

Challenges and Strategies in the International Communication of Chinese Excellent Traditional Culture

Gao Yuge

College of Tourism and Service Management, Nankai University, Tianjin, China
abcdegyg@163.com

Abstract: Strengthening the construction of international communication of Chinese outstanding traditional culture is conducive to enhancing the influence of Chinese culture, strengthening China's comprehensive national strength and promoting exchanges and mutual understanding among world civilizations. However, the current dissemination of Chinese excellent traditional culture still faces difficulties and challenges, mainly due to the single subject of the discourse system, the fixed and single mode of dissemination, and the difficulty of narrating in different contexts. This requires us to transform the main body - the synergy of multiple subjects, to transform the way - the narrative to see the big in the small, and to transform the content - the commonality triggers the empathy.

Keywords: International Communication; Chinese Excellent Traditional Culture; Cultural exchange

1. Introduction

The excellent traditional Chinese culture unites the wisdom of the Chinese civilization, embodying China's unique characteristics and indomitable spirits, providing an indispensable pillar for the Chinese nation to move forward through storms and difficulties. Nowadays, countries around the world are becoming more and more closely connected, and cultural exchanges and integration among different countries and peoples are constantly taking place.

2. The Value of the International Communication of Chinese Excellent Traditional Culture

2.1. Enhancing the influence of Chinese culture

Culture is the spiritual temple of a country and nation, highlighting values, moral standards, styles of thought and behavioral characteristics. Chinese civilization is the only one of the four ancient civilizations - Ancient Babylon, Ancient Egypt, Ancient India and China - that has never been interrupted. The Chinese people, in their long-term production and living practices, have cultivated and nurtured the excellent traditional Chinese culture, which has provided profound spiritual nourishment for the reproduction and growth of the Chinese nation^[1]. However, the international audience's understanding of Chinese culture is still limited and incomplete, and there is still a long way to go in the international dissemination of China's excellent traditional culture. For example, foreign audiences may only know that Chinese is the language used in China, but they may not know anything about the beautiful oracle bone inscriptions. When it comes to Regular Script, Cursive Script, and Official Script there is a good chance that you don't even know that these are also part of the history of the Chinese language. There is an urgent need to demonstrate the charm of Chinese characters to foreign audiences through official or private channels, with interesting and vivid stories and images. For example, the term "Great Wall" is known to almost all foreigners, but when it comes to Meng Jiangnu's weeping at the Great Wall, many foreigners do not know, and when it comes to when the Great Wall was constructed, by which dynasty the construction was probably completed, and how it has played a role in modern times, not many foreign audiences know.

Since ancient times, China has been in the habit of spreading its outstanding traditional culture to the world. Zhang Qian's mission to the Western Regions in the Han Dynasty opened up a channel for east-west transportation; in the Tang Dynasty, Jianzhen traveled east to Japan to spread Buddhist culture; and in the Ming Dynasty, Zheng He made seven trips to the West, which strengthened China's

exchanges with the world^[2]... Today, the pace of international dissemination of Chinese outstanding traditional culture never stops either. At the Beijing Winter Olympics, the opening ceremony condensed the ancient wisdom of the "24 Solar Terms" countdown. The "Yellow River" was transformed into the "Five Rings of Ice and Snow". The "Farewell Willow" of the closing ceremony conveyed love and farewell, and the twelve Chinese Zodiac skates on the ice and the children carrying lanterns to haunt the Lantern Festival exuded a festive atmosphere. China, as an ancient oriental country full of wisdom, has shown the world the charm of the excellent traditional Chinese culture and how these excellent traditional cultures complement ice and snow sports with outstanding wisdom. These means and methods of dissemination have effectively enhanced the attractiveness of Chinese outstanding traditional culture to international audiences and promoted Chinese outstanding traditional culture to the world.

