

Digital Cross-Border Communication of Guangxi's Intangible Cultural Heritage under the Background of the Belt and Road Initiative

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ABSTRACT: "One Belt One Road" is a major strategic measure proposed by my country to promote international regional cooperation and promote world economic development. Among them, cultural exchanges and cultural cooperation undoubtedly provide an opportunity for countries along the "Belt and Road" to deepen mutual understanding and build consensus on values. Combining the digital cross-border dissemination of Guangxi's intangible cultural heritage and the "Belt and Road" initiative, it is extremely important to strengthen the vitality of Guangxi's intangible cultural heritage. The purpose of this article is to study the digital cross-border communication of Guangxi's intangible cultural heritage under the background of the Belt and Road Initiative. This article analyzes the path of Guangxi's external digital cross-border communication under the background of "One Belt One Road" from the level of communication elements such as communication subject, communication audience, communication channel, and communication content. This paper uses questionnaires to understand the current situation of digital cross-border communication outside of Guangxi's intangible cultural heritage under the background of the "Belt and Road", discover the advantages and disadvantages in the communication, and then conduct targeted path analysis and propose improvement strategies. The experimental survey research shows that in the question of "How do you think Guangxi actively integrates into the cultural construction of the "Belt and Road"", 75.5% of the respondents chose "significant" and "significant".

KEYWORDS: One Belt One Road, Intangible Cultural Heritage, Digital Cross-Border Communication, Questionnaire Survey

1. Introduction

The "Belt and Road" initiative is a major decision made by the country with a view to creating a new pattern of our country's all-round opening to the outside world [1, 2], which aims to strengthen the policies, roads, trade, currency and popular support between China and the countries along the "Belt and Road". Mutual integration [3, 4]. In the new century, as a province actively participating in the

“Belt and Road” initiative, the digital cross-border dissemination of intangible cultural heritage in Guangxi has attracted more and more attention [5, 6]. Currently, Guangxi is working hard to take advantage of the "One Belt, One Road" opportunity to accelerate the leap from a major economic province to an economically powerful province, and from a major cultural resource province to a culturally powerful province. At the same time, the “Belt and Road” initiative has also given new connotations to Guangxi’s external communication [7, 8].

In the research on the digital cross-border communication of Guangxi’s intangible cultural heritage under the background of the One Belt One Road, many scholars have conducted research on it and achieved good results. For example, Lee J believes that communication with countries along the “Belt and Road” can create differences. The environment of cultural "symbiosis", showing the grandeur, exerting "normative power" and other levels to resolve cultural conflicts and misunderstandings [9]; Loiacono V explores the background of the "Belt and Road" from the perspectives of strengthening the sharing concept, strengthening the spread of differences, and strengthening cultural attraction. A timely turn in the construction of China’s foreign discourse power [10].

This article uses the "One Belt, One Road" national strategy as a new platform to integrate the development of Guangxi's intangible cultural heritage into the historical opportunities of the national strategy, and explores how to better inherit and develop Guangxi culture under the new opening-up pattern. Based on the geographic and cultural characteristics of Guangxi, this paper lists the outline of the questionnaire, designs the topic setting and completes the questionnaire, and investigates the main audiences of Guangxi's external communication under the background of the "Belt and Road" through a combination of on-site and online delivery. Analyze the results of the recovered data, grasp the current situation of Guangxi’s external communication, and analyze the advantages and disadvantages of Guangxi’s external communication under the background of the “Belt and Road”.

2. Digital Cross-Border Communication of Guangxi Intangible Cultural Heritage under the Background of the Belt and Road Initiative

2.1 Cross-Border Dissemination Path of Guangxi Intangible Cultural Heritage under the Background of "One Belt One Road"

(1) Tell the story of Guangxi with your heart and create a diversified communication body

The "Belt and Road" is a huge transnational project. With the development of science and technology, all corners of the world can be connected through the network, and it is more necessary to mobilize and stimulate the enthusiasm of all employees to participate. Guangxi’s external communication is multi-level and omni-directional. In addition to the government, the main body of communication should also include the participation of the media, non-governmental organizations and individuals to jointly help Guangxi’s external communication under the

background of the “Belt and Road” and integrate Guangxi characteristics into "In the profound connotation of the “Belt and Road Initiative”, the story of Guangxi is told carefully.

