

Problems and Countermeasures of Chinese Culture Going Global

Jiang Yutong

*Changchun University, Changchun, China
jyt9624@126.com*

Abstract: *Throughout the history of world civilization and development, Interaction between cultures makes an indelible contribution to international integration and exchange. And with China's rising international status, China's national soft power and international discourse power has also been significantly improved. Therefore, the exchange and mutual appreciation of Chinese culture abroad and the enhancement of China's cultural soft power has always been a popular topic of research in various fields and disciplines. Therefore, this paper will discuss and explore the problems, strategies and development paths of Chinese culture going out from the perspectives of Chinese culture.*

Keywords: *Dominant narrative; External cultural dissemination; Innovations*

1. Introduction

Chinese culture has a long history, Possessing rich and diverse cultural resources, includes literature, art, philosophy, history, and traditional medicine. The uniqueness and originality of these cultural resources, it is a valuable cultural heritage for the peoples of the world. By making Chinese culture "go out", that more people can share these cultural resources, enrich and expand people's cultural experiences. Whilst, Cultural differences are multifaceted, communication between cultures often leads to conflict and misunderstanding. By spreading the concepts and ideas of Chinese culture, cultural conflicts and misunderstandings can be defused or even prevented, and people can better understand, accept and respect different cultures and values.

Against the background of economic globalisation and cultural pluralism, Chinese culture needs to be fully recognised and promoted both domestically and internationally. By allowing Chinese culture to "go out", Chinese people can become more deeply aware of the importance and uniqueness of their own culture, thus enhancing their cultural self-confidence and pride. Accordingly, the "going out" of Chinese culture can also bring more opportunities and challenges for the innovation and development of Chinese culture. Cultural "going out" requires constant innovation and renewal, which also puts forward higher requirements for the development of China's cultural industry.

2. The Basic Connotation and Contemporary Value of "Going Global" of Chinese Culture

There is a growing awareness of the need to "go global" in Chinese culture. The Chinese government also attaches great importance to the promotion of Chinese culture, has strengthened its support and guidance for the cultural industry, and has actively launched policies and planning documents to further enhance the awareness and promotion of Chinese culture going global. The promotion of the "Belt and Road" strategy has accelerated the going out of Chinese culture, and the Cantonese Opera "Chen Zhen" and Peking Opera "Fortress of Liaoning" published and launched in the context of the times have also been exhibited in a number of countries, which has further enhanced the influence and popularity of Chinese culture.

2.1. Basic Connotation

The strategy of Chinese culture going global requires continuously expanding the international influence and competitiveness of Chinese culture through foreign cultural propaganda, foreign cultural exchanges and foreign cultural trade, building China's image as a great cultural power, showcasing the charm and achievements of Chinese culture on the international stage, and providing strong cultural

support for the country's peaceful development and prosperity.^[1]

2.1.1. Strengthening Foreign Cultural Propaganda and Building a Brand Image of Chinese Culture

This includes promoting cultural products and ideas with Chinese characteristics and uniqueness through various media platforms, and launching high-quality cultural products that meet the needs of the international market. At the same time, it is also necessary to actively disseminate cultural concepts with Chinese characteristics, such as "harmony and win-win" and "community of human destiny". It should actively explore international markets, promote the export of Chinese cultural products and services, and carry out cultural trade activities. Through co-operation with foreign cultural enterprises and organisations, we will further expand sales channels for Chinese cultural products in overseas markets and improve competitiveness in the international market. It is also possible to participate in international cultural exhibitions and fairs to enhance exchanges and negotiations with international buyers.

2.1.2. Deepening Cultural Exchanges With Foreign Countries and Enhancing Friendship Among People

This aspect includes organising cultural festivals, exhibitions, performances and other cultural exchanges on the international stage, leading Chinese and foreign people to explore exchanges and enhance mutual cultural understanding; The other side includes the establishment of an international platform for cultural exchanges, the promotion of cooperation in the academic and artistic fields, and the expansion of exchanges and cooperation in the cultural field; Only through the establishment of a mechanism for cultural exchanges and cooperation can we promote the establishment of a mechanism for cultural exchanges and cooperation between our country and other countries and regions, and carry out exchanges and visits of scholars, artists and cultural organisations, so as to promote the integration of different cultures and mutual learning. The establishment of international communication platforms and the setting up of international cultural media institutions and cultural centres, etc. were carried out, so as to enable our country to better disseminate Chinese culture, which can be publicized and promoted on an international scale through various means, such as television, radio and the Internet.

