

Research on the Strategy of Chinese Culture's Foreign Communication from the Perspective of Globalization

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ABSTRACT. *Chinese traditional culture is the crystallization of the strength and wisdom of the Chinese nation, which embodies the unique national spirit and occupies an important position in the world cultural system. Contemporary China has been integrated into the tide of globalization, and the process of integrating contemporary Chinese advanced culture into globalization is also accelerating, which is both a realistic development opportunity and a severe challenge for contemporary Chinese advanced culture. Facing the complicated and changeable international situation, China should strive to build its own cultural diplomacy strategy. Culture is a unique phenomenon of human society, and cultural tradition is the embodiment of national spirit and national character. It not only becomes the spiritual force influencing the social operation mechanism, but also exerts a subtle influence on people's thinking, behavior and life style with its tenacious continuity. To adhere to the socialist cultural development road with Chinese characteristics, we need to think about the development direction of Chinese culture from the perspective of cultural globalization, which is an important measure to adhere to the socialist road with Chinese characteristics.*

KEYWORDS: *Globalization; Chinese traditional culture; Diplomatic strategy*

1. Introduction

Globalization has become an indisputable fact, the core of which is economic globalization and the essence of capital globalization. The increasingly active global economy has greatly expanded the space for political and cultural development, and globalization has gradually expanded from the economic field to the cultural field [1]. Globally, there are fierce conflicts and competitions between Eastern and Western cultures, between North and South cultures, and between different ideologies. China has become one of the main battlefields of global cultural confrontation [2]. China's cultural diplomacy strategy faces severe challenges from Western cultural expansion and cultural hegemony. Culture has a broad meaning and a narrow sense. A broad sense of culture refers to the sum of all material wealth created by mankind in the process of understanding and transforming the world; a narrow sense of culture refers to the sum of spiritual wealth created by mankind [3]. Culture is a peculiar phenomenon in human society, and cultural tradition is a manifestation of national spirit and national character. It not only becomes a spiritual force that affects social operating mechanisms, but also affects people's thinking, behavior, and lifestyle subtly with its tenacious continuity [4].

With its strong economic, political, military, and scientific and technological strength, the spread and influence of Western capitalist culture has continued to increase, posing a threat to China's socialist economy and political system, and impacting China's mainstream ideology and national traditional culture. [5]. "Cultural diplomacy strategy" is a strategy that a country seeks to survive and develop its own national culture in the international community, defend national cultural sovereignty and expand the country's supreme cultural interests. It considers the macro grasp of its own basic issues [6]. Contemporary Chinese cultural construction must make reasonable strategic choices, rationally allocate existing cultural resources through cultural integration, and maximize the effectiveness of various resources [7]. Adhering to the development path of socialist culture with Chinese characteristics requires thinking about the direction of development of Chinese culture from the perspective of cultural globalization. This is an important measure for adhering to the path of socialism with Chinese characteristics.

2. The main problems facing China's cultural diplomacy strategy

2.1 The characteristics and essence of Chinese traditional culture

With the strengthening of China's economic power and the expansion of its political influence, Chinese culture is in a wide-ranging confrontation and collision with western culture. Chinese traditional culture, as we speak, refers to the special cultural system created by the Chinese nation with Han nationality as the main body and multi-ethnic groups together in the long historical development process, and is the product of Chinese people of all ethnic groups actively transforming nature and society. With the acceleration of globalization, the cultural exchanges between different countries and nationalities are becoming more frequent. Since the globalization of economy began in western developed countries, the cultural exchange of globalization decided by this is also dominated by western countries. The global spread and diffusion of culture under the leadership of capital will not only bring about the integration and convergence of global culture, but also lead to cultural conflict and opposition. Western countries, especially the United States, which occupy a dominant position in the process of globalization, always try their best to promote cultural colonization, cultural hegemonism and cultural imperialism in the name of cultural globalization, and impose their belief system and lifestyle on other countries [8]. In today's information society, culture has become an integral part and an important symbol of a country's comprehensive national strength.

Our country is in the primary stage of socialism. Although we are guided by Marxism, our country has experienced a feudal society for thousands of years, so the legacy of feudal society and culture will still exist for a long time. Chinese traditional culture can be said to be feudal culture or agricultural culture. It formed, matured and prospered in feudal society, which was consistent with the establishment, consolidation and development of feudal system. The development of feudal society promoted the prosperity of traditional culture, and the prosperity of traditional culture also played a very important role in the stability and development of Chinese feudal society. China is not only the representative of Confucian culture, but also the source of oriental culture and the core of socialist culture. Therefore, China's cultural diplomacy strategy is severely challenged by western cultural expansion and cultural hegemony. If we do not strengthen cultural construction, the cultural system of the Chinese nation will be seriously shaken, which will eventually lead to Chinese culture becoming a vassal of western culture. From the great practice of China's socialist construction, it is also urgent to build contemporary Chinese advanced culture.

