

The significance and prospects of world civilization exchanges

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Abstract: *The article expounds the significance of world civilization exchanges from the concept and characteristics of civilization and the value of civilization in the times, inherits and innovates Chinese culture to promote the exchange of Chinese and Western civilizations, and breaks the conceptual impact of China and the world through introduction and going out. It is because of exchange and integration that Chinese civilization stands again in the people of the world. In the forest of clans, civilization exchange has also brought more public cultural products. Finally, it points out the dilemma of world civilization exchange and proposes a solution by breaking the ideological deadlock and improving cultural soft power.*

Keywords: *civilization exchange; Chinese and Western culture; civilization conflict; cultural discount*

1. Introduction

Civilization is colorful because of communication, and civilization is rich because of mutual learning. From the civilization of the two rivers, the Egyptian civilization, to the ancient Greek and Roman civilization, the Chinese civilization and the Indian civilization. At about the same time, many philosophers and thinkers have appeared in China, India and Greece, forming a situation of a hundred schools of thought. The communication between civilizations has also been greatly accelerated. The most significant of these is the spread of religion, especially Buddhism and Christianity, which lasted throughout the era of agricultural civilization.

2. The concept and characteristics of civilization

2.1. The concept of civilization

In the early farming era, human beings began to exchange civilizations. This kind of communication is not only reflected in early business activities, such as the Phoenicians. During this period, mankind also began to colonize and began a great migration of nations. Arabs have also made great contributions to this cultural exchange and have conducted extensive maritime cultural exchanges through the Silk Road.

2.2. Characteristics of civilization

The diversity of human civilization is a basic feature of the world. It provides us with unlimited possibilities, so that we can better understand and develop each other's advantages, so as to modernize society and contribute to the prosperity of world civilization. Chinese civilization has outstanding continuity. Chinese civilization is a civilization with a long history, which has been passed down in the form of a country for thousands of years. If you don't understand China from a long historical continuity, it is impossible to understand ancient China, modern China, and future China. Chinese civilization has outstanding innovation, which fundamentally determines the enterprising spirit of the Chinese nation to keep the past, respect the past and not retro. Chinese civilization has outstanding unity. Fundamentally, it determines the cultural integration of the Chinese nation and all ethnic groups. Even if it encounters major setbacks, it firmly unites the common belief that the land cannot be divided, the country cannot be disrupted, the nation cannot be scattered, and the civilization cannot be broken. It determines that the country will always be the core of China's core interests, and that a strong and unified country is the people of all ethnic groups. It is the fate. Chinese civilization has outstanding

inclusiveness, which fundamentally determines the historical orientation of the exchanges and integration of the Chinese nation, the harmonious pattern of many religious beliefs in China, and the open mind of Chinese culture to world civilization.^[1] As a country with a long history, China's unique spirit of harmony makes it an important force in promoting relations between countries and has also made important contributions to promoting prosperity and stability among countries. This also makes China always committed to promoting the mutual learning and learning of civilization on the international stage.

3. The value of the times of civilized exchange

3.1. Inheritance and Innovation: Exchange between China and the West

The Silk Road is of great significance in ancient cultural exchanges. In the Han Dynasty, the "Silk Road" was regarded as a major route connecting Europe and Asia. It incorporated Yumenguan in Gansu, west of Yangguan and the surrounding Xinjiang and other regions into the "Silk Road". This route ran through Chang'an, connecting Central Asia and West Asia, and finally reaching Europe. It ends in Rome. During the reign of Emperor Wu of the Han Dynasty, Zhang Qian opened the road to the west. In 119 B.C., Zhang Qian led a second mission of 300 envoys to the Western Regions. One of the deputy envoys also came to rest in peace and met with the local king. Generally, the exchange of Chinese rest envoys is regarded as a symbol of the formal establishment of the Silk Road. In addition to this official business mission, of course, there are more private merchants running on the Silk Road. They also formed a team to make a profit by trafficking rare treasures. Silk is becoming increasingly popular in Rome and has become an envious commodity of the Romans. Although the war was frequent during the Wei, Jin and Northern and Southern Dynasties, there were still continuous commercial goods. Luoyang, the capital of the Northern Wei Dynasty, is a gathering place for merchants from all over the world. The Tang Dynasty was so powerful that it expanded its territory to Central Asia, and was connected with the Arab Empire. The smoothness of the Silk Road was more reliable. Chang'an in the Tang Dynasty became a big city that absorbed advanced civilizations from all over the world, integrated it, and created and developed Chinese civilization. After the decline of the Tang Dynasty in the 9th century, the Arab world was also at war, and the transportation of the Silk Road was affected. At this time, the exchange of civilizations between the East and the West was carried out more by sea. In the 13th century, the Meng Yuan Dynasty achieved direct rule over Central Asia and West Asia through the Western Expedition, making the post road between East and West more unobstructed. A large number of envoys, priests, merchants and various goods directly from east to west and from west to east. This period was the glorious era of the Silk Road. During the reign of Kublai Khan, the Italian explorer Marco Polo went to China. The book "Marco Polo's Travels" contains his experience and the scene of the Yuan Dynasty in China, and brings great glory to China's development and culture. This book has played a great role in promoting Western Europeans to understand the East. After the Ming and Qing Dynasties, maritime traffic became increasingly developed, and the significance of the Silk Road gradually weakened, and it was even more submerged in modern times.

