

# **An analysis of cultural differences between china and africa from the perspective of intercultural communication**

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**Abstract:** *Culture is a cognitive structure. Human beings develop in culture, so there are great differences between Chinese and African cultures. For the problem of cultural differences, it is necessary to first understand the causes of differences. There are huge differences between Chinese and African cultures. This paper puts the analysis of cultural differences between China and Africa into the Chinese African cultural system and analyzes the cultural differences between China and Africa. Then, it discusses the differences and gives solutions. It aims to solve the problem of differences between different cultures, so as to achieve the fusion of cultural differences between China and Africa in the perspective of cross-cultural communication.*

**Keywords:** *Intercultural communication; Chinese and African culture; Cultural differences; Cultural fusion*

## **1. Introduction**

Cultural differences are the common characteristics and differences between Chinese and African cultures, which to a large extent determine the differences between Chinese and African cultures and between China and Africa. Therefore, it is necessary to solve the problem of cultural differences between the two countries from the perspective of different characteristics, so as to promote cultural exchanges and cooperation and economic development as the goal [1]. Based on an in-depth study of the theory of intercultural communication in our country, an analysis and definition of cultural differences can provide a scientific basis for the construction of China-Africa culture. This is conducive to promoting the friendly cooperation and exchanges between China and Africa [2-3]. Based on this, it is particularly important and urgent to analyze the reasons for the differences between Chinese and African cultures and to analyze and integrate them. Chinese and African cultures have developed through mutual integration, but there are some differences between them. To achieve cultural integration and win-win results in China-Africa dialogue and relations in the new era is one of the common understandings and an inevitable path for both sides.

## **2. An analysis of the differences between Chinese and african cultures**

### **2.1. Ethnic differences**

The similarities of Chinese and African national cultures are basically the same, but there are differences in national lifestyles, living habits and religious beliefs. Fundamentally speaking, national culture is diversified in nature and a complex system composed of multiple nationalities. The cultural differences between different nationalities are closely related, and national culture is often the concentrated expression of a national history and cultural form. Therefore, both China and Africa have their own national cultures, and there is a certain gap between them. China is a multi-ethnic country, and the people of all ethnic groups live in harmony. At the same time, it also maintains its own unique national culture. Therefore, the cultural differences between China and Africa are mainly reflected in the cultural differences between China and Africa caused by different ethnic relations. For example, politically and economically, China is a big country and a multi-ethnic country. Generally speaking, the commonality of culture is basically the same or basically the same. But there are big differences in some ways. Differences among different ethnic groups have led to the lack of extensive and close exchanges between Chinese and African ethnic groups. This is a difficult problem that needs to be

overcome and solved well in China's cross-cultural exchanges and cooperation.

## ***2.2. Cultural identity and national identity***

Cultural identity is a cultural attitude and belief that people form in the cultural field towards cultural groups and related activities. Due to the historical development period and cultural environment, there is also a clear distinction between Chinese and African cultures. If there is no need to establish communication channels or mutual understanding between different countries to jointly promote the development of China Africa cultural relations. However, due to cultural differences, there are obvious differences in cultural identity between the two countries. These differences are mainly manifested in the following aspects: first, the problem of national identity: East African countries highly emphasize the cultural differences and interdependence of ethnic cultures, which makes them pay more attention to how to understand Chinese traditional culture and advanced socialist culture; Second is the issue of national identity; Thirdly, there are great differences between the national culture of East African countries, Chinese tradition and local national culture, and each ethnic group in China has formed a unique charm and temperament. The different scenes presented by the cultures of different tribal areas in Africa in different historical periods have brought great impact to people and affected the formation and development of national identity.

