

Building a platform for equal dialogue by relying on different civilizational carriers

Su Xiaoran

*School of Journalism and Communication, Hebei Normal University, Shijiazhuang, China
Sherryl1222@outlook.com*

Abstract: *With the development of economic globalisation and the introduction and renewal of a series of concepts such as the community of human destiny, people are gradually allocating their construction goals to the superstructure, i.e. culture and the arts, and in recent years "Cultural interdisciplinarity" has become a global buzzword. Relying on this, CCTV Radio and Television in 2022 had Launched a programme on exchange and mutual appreciation between China and other countries which named "Yujian Wenming". This article focuses on the cross-civilizational dialogue platform, the cross-temporal dialogue platform and the cross-threshold dialogue platform built by the column. The programme explores how "Yujian Wenming" reflects cultural tolerance in the clash of civilisational differences, the encounter of diverse arts in the mutual appreciation of civilisations, and how "highbrow solemnness" can fly into the homes of ordinary people in the new era, as well as presenting a three-dimensional, vivid and graphic picture of mutual appreciation of multiple civilisations.*

Keywords: *Yujianwenming; Cultural Identity; Cultural interdisciplinarity; Innovation*

1. Introduction

With the development of economic globalization and the introduction and renewal of a series of concepts such as the community of human destiny, the economic base of the people has been strongly developed, and the goal of construction has gradually been allocated to the superstructure, i.e. culture and art, and "cultural interdisciplinarity" has become a global buzzword in recent years. The Asian Civilization Dialogue Conference 2019 proposes that "civilizations exchange through diversity, learn from each other through exchange, and develop through mutual learning"; In the report of the 20th Party Congress, the word "mutual appreciation" is mentioned several times, emphasizing "deepening exchanges and mutual appreciation of civilizations and promoting Chinese culture to the world". Relying on this, CCTV Radio and Television in 2022 had Launched a programme on exchange and mutual appreciation between China and other countries which named "Yujian Wenming". It fills a gap in the selection of topics in the field of mutual appreciation of civilisations by the Central Radio and Television Station, realising dialogue and programme innovation across civilisation systems and making viewers think again about the importance of mutual appreciation of civilisations in building a community of human destiny.^[1] "Yujian Wenming" is a new form of dialogue across civilisations, across time and space, and across thresholds. In the clash of civilizational differences, cultural tolerance is reflected; in the mutual appreciation of civilizations, the encounter of diverse arts is realized; and in the journey of the new era, the "highbrow solemnness" fly into the homes of ordinary people, presenting a three-dimensional, vivid and graphic picture of mutual appreciation of multiple civilizations.

2. Cross-Civilizational Dialogue: The clash of civilizational differences reflects cultural inclusion

The existence of cultural differences is a prerequisite for cultural tolerance. At the same time, cultural differences should not be simply eliminated or obscured in a brutal manner, but should be accommodated by the concept of "harmony" in traditional Chinese culture.^[2] Throughout the programme, the Chinese culture of "harmony" is used to build a platform for cross-civilizational dialogue. By comparing the uniqueness of civilizational carriers, viewers can experience the diversity and richness of world cultures. The programme aims to tell interesting stories behind the art and raise the audience's interest in different vectors of civilization. Additionally, it explores the cultural inclusiveness of cultures in light of their differences.

Contrasting the uniqueness behind the carriers of civilization

In today's globalised world, mutual appreciation is a necessity for civilisation and development. The theme of each episode of "Yujian Wenming" is to select different civilizational carriers from China and abroad, such as guqin and piano, porcelain and glass, Beijing opera and opera, and invite famous scholars from China and abroad to discuss the differences and uniqueness of each civilizational carrier in the form of interviews, so that the audience can feel the unique beauty of each type of art and the differences and diversity of civilizations behind the civilizational carriers. The programme aims to showcase the plurality of civilisations and to promote the progress of human civilisation together in a dialogue of equals. The choice of the programme's slogan, "Chinese and foreign encounters, harmony is different, China and China learn from each other, and beauty is shared", reflects the determination of the programme team to tell the story of China and promote the mutual appreciation of Chinese and foreign civilisations.

In one of the exhibitions, "Chinese and Western Furniture", a replica of a Chinese folding bed from the Warring States period and a gold seat from Tutankhamun in Egypt are on display. While marvelling at the ingenuity of the ancient Chinese folding bed structure and the exquisiteness of Western furniture, expert analysis has revealed that the Chinese dovetail structure reflects the Chinese yin and yang of the Tao, while Egyptian furniture presents the totemic culture of the West. It is also the diversity of civilisations that makes the world such a colourful place, where exchanges and exchanges continue to develop and progress, and where new sparks collide.

2.1. Deep storytelling in the depths of art

From a typical story to a civilizational carrier that explores the spiritual core of each civilization, "Yujian Wenming" is a television programme that takes into account the domestic and international audiences, arouses the interest of viewers through the telling of moving stories, and explores the artistic truths and philosophical culture mapped out in the stories themselves, increasing the richness and interest of the programme while presenting a more intuitive picture of art as a social phenomenon, a social thing, and an ideology that recognises and reacts to the world dynamically. By choosing interesting stories from various civilisation carriers to develop the content of the programme, abstract words such as civilisation and culture are made more tangible and "grounded", thus achieving a better cultural communication effect and enhancing the cultural confidence of the public by popularising cultural knowledge.