In 2023, the successful implementation of the Belt and Road Initiative international cooperation highlighted the importance of the Belt and Road Initiative, the close connection between man and nature, and the enthusiasm of the Belt and Road Initiative. China is committed to protecting and spreading the concept of the Belt and Road Initiative, in order to achieve the goal of the Belt and Road Initiative and meet the needs of all countries in the world, adhere to the guidance of the Belt and Road Initiative, and firmly follow the direction of the Belt and Road Initiative to realize China's great dream. This initiative, which connects history, reality and the future, originates from China, faces the world, and benefits all mankind.^[2]

3.2. Introduction and going out: the conceptual impact of China and the world

The two-way exchange of Chinese and Western civilizations in the 16th and 18th centuries included the activities of Western missionaries in China, and the study of the West gradually to the east; the influence of ancient Chinese civilization on modern European civilization. In 1582, the Italian Jesuit missionary Ricci preached. Qu Taisu was the first foreign missionary in China to receive Ricci's mathematics education. Most of their learning methods were based on the principles of "Limadoo's rules" and "academic mission", and Tang Ruowang and Nan Huai ren also achieved success under the guidance of these principles. Xu Guangqi learned Western French from Ricci.

When the "long-lived" ancient Chinese civilization began to come into contact with the fruits of Western civilization brought by Catholic missionaries at the end of the 16th century, it still spread a novel civilization information to Western countries that has not been heard in Europe with the trend of "old trees and new branches", setting off the "China fever". The Chinese plough, the astronomical equatorial coordinate system determined by the Chinese in the 13th century, and the double piston blows were widely used in China's wrought iron and stove drums around the 4th century BC. This double piston belos was spread from China to Europe in the 16th century. China developed deep well drilling in the 1st century BC. In the 17th century, the Dutch sent incomplete information about China's drilling technology to Europe. The modern oil industry is based on this technology. The technology of hanging a suspension bridge by cables on both sides of a river or deep valley is a technology that Chinese people have mastered until the 1st century AD. In the 17th century, Jesuits who came to China found the Panjiang Suspension Bridge in Guizhou Province, China. In 1655, the Italian missionary Wei Kuangguo described this great iron cable suspension bridge in his edited Map of China. From then on, European talents began to pay attention to China's suspension bridge technology. In terms of transportation, Europeans made high-speed torpedo boats in 1901, which were changed to the "window hole rudder" that China had already used because they could not turn the rudder plate when sailing at full speed. China's common toy "Bamboo Dragonfly" (horizontal rotor) appeared in the 4th century A.D. In 1809, George Kelly began to study the Chinese bamboo dragonfly he called the "helicopter rotor" and tried to make an improved rotor. With the frequent exchanges between European missionaries and merchants in Europe and China in the 17th-18th centuries, porcelain, lacquerware, silk, screens, Ming-style furniture, Chinese paintings, carpets, wallpapers, folding fans, goldfish, etc. invented by Chinese people for many years or enjoyed alone continued to be introduced to Europe, enriching the life content of Europeans. The style of "natural" of Chinese garden architecture is also familiar to the European upper class. China's examination system (the imperial examination system) was adopted by North Korea and Vietnam as early as the 10th-11th centuries, and the content of the examination was also "four books" and "five classics". In the 18th century, European cultural celebrities and enlightenment masters such as Voltaire, Diderot and Montesquieu had different views on China's examination system. They believed that China's competitive examination made the status of officials an opportunity for people to strive for, which Europe could not be comparable to. However, it is driven by this concept that the "China fever" has triggered a strong boom in Europe.