## ***2.3. Religious beliefs and customs***

There are obvious differences in religious beliefs and customs between China and Africa. The cultural differences between Chinese and African religions are the commonalities and roots of the cultural differences between Chinese and African societies in cross-cultural communication. These differences have brought many obstacles and problems to China Africa exchanges and ultimately led to estrangement and contradictions between the two sides. However, this does not mean that the Chinese and African national cultures are fragmented or even completely disappeared. The Chinese and African nationalities have a strong particularity in religious culture. As Chinese, China has been a religious country since ancient times, with many excellent cultural heritage and has become an important source of human civilization; However, due to different religious beliefs and customs in different regions, there are still many people who are discriminated against and persecuted to varying degrees. Therefore, there are differences in religions between China and neighboring countries, and different religions need to be integrated to varying degrees.

## ***2.4. National cultural customs and social customs***

The country of Central Africa covers a vast area, and various ethnic groups are distributed all over the world, but their living customs and cultural customs are very different. First of all, in terms of social customs, there are great differences between Central African countries. Traditionally, the African region is a multicultural region with distinct cultural characteristics, which is different from the Chinese culture in terms of language expressed in written form and other issues. During the long period of social development, the Chinese people have formed relatively stable living habits and traditional experience. But East African countries have more primitive tribal colors, and a strong spirit of exploration in the natural world. Secondly, there are differences in folk customs, which are different from the traditional Chinese cultural customs and customs formed by the long-term integration of Chinese nationalities for thousands of years. Chinese traditional culture and customs focus on the behavior of mutual courtesy and respect between people, as well as the relationship between people and things. However, there are still some inadaptable factors in this communication process. Due to the low level of economic development, people in East African countries have obvious differences in cultural customs. The residents of China and African countries have obviously different cultural habits that affect the way of life of human society; There are also contradictions and conflicts in the process of communication.

## **3. Specific suggestions on the cultural fusion between China and Africa from the perspective of intercultural communication**

From the analysis of the differences between Chinese and African cultures and the study of integration strategies from the perspective of intercultural communication, it can be seen that there is space and development prospect of cultural integration between Chinese and African cultures at the

communicative level. Among them, cultural difference is the core and difficult point, and its influence factors on cultural integration are various (such as cultural background, personal experience, religious belief, political stance, etc.). In essence, China-Africa cultural exchange is a two-way process. The cultural exchanges between China and Africa should not be limited to differences in language, customs and other aspects. They should learn from each other. The two sides should conduct dialogue based on the principles of equality, cooperation, mutual benefit, mutual respect, mutual benefit and common development. We should carry out exchanges and cooperation activities from various aspects and angles. We should establish friendly and mutually beneficial relations between China and Africa in the context of traditional Chinese culture and carry out equality and mutually beneficial cooperation; To achieve common development and prosperity on the basis of respecting each other's cultural characteristics; Adhere to the principle of peaceful development; And jointly push China Africa friendly cooperation to a higher level on the basis of equality and mutual benefit.

### ***3.1. Strengthen exchanges, strengthen dialogue and actively carry out cooperation with africa***

The Chinese people have a long history of friendly exchanges with other countries. Communication and exchanges between China and Africa began with the emergence of the Silk Road. Due to different African countries, different levels of social and economic development and people's different expectations for future development, there are great differences among African countries. There are huge cultural differences between China and African countries. It is necessary to eliminate the estrangement in people's hearts through in-depth exchanges so as to achieve further development of China-Africa friendly and cooperative relations. The cultural difference between China and Africa is an important factor in the development of China Africa relations. Only when the Chinese and African cultures develop harmoniously can China Africa friendship and friendship between the Chinese and African people be consolidated in the true sense. Create a good environment for exchanges between China and Africa. Cultural integration between China and Africa is an inevitable process in the development of China Africa relations. Only through full dialogue can differences be eliminated and win-win results be achieved. China and Africa should do more things that are conducive to China Africa friendly coexistence on the basis of equality and voluntariness, not the contrary! Only on the basis of friendly consultations can cooperation activities with Africa achieve win-win results.