2.2. Enhancing China's comprehensive national power

A country's comprehensive national power has two aspects: "hard power" and "soft power". "Hard power" is based on military strength, and "soft power" is based on culture and ideology. Today's era is an information age. A country's soft power is especially important, as it allows other countries to think in a similar way to themselves, resulting in more cultural resonance. A country's "soft power" is closely related to its intangible resources, of which the excellent traditional Chinese culture is an important part. However, over the past 40 years since the reform and opening up, the strength, breadth and popularity of the Chinese excellent traditional culture's foreign dissemination is still far from enough. Strengthening the international dissemination and construction of the Chinese excellent traditional culture is an important way to enhance China's comprehensive national strength and the international influence of Chinese discourse.

In 2013, the General Secretary put forward the initiative of building the Silk Road Economic Belt and the 21st Century Maritime Silk Road^[3]. The Land Silk Road originated in the Han Dynasty and the Maritime Silk Road flourished in the Song Dynasty. The two Silk Roads have greatly promoted China's foreign trade throughout history, making China the center of the world's economy, trade and culture. The Silk Road plan for the new era not only inherits the tradition of the Silk Road, but also gives the Silk Road a new connotation. It is not only about economic trade, but also about culture. Such a "Belt and Road" concept is recognized and supported by many countries around the world. This is a vivid example of the creative transformation and innovative development of China's outstanding traditional culture in the "Silk Road Spirit" and the enhancement of China's comprehensive national strength.

2.3. Promoting exchanges and mutual understanding among world civilizations

With the deepening of civilization exchanges and mutual understanding in the international community, the artistic works of Chinese excellent traditional culture have been constantly going out of the country and spreading to all over the world. For example, renowned cultural scholar Bai Xianyong, together with a number of artists, adapted and created a youth version of Ming Dynasty playwright Tang Xianzu's masterpiece, "The Peony Pavilion". Although Chinese culture is much different from foreign cultures, the human nature is similar, and the wonderful content of the play has touched people all over the world. Although Chinese culture is much different from foreign cultures, human nature is similar. The content of this wonderful drama has touched people all over the world, and has become an excellent case of international dissemination of excellent traditional Chinese culture.

When it comes to diplomacy, most people think of traditional diplomacy, but in reality, cultural diplomacy has had a much more profound and lasting impact on the international community. If we can find the cultural commonalities between the two countries, it will be easier for the two countries to understand each other, and they will be more capable of putting themselves in each other's shoes, analyzing each other's thinking and logic, and understanding the reasons for each other's decisions and the logic of each other's thinking in solving a problem, so that they will not make unfounded accusations due to misunderstanding, and will not even take measures to sanction and fight against the other country, which would lead to deterioration of the relationship between the two countries and, in a worse case, to a war, which would ultimately cause suffering and mental destruction to the people of the two countries. More than four hundred years ago, China and Britain lost one of their own cultural heavyweights at the same time, Tang Xianzu of the Ming Dynasty and Shakespeare of Britain, who, as dramatists, one wrote The Peony Pavilion and the other Romeo and Juliet. During the visit to the United Kingdom in 2015, the General Secretary proposed that "China and the United Kingdom jointly commemorate the 400th anniversary of the deaths of Tang Xianzu and Shatoubia", which not only

promotes the two countries' respect for the two cultural masters but also brings China and the United Kingdom closer together.

3. The Challenges in the International Communication of Chinese Excellent Traditional Culture

3.1. A single subject in the discourse system

With the rapid rise and application of social media, on the one hand, people's information acquisition, reading habits and ways of thinking have gradually changed^[4]. People's access to information has shifted from newspapers and television to the Internet. People with a cell phone can know everything about the world. You can see what others think about any event or person, and you can participate in the comments and discussions with others. The whole process of dissemination is rich in content, but it is becoming faster and easier. On the other hand, due to the fact that everyone has a microphone, a number of network head anchors and opinion leaders have emerged on the Internet. They have no official authority, and the views they express are not always objective and accurate, yet they are more likely to be recognized and supported by their audiences. Accordingly, traditional media do not have the advantages and characteristics of new media. Limited by the characteristics of communication channels and communication methods, the communication effect of traditional media is greatly reduced.