3.3. Exchange and integration: Chinese civilization stands again in the forest of the world's nations

After the Opium War, modern China began to open its eyes to the world. The foreign invaders not only opened China's door, but also brought more advanced technologies and systems to China, as well as the idea of freedom and equality. China, which no longer adheres to closed doors, began to exchange with the world again. Chinese civilization has also begun to stand again in the forest of the world's nations. Civilization can only be continued and more wonderful in communication.

3.4. Civilized exchanges have brought more public cultural products

The Global Civilization Initiative promotes the concept of equality, mutual learning, dialogue and tolerance of civilization. The core of the Global Civilization Initiative is to realize the exchange and mutual learning of world civilizations, which reflects the diversity of civilization and is another important public product provided by China to the international community in the new era. The Global Civilization Initiative sends a sincere call to the world to enhance the exchange and dialogue of civilizations and promote the progress of human civilization in inclusiveness and mutual learning, which injects spiritual impetus into the construction of a community with a shared future for mankind.^[3] In the past 10 years, China has unswervingly implemented its beliefs and positive actions, contributing to the construction of a better community with a shared future for mankind. China promotes high-quality joint construction of the Belt and Road Initiative, implements the Three Global Initiatives, and acts together with more and more countries and regions to inject strong impetus into international cooperation in various fields.

3.5. The change is inseparable from its sect: "root" and "soul"

No matter how the world changes, it is inseparable from the "root" of China's excellent traditional culture. And the "soul" of the Marxist principle. By organically integrating Marxist principles with traditional Chinese culture, we can better contribute China's strength to the world.

4. The difficulties of the times under the impact of world civilization

4.1. Civilization differences brought about by ideology

In order to connect with the international community, Zhang Yimou's "The Great Wall" took the road of American production, giving people an instant shock with grand scenes. However, the values of the film itself are courage, trust, unity, loyalty, etc., which is straightforward and simple, more like simplifying the traditional spirit in order to let the audience understand, and the whole is closer to Marvel England. The value of the hero. The "Shadow" launched in 2018 not only shows the unique charm of Chinese traditional culture, but also integrates the essence of Western civilization, making its narrative full of Chinese customs, making it an important spokesperson for Chinese culture, and further enhancing its international influence. Shadow perfectly combines traditional literary elements with modern artistic elements by using a variety of artistic techniques, such as ink painting and black and white painting. This work creates a simple and elegant atmosphere through carefully designed lamps and layouts. It not only shows the charm of traditional literature, but also reveals the relationship between yin and yang, so that the audience can appreciate the unique charm of this work from different angles. Therefore, in order to obtain higher domestic and foreign income, Chinese films and TV series must retain their unique Chinese style, so as to lay a solid foundation for their international development.

4.2. The clash of civilizations brought about by the pursuit of common values

Huntington, an American political scholar, said, "At present, the most common, important and dangerous conflict is the conflict between civilizations of different values, beliefs and cultures."

Young people in different countries wear similar styles of clothes, drink the same soda, eat the same fast food, and listen to the same music. The international youth market has broken through national boundaries, and the global circulation of media image can promote a similar ideology. But it does not mean that there is no conflict between civilizations. Regarding the international interpretation of American TV, American TV programs are equally popular in other countries. Libes and Kates studied the evening play Dallas. Dallas was also translated as Zhu Men's Enmity, which tells the story of an intrigue in an oil family in the United States. At that time, the play was a household name in the United States. Libbes and Kates compared the decoding of six different races in three different countries. This study is mainly based on the discussion of different ethnic groups. Research shows that different ethnic groups have different understandings of the same program.

4.3. Cultural discounts brought about by civilized exchanges

The term "cultural discount" comes from Hoskins, which describes a special situation: with the difference in people's acceptance and acceptance of a certain culture in all corners of the world, its original cultural value may be weakened. The common meaning space emphasizes the importance of "cultural discounts", which can help consumers better understand and receive information, so as to implement information more favorably. As the narrator moves from home to overseas, the original cultural differences may be completely erased in the process of communication.

At present, the dissemination of Chinese films and TV faces many challenges, one of which is that some movies and TV dramas fail to provide accurate value guidance and often focus on certain historical or social phenomena; some movies and TV dramas focus more on daily life, but ignore the excellent traditions of the Chinese nation; the other Some movies and TV dramas focus on political, economic and military aspects; "cultural discounts" are also not widely accepted because of cultural differences. For example, in the film Fanghua, many overseas audiences may not understand that He Xiaoping will shoot her military uniform at the risk of being expelled. On the other hand, overseas audiences may not be able to adapt to the impact of subtitles on them, and there is not enough expert technical support in our cultural context.

