

Study on the Cross-cultural Communication Path of Chinese Excellent Traditional Culture under the Background of the Belt and Road

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Abstract. This paper mainly discusses the content of Chinese excellent traditional culture and the advantages of Chinese excellent traditional culture dissemination under the background of "One Belt, One Road", and on this basis, according to the background of "One Belt, One Road", it puts forward the cross-cultural dissemination path of Chinese excellent traditional culture, so as to promote the dissemination of China's excellent culture and enhance China's international influence. On this basis, the cross-cultural communication of Chinese excellent traditional culture is proposed in the context of the Belt and Road, so as to promote the dissemination of Chinese excellent culture, improve the soft power of China's culture, enhance China's international influence, and promote the continuous development of the Belt and Road cause.

Keywords: The Belt and Road; Excellent Traditional Culture; Dissemination.

1. Introduction:

The culture of the Chinese nation has deep historical roots and takes many different forms. In order to enhance exchanges and cooperation with the countries of the Belt and Road Initiative, it is important to promote China's culture to go global, enhance our international influence, deepen our friendship with other countries, and increase the sense of identity of the people of other countries with our culture, thereby promoting harmonious development.

2. Content Classification of the Dissemination of Chinese Excellent Traditional Culture in the Context of "One Belt, One Road"

(1) Dissemination of excellent traditional Chinese material culture

China's outstanding traditional material culture is countless, which to a certain extent represents the practical and artistic characteristics of China's outstanding culture, in the context of the "One Belt, One Road", China's outstanding traditional material culture to the world stage. China's excellent traditional material culture, including food culture, painting and calligraphy, writing, architecture, etc., to promote the eight cuisines, tea, porcelain, ink and landscape painting, traditional calligraphy, garden landscaping and other traditional culture can enhance the goodwill of people from different countries to our country to enhance communication and understanding between the two sides. Utilizing the elements of excellent traditional material culture and telling a good Chinese story can shape the image of tolerance and enhance the sense of identity of the people of the countries along the Belt and Road with our culture [1].

(2) Dissemination of outstanding traditional Chinese intangible culture

China's outstanding traditional intangible culture is rich in content and profound in depth, and is the spiritual pillar of the Chinese people. Taking the excellent traditional intangible culture as the core, and using folklore, drama, traditional Chinese medicine, humanism and other cultural forms, we can guide the people of the countries along the Belt and Road to understand China's traditional culture, gain a deeper understanding of the spirit of the community of human destiny, and agree with the concept of common development, so as to increase the support of the people of all countries for the Belt and Road Initiative. The support for the the Belt and Road Initiative will be increased.[2].

3. Opportunities and Advantages of the Dissemination of Chinese Excellent Traditional Culture in the Context of the Belt and Road

(1) Policy support

In the context of the Belt and Road Initiative, policy support is a key impetus for promoting the dissemination of outstanding traditional Chinese culture. The government has formulated a series of cooperation and exchange measures, such as the Ministry of Culture's the Belt and Road Cultural Development Action Plan (2016-2020), to promote diversified cooperation and exchange activities among countries, so as to enhance the technical depth of the dissemination of Chinese excellent traditional culture, and help it better adapt to and integrate into the global trend. Meanwhile, in the context of the Belt and Road Initiative, the government encourages enterprises to work closely with organizations in various countries, breaks down policy barriers to cross-regional cooperation, provides a more convenient environment for the dissemination of Chinese excellent traditional culture, and promotes exchanges and interactions in different fields among the countries of the Belt and Road Initiative, and contributes to the development of Chinese excellent traditional culture in the world. It promotes exchanges and interactions between different fields among the countries of the the Belt and Road initiative, and injects richer connotations into Chinese excellent traditional culture, making it more multi-dimensional in its dissemination effect. In addition, the government's increased investment in infrastructure construction in the neighboring countries of the Belt and Road Initiative can improve the coverage and speed of the dissemination of Chinese excellent traditional culture, create a wider dissemination channel for Chinese excellent traditional culture, and make it more easily accessible to the people of other countries under the background of the Belt and Road Initiative. The investment in infrastructure construction in neighboring countries of the the Belt and Road can improve the coverage and speed of the dissemination of Chinese excellent traditional culture, create wider dissemination channels for Chinese excellent traditional culture, and enable people from all over the world to more easily access and understand Chinese excellent traditional culture in the context of the the Belt and Road [3] .