However, at present, in the process of dissemination of China's excellent traditional culture, the main body of discourse dissemination is still official and traditional. Although many multinational organizations and civil society groups have appeared on the international communication stage, and some ordinary netizens have gained great attention on some foreign platforms and groups, they have not yet formed an international communication framework that can be called the "China Programme".

3.2. Monotonous and fixed modes of communication

At present, the discourse mode of China's excellent traditional culture in international communication is a deductive logical reasoning mode, in which reasoning is given first and facts are stated later. The connection between its premises and conclusion is necessary and is a deterministic reasoning. It's not hard to imagine that if a program that promotes China's outstanding traditional culture first tells viewers an axiom, viewers will surely lose their interest in continuing to explore. Such didactic discourse is not intimate enough and gives a natural sense of distance, making it difficult to be accepted by foreign audiences. Worse still, the audience may be rebellious.

In addition, the influence of Chinese cultural brands is relatively poor compared with outstanding cases of international communication such as Hollywood movies in Europe and America, Korean dramas in South Korea and Japanese comics. China has yet to form a unique and high-quality communication brand of excellent traditional Chinese culture and a strong cultural export mechanism. The adverse effect of this is that when foreign countries mention China, even if they know that Chinese culture is vast and profound, they can't think of a single aspect of China's excellent traditional culture that appeals to them, and they don't love China from the bottom of their hearts. Thus, it seems that there is still much room for improvement in the scope and effect of the dissemination of Chinese excellent traditional culture to the international community^[5].

3.3. Differences in context and narrative difficulties

Excellent traditional Chinese culture is a typical high-context culture with complex semantics and huge contexts. For example, in countries with high-context cultures, people are taught from an early age to speak politely and not too directly. However, in many Western countries, led by the U.S., which are low-context countries, people are accustomed to expressing themselves directly without beating around the bush or beating around the bush^[6].

Therefore, in the process of international communication, there exists the phenomenon and the fact that the excellent traditional Chinese culture and the low-context culture represented by the American culture are in opposition to each other. Due to the differences in information transmission and cultural environments in different countries, it is very likely that the excellent traditional Chinese culture will be misunderstood by foreigners in terms of value understanding and cognition. For example, when solving practical problems, Americans, as a group living in a low-context environment, advocate confronting contradictions and pointing out problems directly. However, in high-context cultures, the Chinese focus

on conflict reduction. Originally, this is just a matter of cultural differences, but if there is not enough understanding of this, the Chinese will think that Americans are not friendly, rude, and do not take into account the psychological feelings of others, and Americans will think that the Chinese way of communication is not sincere, irrelevant, and ambiguous.

4. The Strategies in the International Communication of Chinese Excellent Traditional Culture

4.1. Transform the main body - the synergy of multiple subjects

With the increasing importance of social media in international communication, the scope of the main body of international communication will continue to expand in the future, forming a multi-value, diversified and multi-angle "polyphonic communication". In the process of spreading China's outstanding traditional culture to the international arena, we need not only the official mainstream media to convey ideas, but also informal folk groups and individuals to tell stories. Making full use of overseas mainstream media and emerging media platforms such as the Internet to export Chinese culture, and expanding the coverage of overseas dissemination by "borrowing ships to go out to sea" and "borrowing stages to sing" are important ways to improve the efficiency of the international dissemination of Chinese outstanding traditional culture. Fully utilizing overseas mainstream media and emerging media platforms such as the Internet to export Chinese culture is an important way to improve the efficiency of international dissemination of Chinese outstanding traditional culture^[7].