### ***3.2. Strengthen assistance to Africa***

China and Africa enjoy a time-honored friendship. The friendship between Chinese and African people is based on equality. The common values and ways of life of the Chinese and African people formed in the course of friendly exchanges have led to two interdependent, harmonious and stable relations featuring mutual respect and mutual support. In its foreign assistance work, China has actively responded to the call of the World Health Organization and taken concrete actions to support African countries in poverty alleviation. In terms of aid projects, China's experience and advanced technology in building public works in African countries have brought benefits and convenience to the African people. Economically, we will help the African people realize their own economic and social development and benefit the African people. China's active fulfillment of its due obligations is consistent with its commitment to social responsibilities. Aid not only meets the needs of the African people for economic development and realization of their own value, but also achieves the best interests of human happiness. And Africa also hopes to get more benefits and help from our country, because the Chinese and African people belong to the same family; At the same time, it is also conducive to promoting China Africa solidarity and cooperation and common prosperity and development. The cultural differences between China and Africa will inevitably bring troubles and conflicts between the two countries. Therefore, it is very important to build a new pattern of China Africa relations featuring equality, mutual benefit and win-win results. For African countries, they hope to achieve common development by strengthening cooperation, and they also hope that China will further promote development and improve its own situation to achieve common prosperity and progress. At the same time, China should also see its own cultural characteristics and advantages in its aid to Africa, and help African people come forward when they need help most; In addition, for Chinese enterprises, it is a spiritual incentive and reward for helping Africa, promoting exchanges and cooperation between the Chinese and African people; At the same time, it is also a mode of conduct to promote mutual understanding, mutual support and mutual benefit between the two peoples and promote the harmonious and stable development of relations throughout the country. In order to further develop China-Africa relations, we must adhere to the foreign policy of combining the principles of mutual benefit and common development with the principles of equality and mutual benefit. At the

same time, we must uphold the basic norms governing international relations based on the purposes and principles of the UN Charter, and constantly improve the socialist system so as to promote China's long-term peace, stability, development and prosperity.

### **3.3. Strengthening China Africa cooperation**

The goal of China Africa cooperation is to promote the stable development of China Africa relations. In the long run, China Africa cooperation is in line with the interests of both sides and the common interest, and is conducive to building a community with a shared future for mankind, the in-depth implementation of the "the Belt and Road" initiative and the formation of China Africa friendly cooperative partnership. However, cultural differences between China and Africa also exist objectively. Although there are differences between China and Africa, there is still the possibility of cooperation. Chinese and African cultures should be integrated and developed. The driving force for the development of China Africa relations is economic cooperation, which is a win-win cooperation model. African countries have long faced problems such as underdeveloped economies, weak cultural heritage, complex social contradictions, generally low cultural level of the people, and irrational economic structures. Therefore, China Africa friendly exchanges should pay more attention to cooperation projects and strengthen strategic cooperation and exchanges in infrastructure construction, industrial restructuring, environmental protection and other aspects. On the one hand, it can accelerate the development scale of African workers in China; On the other hand, it is necessary to promote the internationalization of enterprises and cooperate with foreign enterprises for common development. Finally, we will actively promote the dissemination and promotion of the Belt and Road Initiative in Africa. In this way, we will remove the factors that hinder our cooperation and development so that the African people can enjoy the fruits and benefits brought by China's economic development. At the same time, Chinese products can meet the demand of the local African consumer market to achieve mutual benefit and win-win results. China-africa relations should strengthen exchanges, learn from each other, make common progress and achieve common development. This effective way can promote the steady and long-term steady development of China-Africa relations and other interest groups to form a positive interaction mechanism, rather than an interest-oriented or zero-sum pattern, to promote the sound and steady development of China-Africa relations is particularly important under the current international situation. This is a major strategic deployment made by the Chinese government to advance the international political and economic situation and the long-term and sound development of China-Africa relations under the framework of cooperation with Africa.

## **4. Conclusion**

This paper will discuss the differences between Chinese and African cultures from the perspective of cultural communication between China and Africa, as well as the design of integration strategies and specific methods. It has played a key role in how China handles cultural relations with other countries in the process of realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

## **References**

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