2.1.3. Strengthening Foreign Cultural Trade and Promoting the Development of Cultural Industries

This aspect includes actively exploring international markets, promoting the export of cultural products and increasing international market share. It is also important to nurture innovative cultural enterprises in the country to create a more competitive cultural industry value chain. By exploring international markets, enhancing product competitiveness, cultivating innovative enterprises and perfecting industrial chains, the strategy of Chinese culture going global can effectively promote the development of cultural industries and enhance the status and influence of Chinese culture in the international market. By focusing on market demand, China can develop cultural products adapted to the tastes of international consumers in accordance with the characteristics and trends of the international market. At the same time, China can combine traditional culture with modern technology to innovate more attractive and market potential cultural products and enhance overall competitiveness. By building a perfect cultural industry value chain and promoting the development of the cultural industry chain, China can create a more competitive and comprehensive strength of the cultural industry cluster. The strategy of Chinese culture going out can strengthen the cooperation and synergy among cultural enterprises, form a complete industrial chain, and improve the added value and influence of cultural products.

By exploring international markets, enhancing product competitiveness, cultivating innovative enterprises and perfecting industrial chains, the strategy of Chinese culture going global can effectively promote the development of cultural industries and enhance the status and influence of Chinese culture in the international market.

2.2. Zeitgeist

Chinese culture going global has an important value of the times. As one of the oldest and richest cultures in the world, it has a unique system of thought, values and aesthetic standards.

2.2.1. Promotion of Cultural Diversity and Exchange of Civilisations

Chinese culture going global can promote exchanges and dialogues among different cultures, enrich the world's cultural diversity, and promote the progress and common development of human civilization. At the same time, Chinese culture stresses the concept of "harmony and win-win" and

"harmonious coexistence", and the sense of community of human destiny. Through the "going out" of Chinese culture, friendship and understanding among international people can be strengthened, more peaceful and stable international relations can be built, and the common development and prosperity of the international community can be promoted.

Chinese culture "going out" allows more people to understand, respect and inherit the excellent traditional Chinese culture, which helps to stimulate the pride and identity of Chinese people at home and abroad, and promotes the dissemination and inheritance of Chinese culture on a global scale. In going global, Chinese culture can promote exchanges and interactions among diverse cultures and build a more open, inclusive and integrated global cultural environment. Through cultural exchanges, countries can learn from, study and develop each other, and jointly promote the forward development of human civilisation.

2.2.2. Shaping China's Soft Power and International Image

The "going out" of Chinese culture can demonstrate China's excellent traditional culture, modern cultural achievements and innovative power, enhance China's international influence and competitiveness, and establish China's image as a cultural power. This will help change stereotypes and misunderstandings about China and promote a more comprehensive and objective perception of China by the international community.

The "going out" of Chinese culture can also provide important cultural support and impetus for the promotion of friendly cooperation and mutually beneficial and win-win relations between China and other countries around the world. Through cultural exchanges and cooperation, we can not only contribute to friendship and mutual trust among peoples, but also bring new opportunities and possibilities for cultural innovation and development in all countries.

3. Reflections On the Strategy of Chinese Culture Going Global: Opportunities and Challenges

3.1. Opportunities: Cultural Importance and Policy Support

The Chinese Government attaches great importance to cultural outreach and has incorporated it into its national development strategy. At the same time, the Government has introduced a series of policies and measures to encourage and support cultural enterprises to compete in the international market, promote the export of cultural products and services, and increase their share in international cultural trade. With this as the basis for its development, China actively participates in international cultural exchanges and dialogue, and through the holding of cultural and artistic exhibitions, exchanges and international art festivals, enhances cultural understanding and sharing among different countries and regions, actively advocates cultural diversity, and promotes the equal treatment of cultures in all countries of the world and mutual respect and learning from each other.

The General Secretary's discussion on Chinese culture going out is an important plan with strategic and long-term significance. The important discussion on Chinese culture going out stipulates "insisting on mutual learning between the East and the West, accepting and embracing both; respecting diversity without homogenization; equal dialogue, mutual learning, openness and inclusiveness, and win-win situation; following the needs of the masses, focusing on market orientation, carrying forward Chinese culture and promoting Chinese voices", clarifying the basic principle of "letting Chinese culture win wider resonance and recognition", explaining the goal of "letting it have Chinese characteristics and winning more recognition", and explaining "letting it have Chinese characteristics and winning more recognition". The basic principle of "promoting the voice of China", the goal of "letting Chinese culture win wider resonance and recognition", the content of "letting it have Chinese characteristics, but also the quality of international market appetite, and promoting excellent cultural and artistic creation and industrial development" are all clearly stated. It also explains the content of "both Chinese characteristics and quality for the international market, and promotes excellent cultural and artistic creation and industrial development", identifies the main force for Chinese culture to go out, constructs the main way for Chinese culture to go out and builds a support platform for Chinese culture to go out, so that we can clearly outline the overall outline of Chinese culture going out in the new era.