In the age of all-media, overseas audiences, mainly young people, are very interested in learning about Chinese culture through new media. Therefore, we should make good use of social media platforms to spread the excellent traditional Chinese culture. Food blogger Li Ziqi's short videos on Chinese food culture have gained more than 17 million followers on YouTube, the main social platform in the US. She has succeeded in cross-cultural communication, treating food in the most natural and purest Chinese way, giving Chinese cuisine the connotation of overseas travel. Also attracting attention on overseas social media platforms is the excellent Chinese traditional culture blogger "Grandpa Amu". The 63-year-old Chinese man uses the traditional skills of an ancient Chinese carpenter. He doesn't use a single nail or a drop of glue, but uses chisels, saws and traditional Chinese mortise and tenon construction to produce a variety of exquisite wooden objects, and has been hailed by netizens as "contemporary Lu Ban". "Grandpa Amu's exquisite craftsmanship has been praised by overseas netizens. He posted on overseas social media platforms, and in a short period of time, he managed to attract millions of fans, and his traffic volume exceeded one hundred million.

4.2. Transform the way - the narrative to see the big in the small

The core purpose of the international dissemination of Chinese outstanding traditional culture is to make foreign audiences love Chinese culture. Therefore, before spreading China's excellent traditional culture, we should first conduct accurate research and judgment on international audiences, understanding their cultural environments, and then tell China's story in a way that meets the audience's linguistic characteristics. In the process of narration, the communicator should express the temperature of reality and humanistic concern to meet the diversified, differentiated and personalized requirements of audiences in different countries and regions. It should be emphasized that since the audiences receiving communication are flesh-and-blood people with feelings, in order to better disseminate China's outstanding traditional culture, stories should be told based on a common understanding of different countries and social groups, and should start from the emotions and experiences of ordinary people, rather than from a macro perspective, so as to resonate with the audiences.

The "Chinese poetry Conference" and "China in Classics" and the historical documentaries "Hexi Corridor", "China", "Su Dongpo" and "He Zhizhang", which draw on the nourishment of China's outstanding traditional culture, have been widely disseminated overseas; and the cultural programs of the "China Festival" series of IPs, which adopt a youthful way of expression to talk about China's traditional culture, have been attracting a lot of attention on the global network. These audiovisual works are not macro-narratives, but start from the micro. For instance, Chinese poetry Conference starts from poetry, a representative category of excellent traditional Chinese culture, Hexi Corridor starts from a representative region of excellent traditional Chinese culture, and Su Dongpo starts from a representative person. These programs demonstrate the unique charm of Chinese culture to overseas audiences, promote the international community to understand and love China, and contribute to the establishment of a credible, lovable and respectable image of China.

4.3. Transform the content - the commonality triggers the empathy

In cross-cultural communication, due to the differences between different countries in terms of ideology, system, cultural environment, thinking logic, etc., especially China, as a high-context country, is prone to cultural misinterpretation in communication with many low-context countries in the world. Therefore, we need to engage in transcultural communication, to think differently, to take into account the preferences of foreign target audiences, and to find common ground between traditional Chinese culture and overseas culture. On the basis of equal exchanges, communicators should endeavor to mix, integrate, dialogue and interact between foreign excellent cultures and local cultures, turning cultural barriers and cultural contempt into cultural identities, conveying cultural individuality in cultural commonality, and promoting sympathetic communication in the construction of international communication of Chinese excellent traditional culture with the mindset of "to seek common ground while shelving and narrowing differences".

In September 2021, the Chinese bronze sculpture "Encounter with God - A Dialogue between Confucius and Socrates" was displayed at the site of the Ancient Market in Athens, the heart of Greek culture. The two sculptures, although rooted in different cultural backgrounds, demonstrate the common vision of mankind to build an ideal nation. More than 2,000 years ago, Plato of ancient Greece and Confucius of China almost simultaneously put forward the ideal of "The world will be blessed with harmony and unity", seeking to establish an ideal state for mankind.

5. Conclusions

The excellent traditional Chinese culture makes important contributions to the progress of human civilization. Spreading Chinese traditional culture is important for China and the world. But the current dissemination of Chinese excellent traditional culture still faces difficulties and challenges. We need to take measures to strengthen the construction of international communication of Chinese, mainly including transforming the main body, transforming the way and transforming the content.

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