(2) Modal changes

In the context of the digital era, the application of video, audio, graphics and other forms of multimedia combination, so that the excellent traditional Chinese culture is more vivid, infectious, so as to improve the effectiveness of the dissemination of diversified forms of expression can better cater to the aesthetic and receptive capacity of different audiences, so that the excellent traditional Chinese culture in a more intuitive and profound way deep into the hearts and minds of the people of all countries. At the same time, the deepening of the "One Belt, One Road" cooperation provides a precise way to deliver information for the dissemination of Chinese excellent traditional culture, which makes Chinese excellent traditional culture more attractive and affinity, and improves the pertinence and precision of the dissemination of Chinese excellent traditional culture. In addition, in the context of the Belt and Road, the social media with the theme of the Belt and Road, Xinhua News Agency's the Belt and Road channel has innovatively launched the "VR Panorama Silk Road". VR Panorama Silk Road" is a powerful booster for the dissemination of Chinese outstanding traditional culture, which can expand the breadth and depth of the dissemination of Chinese outstanding traditional culture by diversified media methods, publicize the way of life of "beauty and commonwealth" and the beautiful ideal of "commonwealth of the world", as well as the good ideals of "the world's commonwealth" and "the world's commonwealth". It can expand the breadth and depth of the dissemination of Chinese excellent traditional culture through diversified media methods, publicize the way of life of "beauty and commonality" and the beautiful ideal of "commonwealth of the world", so that China's excellent traditional culture is no longer limited by time and space, but can be spread rapidly to the world to increase the influence of Chinese excellent traditional culture and enhance the exchange and recognition of the people of various countries.

(3) Sharing of resources

In the context of the the Belt and Road, the dissemination method of Chinese excellent traditional culture can get rid of the limitations of the traditional form, and the cooperation between the governments, enterprises, cultural institutions and other kinds of institutions of the countries of the the Belt and Road initiative has gradually deepened, through the signing of free trade agreements, By signing free trade agreements, improving infrastructure, establishing Confucius Institutes and so on, we jointly build the culture of the Belt and Road, thus expanding the content area of Chinese excellent traditional culture, making our cultural forms more colorful and diversified, and deepening the connotation of our excellent traditional culture. At the same time, cultural exchange activities and the attention of people from different countries are also spreading the Chinese excellent traditional culture, injecting more personalized and international elements into the Chinese excellent traditional culture, making it more attractive and vitality [4] .

4. Basic Principles for the Dissemination of Chinese Excellent Traditional Culture under the Belt and Road Initiative

(1) Building a community of human destiny as a starting point

At present, the world is undergoing an accelerated restructuring, with an increasing number of peace-oriented cooperative development activities, but at the same time, localized wars and terrorism still exist, and factors affecting world peace and human development remain. With development as the keynote, we should advocate the building of a community of human destiny, and promote the formation of international relations based on mutual respect, fairness and justice, and win-win cooperation, which is the basic plan for China to respond to the trend of the times and positively cope with the adjustments in development. Under the the Belt and Road initiative, the concept of the community of human destiny should be actively practiced to ensure the dissemination of the excellent traditional Chinese culture in the world, and convey the concepts and expectations of the Chinese people to all countries, reflecting the pattern of a great power that shares the fruits of development with the world's people, so as to lay the foundation for the dissemination of the excellent traditional Chinese culture, and to make the the Belt and Road an important part of China's development strategy. "One Belt, One Road" as an international stage for publicizing the community of human destiny, providing an efficient path for publicizing Chinese excellent traditional culture [5] .