With the rapid growth of China's comprehensive national power and the increasing importance of China's international status, the Chinese government has been promoting a shift in global governance towards "East-West Co-Governance" in order to address global challenges and issues. In terms of

international economic governance, China actively participates in international trade negotiations and cooperation and is committed to promoting the liberalisation and facilitation of global trade, actively promoting China's regional trade liberalisation arrangements, as well as promoting the cultural "Belt and Road" initiative and vigorously pursuing it.^[2]

3.2. Challenge: Ideological Differences

Although great achievements have been made on the way of "going out" of Chinese culture, on the whole, the scale of going out is still relatively small, and the effect of foreign dissemination, especially in the influence of developed countries, is still unsatisfactory, and there are still a lot of difficulties and challenges to be faced if we want to further promote the "going out" of Chinese culture.

There are differences between Chinese culture and other cultures, including language, values, customs, etc. Such differences may lead to misunderstandings and communication barriers, making it difficult for Chinese culture to be truly understood and accepted by the outside world. In the context of globalisation, Western culture and values have always been dominant, so Chinese culture "going out" is faced with the challenge of Western-centrism, that is, how to maintain its uniqueness and gain wide recognition in the face of external judgments and identifications of Chinese culture is an important issue.

"Chinese Culture Going Global" Needs to Achieve a Balance between Local Culture and Globalisation. On the one hand, it is necessary to maintain the local characteristics and uniqueness of Chinese culture and not to cater for the international market at the expense of local culture. On the other hand, it is necessary to adapt to the needs of multiculturalism in the context of globalisation, and to innovate and integrate, so as to make the Chinese culture more attractive and influential. The uniqueness and complexity of Chinese culture may cause problems of cultural identity and acceptance in some countries and regions. Some cultural elements may seem too unfamiliar or difficult to understand to outsiders, making it difficult for Chinese culture to be accepted and integrated into the local society.

In the face of these challenges, a comprehensive strategy is needed for Chinese culture to go global. This includes providing various forms of cultural experiences, such as language education, cultural festivals and events, and artistic performances; China needs to strengthen cooperation with foreign cultural institutions and scholars to promote cultural exchanges and cooperation, expand the influence and dissemination of Chinese culture through channels such as digital technology and social media, and then improve the quality and competitiveness of Chinese cultural products, including by strengthening innovation and internationalisation of the cultural industry.

At the same time, we should focus on cultural self-confidence, adhere to the core values of Chinese culture, pass on and carry forward the excellent traditional Chinese culture, so that it can display its unique charm and attractiveness in the international arena. By endeavouring to overcome the challenges, Chinese culture will be better able to reach out to the world and intermingle with other cultures and develop together.

4. Countermeasures for "Going Global" of Chinese Culture

4.1. Enhancing Cultural Soft Power and Shaping a Good International Image

4.1.1. Enhancing National Soft Power

In the Guiding Opinions on Further Strengthening and Improving the Work of Chinese Culture Going Global, (hereinafter referred to as the Guidance) the General Secretary mentioned that "Chinese culture going out is an important embodiment of China's cultural soft power, and through various measures, we should continuously improve the influence and discourse power of Chinese culture in the international arena, effectively shape and improve the country's cultural soft power, and provide strong support for China's modernisation and comprehensive deepening of reform."

It can be seen that strengthening top-level design and co-ordination is an important aspect of the "going out" of Chinese culture. And governments play an important guiding role in this process, as they formulate policies and plans, provide relevant resources to support them, promote cultural exchanges and co-operation, and strengthen cooperative relations with other countries and regions. Government

needs to co-ordinate overall resources, establishment of effective communication and collaboration mechanisms, ensuring coordinated progress on all fronts.

If China wants to promote the "going out" of Chinese culture, it must actively initiate and participate in various cultural exchange activities, including cultural festivals, art exhibitions and international cultural forums, in order to strengthen cultural cooperation and dialogue with other countries. China should enhance mutual understanding and friendship among different countries and cultures by consciously building an international cultural exchange platform; improve the quality of cultural products, actively cultivate and promote high-quality Chinese cultural products covering a wide range of fields such as literature, film and television, music, dance and theatre, strengthen the development of cultural and creative industries, and promote influential and market-competitive cultural products to the international arena.

At the same time, Chinese language education can be strengthened, the development of Chinese language education can be promoted, diversified Chinese language education institutions can be set up overseas, and quality Chinese language education resources and programmes can be provided. Only by promoting the popularisation and dissemination of the Chinese language can people in more countries learn and understand Chinese culture. At the same time, it is necessary to strengthen the training and introduction of professional talents for Chinese culture going abroad, provide appropriate support and resources, and cultivate talents with cross-cultural communication and management skills, in order to promote the dissemination of Chinese culture in the international arena and the development of cultural industries.