5. Path selection to improve civilized communication

5.1. Break the ideological deadlock

As a phenomenal cultural IP, Li Ziqi successfully used short videos as a new communication

platform, which has attracted widespread attention at home and abroad, making Chinese traditional culture have a vast influence. Li Ziqi's short videos have become popular at home and abroad, seeking another way to open up Chinese traditional culture to better "go out", and at the same time provide some inspiration and reference for the production and dissemination of more high-quality short videos. It has stimulated many people's interest and love for Chinese traditional culture, and has become a model of "going out" for Chinese cuisine.

The Chinese nation has nurtured a civilization for 5,000 years and has its own distinctive cultural characteristics. Li Ziqi used short videos to introduce the four treasures of the ancient study to the audience. These traditional handwritten words have been eliminated in today's society, and due to the development of science and technology, these ancient items have become more convenient. His innovation allowed the ancient workers to regain their wisdom and let their spirits be released. In addition, Li Ziqi also shot a short video about the inheritance of oriental intangible cultural heritage. This kind of video can not only let foreigners understand the excellent traditional Chinese culture, but also promote the inheritance of Chinese modern culture.^[4] Even if there are ideological differences between China and the West, the deadlock was broken through short videos.

5.2. Improve cultural soft power

"Soft power" was elaborated by Joseph Nye of Harvard University in the United States. It emphasizes the comprehensive national strength of a country, which is not only limited to its material wealth, political authority and military strength, but also a cultural, ideological, political and social norms that can stimulate public resonance, so that its members can more consciously abide by it. Accept and maintain this international order.

Nowadays, Chinese films have gone beyond the category of traditional ancient costume films and kung fu films. *Wolf Warrior 2*, *Operation Red Sea*, *Wandering Planet*, *Me and My Motherland* are all wonderful works in the eyes of international audiences. These works have richer categories and broader themes. Despite the success of "going out", "going out" still needs a more wonderful interpretation and fuller market competitiveness. *Wolf Warriors 2* grossed \$2.72 million in North America, *The Mermaid* reached \$3.23 million, and *Lost in Hong Kong* reached \$1.3 million, all of which show that China's film and television "going out" still has good development prospects.

Documentaries are an important part of national strength. They can not only show a real, three-dimensional and complete China, but also help people understand the image of the country, promote cultural and international exchanges, and interpret history and culture.

Secondly, vigorously expand the channel platform and make good use of new media communication. With the development of new media, Chinese movies and TV dramas have made significant progress in the international communication. For example, the American version of *The Legend of Zhen Huan* has been successfully launched on Netflix, the largest video website in the United States. At present, Vlog, short videos, etc. are popular all over the world and are loved by people all over the world.^[5] Internationalization through the adoption of more popular methods has become an important innovation in film and television art today. For example, the producers of "Go Out" have shifted from the previous model limited to theaters to integrating the two channels and launching them in sync with other parts of the country. In 2019, classic works such as "The Winning Moment" and "Galaxy Cram School" have successfully landed in North America and been launched together with cinemas in Chinese mainland, arousing the interest of audiences around the world.

Finally, we should not only "go out" but also "go in". In order to get better results, we should focus on pre-production and carefully think about how to attract overseas audiences. Some successful foreign films are successful today because of their meticulous investigation and field shooting. *Mission: Impossible 4* has been filmed in Canada, the United Arab Emirates, the Czech Republic, Russia and India.

"Going Out" is a film full of cultural connotation and artistic charm. It tells contemporary stories and adopts a realistic approach. Through this work, we can show the unique aesthetics and emotions of the national culture, so that the audience can get more inspiration in the viewing. By combining the traditional Chinese cultural symbol "Baobaobao" with the Western perspective, the "pain point" has successfully moved Chinese and foreign audiences. This novel narrative not only shows Chinese traditional culture, but also reveals the common phenomenon of family education.

6. Conclusion

Through mutual learning, mutual respect and mutual understanding, we can jointly promote the development of global culture, so as to make our society more prosperous. From ancient times to the present, every country in the world has demonstrated its wisdom, charm and values with its unique style, which constitute a complete and vibrant global society. Equal exchanges and mutual learning between different civilizations will provide strong spiritual guidance for mankind to solve the problems of the times and achieve common development.

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