the importance of excellent traditional culture in promoting the progress of Chinese culture. Traditional culture is the

carrier of history. If the thickness of history is lost in the cultural heritage, it will inevitably lead to people's inability to have an understanding of cultural works, and people will also lose their inheritance of history. Therefore, we must properly inherit the excellent traditional culture that stands out after elimination and screening in the long river of history, so as to avoid the fault phenomenon of the excellent traditional culture of the Chinese nation.

### **3. Significance of Strengthening the International Communication of Chinese Excellent Traditional Culture**

Strengthening the international communication of Chinese excellent traditional culture is not only an inevitable requirement to enhance China's foreign influence, but also an inevitable requirement to promote the further development of human civilization. Today, China has gradually entered a new era of the development of socialism with Chinese characteristics. Therefore, China has shown vigorous vitality in various fields such as economy, politics and culture, and is gradually tending to blend all over the world<sup>[2]</sup>. With the continuous improvement of comprehensive national strength in China, the international influence of Chinese traditional culture has gradually increased, which has also helped China establish a big country image with rich historical and cultural heritage all over the world. As general secretary Xi Jinping once said, "Displaying China's image is one of our important mission tasks. We must strengthen the international communication ability of our culture, persist in implementing the concept of peace and win-win development, so that other countries can understand China in an all-round and multi-angle way." Meanwhile, China's pursuit of national spirit also has a profound cultural accumulation, which not only contains the spiritual foundation of the Chinese nation for thousands of years, but also inherits the unique cultural charm from ancient times to the present. Only by inheriting and carrying forward this cultural concept and promoting the dissemination of Chinese excellent traditional culture abroad can China continuously improve its international status<sup>[3]</sup>, better convey China's ideas to the world. Chinese culture has a long history, which not only gives our nation a strong spiritual support, but also becomes an important driving force for China's long-term development and survival. Since thousands of years of development, the great cohesion formed by Chinese excellent traditional culture has a far-reaching impact on the Chinese nation, but also makes China glow with a steady stream of vitality in the process of world development. With the development of society, great changes are taking place in the world, followed by the integration and confrontation in many fields such as ideology, politics, economy and culture. The wonderful competition of national strength will also play on the world stage. For China, on the premise of the steaming day of economic and political development, how to realize the development and dissemination of cultural elements will be the key to enhance Chinese comprehensive national strength. Therefore, according to the needs of the times, we must strengthen the international communication of Chinese excellent traditional culture, broaden the international communication channels, and further promote China's integration in the world culture. The world is diverse, and cultural exchanges are therefore complex. If all countries in the world are in a homogeneous state, it is not necessary to carry out foreign exchanges. However, it is precisely because of the diversity of the world that China must export culture according to the development needs, so as to realize mutual knowledge, exchange and learning among countries and choose the good and follow it, and change the bad<sup>[4]</sup>, promote the further development of China's ideological and cultural field.

### **4. Countermeasures for Expanding the International Communication Channels of Chinese Excellent Traditional Culture**

#### **4.1 Identify the Focus of International Communication of Traditional Culture**

We must pay close attention to the ways of international communication of Chinese excellent traditional culture. We can't blindly carry out international communication without a target. We must find the focus of international communication and fully show the value of Chinese excellent

traditional culture to the world, so as to further improve China's cultural image and enhance China's comprehensive national strength. Today, China has occupied an important place on the world stage. There are many discussions and concerns about China internationally. There are also many different voices that stigmatize China in a large number of cheers. Therefore, in order to improve China's international image, we must focus on clarifying doubts and strengthening trust in the process of international dissemination of traditional culture. First of all, China's thousands of years of historical and cultural accumulation and modern development concept determine that China is a country that values peace and will not be dictatorship and hegemony. This is mainly due to the concept of benevolent love and constant love embodied in the way of Lao zi and Zhuang zi, which is still spread in China today. It is precisely because of Chinese historical and cultural heritage that China has gradually developed into one of the world's top powers. After that, China still adheres to the development concept of helping weak and small countries without external expansion, and realizes peaceful development. It is also because of this that The Belt and Road Initiative is developing jointly with the countries along the route. In addition, the excellent Chinese traditional culture is not the culture of a single nation, but the common development and cultural connection of 56 ethnic groups in China, which contains the concept of harmonious development of all ethnic groups, while some concepts such as national self-determination in western countries are not feasible in China. For example, when the problem of violence and terrorism occurred in an autonomous region of China, the international community launched extensive discussion on this issue. However, this monopoly of Western discourse is not conducive to China's international image. Therefore, China must maintain its cultural image from a long-term perspective<sup>[5]</sup>, establish a perfect news reporting system, and avoid the phenomenon of hard communication of news problems.

#### **4.2 Innovate the International Communication Mode of Traditional Culture**

For the inheritance and dissemination of China's excellent traditional culture, in addition to grasping the accurate focus, we must also strengthen the innovation of communication channels, so as to obtain more ideal communication results. First of all, we must innovate the international communication mode of traditional culture. Compared with some developed countries, China still has the problem of too rigid form in the international communication of culture, which also leads to the buried of many excellent traditional cultures in China and the inability to realize the international communication with low investment and high efficiency. Taking the United States, Japan and other developed countries as an example, in the process of foreign communication of local culture, these countries did not limit their goals to the forms of performances and exhibitions, but adopted the forms of making film and television works and game derivatives, realizing more diversified cultural communication. Secondly, in addition to film and television animation games and other works, new media technology is also the main direction of the international communication of Chinese excellent traditional culture. Using the international media software widely used by the people today can realize the extensive international output of traditional culture. Thirdly, we must pay attention to the role of overseas social platforms. We can use international social media to strengthen the export of Chinese excellent traditional culture. For example, the Facebook account with panda as the theme established by CCTV, whose main fan audience is foreign people, can integrate Chinese excellent traditional culture into new media content products such as short videos and blogs, achieve the subtle cultural communication. Finally, we can also support some non-governmental traditional culture international communication accounts, such as Li Ziqi, a video author with tens of millions of fans on YouTube<sup>[6]</sup>, who can be called an excellent creator of spreading Chinese traditional culture. Her published works are deeply loved by fans at home and abroad, and are also a typical case of the international communication of Chinese excellent traditional culture.

#### **5. Conclusion**

In short, China has a very long history and civilization. These excellent traditional cultures are a

significant advantage for China to develop in the world and improve its international status. Broadening the international communication channels of excellent traditional culture can really let Chinese cultural heritage pass down and go out.

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