1) Government: Top-level design, guiding the multiple presentation of Guangxi stories

Political opening will bring development opportunities for Guangxi’s external communication and attract more countries and regions along the “Belt and Road” to conduct friendly negotiations and cooperation. Various departments of the Guangxi government actively open and improve the construction of a new media platform for government affairs, and while promoting the realization of open government affairs, they can also use the new media platform to show their own image and city style. The government departments must seize the opportunity of "One Belt One Road" and strengthen politics. Openness.

2) Media: Occupy the highlands and promote the powerful spread of Guangxi stories

As an important part of regional cultural soft power, media plays a prominent role in fighting for international discourse power, shaping a good regional image, and creating a favorable public opinion environment. For a long time, Western mainstream media has occupied an advantageous position in the discourse power of international communication and has a wide range of international influence. Under the suppression of the strong discourse power of the West, in the construction and development of the “Belt and Road”, the Guangxi media should actively enhance its dissemination and influence, strive to promote the powerful dissemination of Guangxi stories, seize the international discourse power in international communication, and bring Guangxi’s voice passed.

(2) Strive to realize people-to-people communication and segment external communication audiences

External communication is the communication process in which the main body of communication transmits information to the audience, ignoring the existence of the audience. Communication activities have no meaning and value. The audience is an important prerequisite for the existence of external communication. In the context of "One Belt and One Road", Guangxi’s external communication should pay attention to Dissemination audiences, segment audience groups, from the perspective of the audience, according to the characteristics of different communication audiences, have a targeted and tailored suit, and strive to achieve people-to-people bonds.

1) Humanistic connotation, civilian perspective

Macro-politics and economics turned to micro-people's livelihood. The “Belt and Road” is an “initiative” put forward by China. It upholds an open and inclusive attitude, and clearly puts forward the “five strategies” of policy communication, facility connectivity, unimpeded trade, financing, and people-to-people bonds. It is not just economic, political cooperation is a channel for mutual learning among

civilizations. Therefore, Guangxi should not only pay attention to politics and economy, but also pay attention to the people's livelihood in external communication. It is easy to disseminate audiences from the perspective of civilians and through storytelling. Focus on the content and present development achievements in the story.

2) The principle of proximity, two-way interaction

Expand exchanges and accommodations in similar cultural regions. The "Belt and Road" initiative is the top-level design of the country, but it cannot do without the labor of individual individuals. In the context of the "Belt and Road" initiative, Guangxi's external communication practice should focus on people's thoughts, actions and changes, and tell stories about regional cooperation and humanities exchanges. This type of subject matter is more likely to form a common discourse space for the recipient and the recipient, and to accept the communication content for the audience. Provide convenience, so it is easier to achieve effective communication.

(3) Effectively compete for international discourse and broaden multi-dimensional communication channels

The coverage of communication channels determines the effect of Guangxi's external communication to a certain extent. Competing for international discourse can be through the all-media matrix to concentrate communication resources, or through cooperation in various fields to expand the communication position. Guangxi should take the opportunity of actively participating in the "Belt and Road" initiative to carry out various economic cooperation and cultural exchanges with many countries and regions along the route to form a "circle of friends" in the international communication of the "Belt and Road" initiative.

2.2 Path Selection of Guangxi Intangible Heritage Construction under the Background of "One Belt One Road"

(1) Enhance national self-confidence and pride

Globalization is very unfavorable to the current status of the inheritance of national culture, especially the culture of relatively backward ethnic minorities. There are pressures from the overwhelming mainstream culture at home and abroad, as well as the internal pressure of ethnic minorities-cultural inferiority. Under the pressure of modern multiculturalism, national traditional culture is often regarded as "outdated", "useless" and "backward" culture and is left out or ignored. The reason is that it has lost self-confidence and pride in the nation. The "One Belt One Road" strategy has brought opportunities for the development of Guangxi culture. The "Belt and Road" strategy advocates cultural diversity. Cultural inheritance and innovation are the "soft" support for economic and trade cooperation between countries. Only through cultural exchanges and cooperation can people of all countries enhance mutual trust and deepen mutual feelings.