(2) Respect for differences and the awakening of common cultural factors as a basic approach

"The living environments and cultural traditions of the peoples of the countries of the Belt and Road Initiative are unique and distinctive, and there is no distinction between the advantages and disadvantages of different cultures, which are the wealth of human history. In the context of "One Belt, One Road", due to cultural differences, it is difficult to establish a consensus among people of different countries in the process of communication and cooperation. Therefore, cultural differences should be treated with an open and reserved mindset, tolerant to learn from each other, so as to lay a good foundation for the dissemination of the excellent traditional Chinese culture and to promote the exchanges and development of civilizations of different countries. At the same time, the dissemination of Chinese excellent traditional culture should make full use of the common cultural factors, so as to better trigger the emotional resonance of people from different countries. For example, taking common cultural factors such as Buddhist culture and Silk Road culture as the starting point, publicizing China's eclectic and harmonious culture can reduce the obstacles to communication among people from different countries, promote cultural exchanges, improve the sense of identity of people from different countries towards our culture, and increase the degree of friendliness towards our country.

(3) Pragmatic cooperation for mutual benefit as a fundamental objective

The purpose of the the Belt and Road cooperation is to drive the initiative countries to realize economic development, through strengthening the participation of all parties, sharing the fruits of

development, and promoting the cooperation and development of the countries along the route. As of the end of 2020, China's overseas economic and trade cooperation zones have invested a cumulative total of 309.4 billion yuan, and created 373,000 jobs for the local community. Therefore, in the context of the the Belt and Road, to promote the dissemination of Chinese culture, we should strengthen cultural exchanges among all parties, take culture as the keynote, and promote practical cooperation among all parties, so as to promote mutual benefit and win-win situation among all parties, and promote economic development and national prosperity, reflecting our country's great power demeanor, and establishing a good international image. To this end, we should speed up the cultivation of composite talents, stimulate students' national sentiment, cultivate composite linguistic talents with international vision and professional culture, so as to better serve the development strategy of "One Belt, One Road", let them be the spokespersons of China's excellent traditional culture, promote China's excellent culture, and provide solid intellectual support for the wide dissemination of China's excellent traditional culture. Solid intellectual support for the wide dissemination of Chinese excellent traditional culture [6].

(4) Ensuring the construction of the international discourse on the Belt and Road

Since the launch of the the Belt and Road cooperation plan, the Western media have constantly questioned our motives and demonized our image, affecting the process of spreading the excellent traditional Chinese culture. Therefore, we should accelerate the construction of the international discourse of the Belt and Road, effectively fulfill the the Belt and Road initiative, consolidate the development results of the Belt and Road, promote the development of peace and openness, mutual tolerance, mutual benefit and win-win cultural logic, and truly promote the development of traditional Chinese culture. It will promote the development of a peaceful, open, mutually tolerant and win-win cultural logic, truly demonstrate China's image as a friendly great power, and enhance China's right to speak in world diplomacy. When publicizing the excellent traditional Chinese culture, it is important to use the construction of the the Belt and Road as an opportunity to win the recognition of the international people, improve the cultural confidence of our people, enhance the cultural influence of our country in all aspects, and shape the international image of our country, in order to effectively promote the development of the the Belt and Road [7] .

5. The Path of Chinese Excellent Traditional Culture Dissemination under the the Belt and Road Initiative

(1) Reform of the cultural system as an intrinsic motivation

In the process of promoting the widespread dissemination of outstanding traditional Chinese culture, political support and guarantee should be strengthened. The government should provide policy support, develop the cultural industry, and carry out accurate publicity to build a matrix for the dissemination of excellent traditional Chinese culture, so as to provide a fundamental impetus for the dissemination of excellent traditional Chinese culture. Government departments should formulate policies for the dissemination and promotion of excellent traditional culture, and improve the legal support for the dissemination of excellent traditional Chinese culture to ensure the legitimacy of the dissemination of excellent traditional culture. In addition, the government should provide funding, incentives, tax incentives and other support measures to stimulate enterprises and cultural institutions to participate in the dissemination and promotion of Chinese traditional culture. Enterprises should be able to fully understand the market demand, utilize the excellent traditional cultural resources, produce excellent cultural products, increase the added value of cultural products, and demonstrate the Chinese wisdom and spirit contained therein. At the same time, the government should actively guide the media to disseminate and promote the excellent traditional Chinese culture, take the responsibility of the dissemination of the excellent traditional Chinese culture, and make use of various forms such as literary works, exhibitions, TV programs, film and television works, and online platforms, so that the excellent traditional Chinese culture can be accepted and recognized by the people of other countries. As the initiator of "One Belt, One Road", China should actively build an