2.2 Problems faced by China's cultural diplomacy strategy

Chinese traditional culture is a peak in the history of world cultural development, and occupies a very important position in the world cultural system. In foreign cultural exchanges, China focuses on the promotion of Chinese traditional culture, but does not publicize the image of modern China enough, which makes the international community and foreign people interested in China's history, but not enough understanding of China's current development. The long-term history of human separation makes the cultures of various countries show great characteristics of regionalization and nationalization. Therefore, for the sake of national interests and feelings, strengthening regionality and nationality has become the cultural strategic choice of many nation-States. The trend of cultural globalization is essentially the result of the development of social productive forces. The globalization process of human society is a natural historical process, which is an integrated trend of world development promoted by the rapid development of science, technology and economy.

In recent years, China has paid more and more attention to the development of cultural diplomacy to promote the shaping of national image, and has taken some effective measures. However, in view of the current international strategic needs, the work in this area needs to be further strengthened. China must fully understand the importance and urgency of this issue, guide the development of relevant work by formulating macro-cultural diplomacy strategies, and show China's good national image to the whole world. For a long time, all ethnic groups have formed their own unique production and life style, moral values, ethical concepts and customs, etc., and on this basis, formed their own cultural characteristics. The development of cultural globalization has accelerated the cultural exchanges between countries, promoted the cross-border flow of cultures, and brought different national cultures closer.

3. Building a new strategy of cultural diplomacy

3.1 Improve institutional arrangements

The emergence and development of Chinese traditional culture and western culture have their own different economic and political backgrounds, so they are bound to form their own different characteristics. China needs to have a correct national image orientation, so that it can be targeted, gradually eliminate the misunderstanding of the outside world and safeguard its own national interests when constructing cultural diplomacy strategy and carrying out practical work. Any culture is not only the culture of a certain era, but also the culture of a certain nation, which is the dialectical unity of nationality and times. In the contradictory unity of culture, the nationality of culture maintains the unique position of national individual in the world culture. In order to effectively change the misunderstanding and prejudice of the world against China for a long time, China must vigorously develop its own political civilization. Only in this way can China's national image be significantly optimized from the inside and get moral support from the international community. In view of the many problems faced by China's cultural diplomacy strategy in shaping and upgrading its national image, China should learn from the successful experience of developed countries and constantly improve the relevant cultural diplomacy management system and legal mechanism. At present, with the deepening of China's integration into the international community, the western strong culture dominated by American culture has brought great challenges and threats to China's national cultural security with its advanced means of communication, which is the international cultural security environment China will face for a long time [10]. Therefore, in order to vigorously develop contemporary Chinese advanced culture, actively respond to the challenges of globalization and adapt to the requirements of the socialist market economic system, it is necessary to reform the current cultural management system, further eliminate the institutional obstacles restricting cultural development, and establish a scientific, rational, efficient and flexible cultural management system and production operation mechanism.

3.2 Adhere to the leading values

The advanced culture of socialism with Chinese characteristics, from the perspective of world history theory, has surpassed the debate between Western modernity and post modernity and has become an important component of global advanced culture. Historically speaking, China is the only country in the world with a consistent national cultural tradition and national spirit. During the development of more than 5000 years, the Chinese nation has formed a great national spirit with patriotism as the core, which is unity, peace loving, hardworking and brave, and self-improvement. Chinese contemporary culture has surpassed the debate between Western modernity and post modernity and has become an important part of global advanced culture. Modernity originated from the pursuit of the internal consistency of value rationality and instrumental rationality in the enlightenment movement, which made human get rid of ignorance and backwardness. It is necessary to reform and improve the party's leadership and governance methods, adhere to the rule of law, deepen the reform of the administrative management system, and establish and improve a decision-making mechanism that has a deep understanding of the people's conditions, widely reflecting the public opinion, fully concentrating the wisdom of the people, and earnestly cherishing the people's power.

4. Conclusions

Culture, as a soft power resource, has increasingly become an important source of national cohesion and creativity, and also an important factor in the competition of comprehensive national strength. Chinese culture has a long history, and has always been famous for its unique humanistic spirit, values and folk customs. After the reform and opening up, China is facing the rapid social transformation and the infiltration of western culture with ulterior motives, which makes Chinese culture challenged by western cultural expansionism and cultural colonialism. Both Chinese traditional culture and western culture have the problem of how to conform to the modern requirements of human cultural development, and they all have to face the contradictory relationship between the nationality and the times of culture. In order to effectively change the misunderstanding and prejudice of the world against China for a long time, China must vigorously develop its own political civilization. In contemporary China, to carry forward the national spirit is to carry forward the national spirit as an organic unity of history and times, and to eliminate the feudal consciousness and loyalty to the monarch in the excellent national cultural tradition. Only by defining the direction and ensuring the road can the construction of socialist culture

with Chinese characteristics provide inexhaustible motive force for the success of various undertakings of socialism with Chinese characteristics.

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