(2) Optimize the cultural ecological environment

Cultural ecology takes the relationship between environment, technology and social system as its core, "a compound concept based on science and technology, humanistic spirit, customs, behavior, cultural mentality, ethics, and spiritual beliefs." Guangxi culture contains It is a mechanism for coordinating the relationship between man and nature, and it has accumulated a profound view of ecological civilization and ecological ethics. The advocacy of national spirit, ethics and ethics embodied in national culture is the basic element of uniting people's hearts, strengthening unity and stabilizing society.

2.3 Label Propagation Algorithm Based on Propagation Restriction

Realize the use of node similarity formula to measure the similarity of nodes. The node similarity formula is as follows:

$$Sim = \frac{|N(v_i) \cap N(v_j)|}{|N(v_i) \cup N(v_j)|} \quad (1)$$

Where v_i represents node i , v_j represents node j , $N(v_i)$ represents the neighbor set of node v_i , and $N(v_j)$ represents the set of neighbor nodes of node v_j . The two nodes with higher Sim index are more likely to be in the same community.

At the same time, a probability matrix P is defined to represent the probability that two nodes belong to the same community. The formula is as follows:

$$P[i, j] = \frac{Sim(i, j)}{\sum_{j=1}^n Sim(i, j)} \quad (2)$$

Among them, $Sim(i, j)$ represents the node similarity between node i and node j . n represents the number of nodes in the network. $P[i, j]$ represents the probability that node j and node i are in the same community. The value range is $[0 - 1]$. The higher the value, the more likely node j and node i are in the same community.

The Kernel Community of the node indicates a set of nodes that may be in the same community as the node. The formula is as follows:

$$KC(i) = \{j | where P[i, j] \neq 0\} \quad (3)$$

When using prior knowledge, first modify the edge of the corresponding node, and then modify the edge between $KC(i)$ and $KC(j)$.

3. Experimental Investigation on the Digital Cross-Border Communication of Guangxi Intangible Cultural Heritage under the Background of the Belt and Road Initiative

3.1 Main Content of the Questionnaire

The questionnaire is composed of three parts. The first part is a survey of respondents' understanding of the close relationship between the "Belt and Road"

and Guangxi's development; Cognitive survey on the status quo and role of external communication; the third part is the survey on the overall effect evaluation of Guangxi's external communication under the background of "One Belt and One Road". The questionnaire questions are set up from the main elements, content, channels, audiences, effects and other elements of external communication. The specific investigation and analysis of the status quo of external communication in Guangxi under the background of the "Belt and Road".

3.2 Collecting Experimental Data from Questionnaire Survey

Investigation and research are an important part of this thesis research. In social questionnaire surveys, the more samples are sampled, the more reliable the inference validity is. This survey collected a total of 632 questionnaires and 52 invalid questionnaires were eliminated. There are 480 valid questionnaires remaining. There are differences in the return of different questions in the questionnaire, which are shown in the table data. The questionnaires are eventually recovered in the form of the Internet, making full use of computer resources to analyze and research the data feedback of the survey subjects, and to understand the overall situation of the current situation of Guangxi's external communication.

4. Investigation and Analysis of the Digital Cross-Border Communication of Guangxi Intangible Cultural Heritage under the Background of the Belt and Road Initiative

4.1 Investigation and Analysis of Guangxi's Active Integration into the "Belt and Road" Construction

This article investigates and studies the citizens on the question of "How do you view Guangxi's active integration into the "Belt and Road" construction". The experimental results are shown in Table 1.

Table 1. Survey and research on how citizens view Guangxi's active participation in the "Belt and Road" construction

Effect	Frequency	Effective percentage	Cumulative percentage
Significant	73	36.2	41.5
Has a certain meaning	38	42.4	71.9
Pointless	66	9.0	81.3
Do not care	108	17.8	99.8

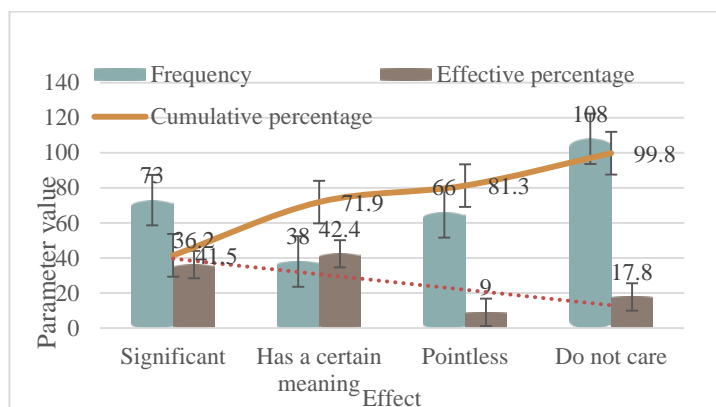


Figure 1. How citizens view Guangxi's active participation in the "Belt and Road" construction survey research