Through the above measures, we can continuously improve the influence and discourse power of Chinese culture in the international arena, effectively shape and improve the country's cultural soft power, thus laying a good foundation for Chinese culture to "go global" and paving the way for its development.

4.1.2. Enhancing National Cultural Affinity and Creating a Favourable International Image

Enhancing the affinity of national culture is another important aspect of "going out" of Chinese culture. By increasing the understanding and recognition of Chinese culture by people at home and abroad, we can create a good international image and enhance China's influence in the international arena. Therefore, it is necessary to continuously improve the affinity, influence, attraction and competitiveness of Chinese culture by increasing the publicity and promotion of Chinese culture, improving the quality of Chinese cultural products, promoting the development of Chinese cultural industries, and fostering the talents of Chinese culture going abroad.

Through cultural exchanges and mutual appreciation, China should actively participate in international cultural exchange activities and demonstrate the unique charm of Chinese culture. At the same time, it is also necessary to study and absorb the outstanding cultures of other countries and regions, promote mutual cultural appreciation and integration, and build cultural relations of mutual trust and friendship. It also attaches importance to the inheritance and preservation of traditional culture, while focusing on advancing with the times, so that Chinese culture can be revitalised through continuous inheritance. China should promote the innovation of traditional culture, and excavate and cultivate cultural symbols and forms of artistic expression that are modern and attractive. This can be done by planning and organising cultural exchange activities with international impact, such as cultural festivals, art exhibitions and performances, which can attract domestic and international audiences, demonstrate the diversity and charm of Chinese culture, and enhance the country's cultural affinity and attractiveness.

4.2. Enhancing Cultural Innovation Capacity

By constantly innovating and upgrading the content and form of Chinese culture, we can make it more attractive and competitive, and better integrate it into the international community, thus stimulating the creativity and vitality of Chinese culture and promoting the work of Chinese culture "going out".

4.2.1. Encouraging the Development of Cultural and Creative Industries and Integrating Traditional Culture and Modern Technology

China can increase policy support and investment in cultural and creative industries, cultivate and support potential cultural and creative enterprises and projects, and by providing support for

entrepreneurial creativity, funding and venues and other channels at the same time, vigorously promote the integration of cultural and creative industries with other industries, combine traditional culture with modern technology, and explore innovative ways to present Chinese culture. It is only through digital technology, virtual reality and augmented reality that we can create a richer, immersive cultural experience that will attract more people to participate in the attention.

4.2.2. Strengthening Cultural Education and Research

China should increase its efforts in education and research on Chinese culture and train professionals and scholars. Through academic research and education and training, the connotation and value of Chinese culture is deeply excavated, and only when people dig into the cultural factors contained in Chinese culture that are valuable to contemporary society and combine them with social and economic benefits can they better promote its inheritance and development,^[3]providing theoretical and practical support for cultural innovation.

5. Conclusions

Only by "going out" and demonstrating its charm and uniqueness on a wider international stage can Chinese culture further realise mutual cultural appreciation and exchange. The "going out" of Chinese culture is not only a necessity for the inheritance and development of Chinese culture, but also a contribution to the peace and development of the international community. Even though, due to historical and cultural differences, some countries and people still have various stereotypes and misunderstandings about Chinese culture, and some negative images and prejudices may affect the acceptance and understanding of Chinese culture, and there are still differences between Chinese culture and the cultures of other countries and regions, including in terms of values, customs, beliefs, etc. All of these differences can lead to difficulties in communication and understanding. However, in the process of promoting Chinese culture, we need to maintain an attitude of cultural self-confidence, and actively respond to and eliminate misunderstandings and prejudices about Chinese culture by strengthening cross-cultural exchanges and education, increasing the strength of language education, promoting cultural pluralism, and promoting a positive image of Chinese culture, so as to make the "going out" of Chinese culture more appealing, vivid, and dynamic through the development of healthy cultural innovation and production.

References

- [1] Yang Liying. (2009). *An overview of research on China's cultural "going out" strategy in recent years. Exploration, (02), 102-106.*
- [2] Wen Hongwu. (2017). *Enhancing Cultural Confidence Accelerating the Promotion of Chinese Culture Going Out. Theoretical vision, (03):5-9.*
- [3] Tang Fuqiang. (2023). *Chizhou Nuo Opera: Cultural Characteristics, Functions and Inheritance Innovation. Journal of Changjiang Normal College, 1-10.*