international cultural exchange platform, hold thematic activities, organize cultural lectures, and create a good atmosphere for cultural dissemination, so that more people can participate in the dissemination of Chinese excellent traditional culture, and enhance the sense of identity of the international people towards our country's optimal traditional culture.

(2) Based on innovative communication models

In the process of spreading Chinese outstanding traditional culture, digging up cultural connotations and innovating ways of expression are the keys to promoting Chinese outstanding traditional culture to the international stage. On the one hand, media departments should adopt more vivid and interesting narrative methods and produce TV programs with rich characteristics, for example, creating excellent TV programs such as "If National Treasures Could Talk", "Chinese Poetry Conference", "China in the Canon", etc., to publicize the excellent traditional Chinese culture, arouse the interest of people from all over the world, and enhance the sense of identity of people from all over the world towards China's optimized traditional culture. On the other hand, the media platform should actively introduce modern technical means such as virtual reality and interactive experience, and apply cell phone APP and other forms to enable people from all over the world to learn about the excellent traditional Chinese culture at any time and any place, so as to promote the wide dissemination of the excellent traditional Chinese culture, improve the output capacity of our culture and enhance our international influence. In addition, we should promote the development of cultural industry, create more products with cultural value by utilizing literary works, film and television works, handicrafts, etc., and actively seek cultural points of convergence, so as to organically integrate the excellent traditional Chinese culture with the different cultures and folklore of the countries of the Belt and Road Initiative, thus making it more affinityable and increasing the acceptance of the audience. Acceptance of the audience will be increased.

(3) Constructing a flexible and efficient humanistic exchange system as the main body

In the dissemination of Chinese excellent traditional culture, focus on the characteristics of the audience and build a flexible and efficient humanistic communication system to improve the effect of Chinese excellent traditional culture dissemination. According to the cultural backgrounds of different audience groups in the countries of the Belt and Road Initiative, we should understand the regional cultures and language characteristics of the audience, and carry out differentiated communication according to the differences of the audience groups, so as to better arouse the resonance of the audience. For example, for the elderly, promote Chinese medicine and martial arts culture to help them strengthen their bodies; for the youth, promote Chinese calligraphy and Chinese character culture to expand their horizons and help them establish a tolerant and coexisting cultural outlook. At the same time, we promote the excellent traditional Chinese culture through Confucius Institutes, university exchanges and other forms of exchange, as well as official exchange activities such as the the Belt and Road international forums, summits and expositions. For example, colleges and universities carry out international exchange programs and accept international exchange students, integrating Chinese excellent traditional culture into subject education, so that students can understand and experience Chinese excellent traditional culture more comprehensively. In addition, through interactive activities, online and offline combination of ways to guide the people of various countries to participate in the dissemination of Chinese excellent traditional culture, to drive more people to identify with the Chinese excellent traditional culture, love the Chinese traditional culture. In addition, to explore the cultural value of the the Belt and Road, promote the Silk Road tourism, so that people from various countries can directly experience our cultural customs, in the process of traveling, feel the local conditions, make traditional handicrafts, enjoy the food and appreciate the cultural monuments, so as to improve the sense of identity of our country, enhance the exchange of emotions, so as to enhance China's international image. international image.

6. Conclusion

In conclusion, under the background of the Belt and Road, in order to better disseminate the excellent traditional Chinese culture, so that people from all over the world can agree with our country's development concepts, and to promote the continuous development of the the Belt and Road cause, and to achieve gratifying results, and to truly realize the sharing of development fruits In order to build up the image of China as a great power, it is necessary to innovate at the levels of law, industry, as well as the form and content of communication, so as to ensure the cross-cultural dissemination of Chinese traditional culture in the context of the the Belt and Road.

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