It can be seen from Figure 1 that in the question "How do you view Guangxi actively participating in the construction of the "Belt and Road"", 75.5% of the respondents chose "significant" and "significant", which shows that the audience is a large extent, they agree with the "Belt and Road" and support Guangxi's active integration into the "Belt and Road", which caters to Guangxi's development plan. Therefore, under the background of the "Belt and Road", Guangxi has a bright future for external communication; for the remaining 26.8% of the audience, there is no real choice. "Meaning" and "don't care, no ideas", Guangxi will use actual development results in future external communication practices to reverse the audience's way of thinking, so that more people can see the results of Guangxi's active integration into the Belt and Road, and will " The significance of the Belt and Road Initiative is passed on.

4.2 Investigation and Analysis of Which Part of Guangxi's External Communication Practice Should be Highlighted by Citizens

For the question "Which part of the main role do you think Guangxi's external communication practice should highlight?", the survey results are shown in Table 2.

Table 2. Investigation and analysis of the main role of the most prominent part of the external communication practice that people think

Object	Frequency	Effective percentage	Cumulative percentage
Government	147	32.7	44.2
Media	67	43.1	67.8
NGO	89	10.7	81.7
Personal	92	15.3	28.4

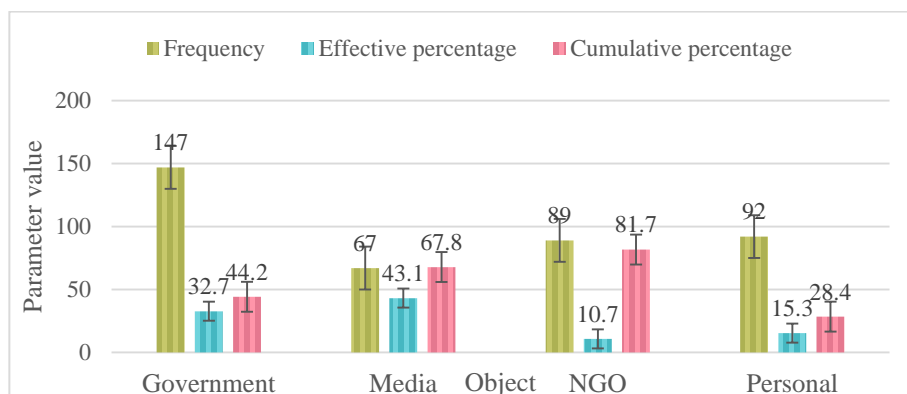


Figure 2. Investigation and analysis of the main role of the most prominent part of the practice of external communication

As shown in the figure, the relevant content is retrieved in the search engine with the keywords of "One Belt One Road" and "Guangxi External Communication". It can be seen that the main body of Guangxi external communication is the government and the media. This is the main force of Guangxi external communication, showing a dual role. The situation is in such a state that the main body of communication is not diversified. The results of the questionnaire show that 10.7% and 15.3% of the audience chose non-governmental organizations and individuals as the most prominent communication subjects in Guangxi's external communication practice under the background of the "Belt and Road". Different communication subjects jointly conduct external communications based on their own advantages. Communication is what the situation requires.

5. Conclusions

With the gradual liberalization of Guangxi and the countries along the "Belt and Road" in its external communication, Guangxi should be fully aware of its own sense of mission and responsibility, and should actively seek common ground and rationally treat cultural differences when faced with huge cultural differences. To avoid or reduce conflicts. Through research, it is found that concrete expressions related to people's livelihood are more easily accepted by the recipients, generating a sense of identity, eliminating guard mentality, and changing the prominent problems of "passing but not communicating" and "passing but not being prevented". "One Belt and One Road" as a national development concept, Guangxi should make full use of the policy and environmental advantages of "One Belt and One Road" to increase the depth and breadth of Guangxi's external communication, innovate external communication methods, improve Guangxi's external communication level, and expand its visibility and influence.

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