For example, in "Chinese Costume Chapter, Chinese Costume and Western Costume", when referring to the process of conveying traditional Chinese costume to Western society, the programme does not take the form of a timeline similar to that of a history textbook, but rather plunges deeper into the storytelling of the art, as opposed to the well-known story of Zhang Qian's mission to the West, in which Professor Yu Dan begins with the story of a mysterious "silk tree", which leads to the Silk Road. The imaginative language and vivid visuals add more colour to the mystery and greatness of the Silk Road, arousing the audience's strong curiosity about the art of costume and the ancient civilisations of the world.

2.2. Discovering the inclusiveness behind differences

If a nation's culture is to develop, it needs constant innovation, a broad-mindedness and tolerance of character, and a cultural atmosphere in which all kinds of flowers can flourish.^[3] In today's globalised economy, cultural inclusion is the cultural manifestation of globalisation, which requires us to see both differences and commonalities in order to achieve more cross-fertilisation in the common. Taking cultural exchange and mutual appreciation as its starting point, "Yujian Wenming" provides a platform for dialogue between Chinese and Western experts, artistic performances and the presentation of works on an equal footing across civilisations. Through the programme, viewers are introduced to a number of civilizational interlocutors who have contributed greatly to both the introduction of Eastern civilization to the world and the introduction of Western civilization to China. In the context of building a world community of human destiny, they are undoubtedly the forerunners of history and the role models for the public to follow, a presentation of cultural confidence and cultural tolerance integration.

In the "Elegant and Beautiful Sound, Peking Opera and Opera" issue, there is an encounter between the famous Peking Opera performer Mr. Mei Lanfang and the theatre master Chaplin, an interesting story about the Italian tenor Pavarotti and the art of Peking Opera, and a new artistic attempt by the German artist Gundemann in the fusion of Eastern and Western theatre, such as "The Nightingale" and "The Boundary Pavilion". The Chinese Tower in the Western Garden, the Great Lawn in the Chinese

Garden, the Belgian Paradise Park and many more are shown in "A View from Earth, Chinese Gardens and Western Gardens". From ancient times to the present day, these have opened the door to mutual appreciation between Chinese and Western civilisations, and have laid a solid foundation for a better integration of civilisations today.

3. Dialogue Across Time and Space: The Encounter of Diverse Arts through Mutual Appreciation of Civilization

Through a variety of means such as short films, AR visual displays and cultural performances, "Yujian Wenming" breaks through the barriers of time and space to build a platform for equal dialogue across time and space, realising the encounter of diverse arts, colliding with wonderful sparks and presenting more beauty. The presentation of diverse elements adds a sense of weight and authenticity to the programme, while at the same time awakening the cultural gene in the blood of the audience and their sense of mission to spread their own culture and preserve cultural diversity. This is in line with the view of the late sociologist Fei Xiaotong, who proposed at the International Symposium on East Asian Social Studies in Tokyo, Japan, in 1990 that "Appreciate the values of others as do to one's own, and the world will become a harmonious whole".^[4]

3.1. A sense of gravity: rich historical material adds substance to the programme

What we commonly refer to as historical materials are traces of the development of human society that can help future generations to understand and reconstruct the historical process. The large number of historical references in cultural programmes both adds richness and weight to the programmes and provides them with a greater sense of authenticity and substance. In each episode, "Yujian Wenming" draws on a wealth of historical material to restore the most authentic appearance of each civilisation and explore its historical trends and development, enhancing cultural confidence and the programme's own sense of weight through its cultural heritage. The combination of historical materials from various eras and modern technology enables a dialogue between civilisations across time and space, promoting a deeper understanding of the similarities and differences between the ideologies of civilisations and the audience's understanding that mutual appreciation of civilisations has been evolving from ancient times to the present day, increasing the audience's understanding and acceptance of diverse cultures.

In the 'Painting the Real, Chinese and Oil Paintings' section, a series of objects and historical materials, such as the Ghent Altarpiece, the Gusu Prosperity Picture, and works painted by the French Grand Culture Hugo, fusing Chinese and Western characteristics, are presented to the audience through a vivid three-dimensional display on an AR ring screen visual. The format of "physical exhibition + expert discussion" elevates the programme from a single appreciation of civilisation to a mutual appreciation and dialogue between civilisations. In addition, the programme also features a large number of photographs taken during the exchange between ancient and modern Chinese artists, all of which lay a deep historical foundation for the programme's theme of "mutual appreciation of civilisations", enhancing the programme's credibility and communication effect, and pointing the way to the future development of human civilisation.

3.2. A sense of authenticity: a variety of elements to restore the original look and feel

Due to the limitations of the one-to-many mass communication channel, the television screen separates the transmitter from the audience, so the "truth" of a programme is often the most attractive to the audience. One of the features of "Yujian Wenming" is its authenticity. Compared to traditional TV programmes, both the hosts and the experts are able to use their own experiences to explain spiritual culture, which is relatively abstract at the ideological level, no longer thinking of the programme's themes in purely academic terms, so that the audience can feel that culture is around them. In addition to the "truth" of the examples, the "truth" of the data is also constantly present in the programme, such as the statistics of the "Global Survey on China's National Image 2018 (Foreign People's Impressions of Chinese Food Culture)", etc. To providing audiences with knowledge and showcasing the carriers of civilisation, "Yujian Wenming" restores the appearance of the carriers through a variety of elements, increasing the richness of the programme and bringing it closer to the audience.

For example, in the episode of "Porcelain and Glass", Professor Yu Dan from the panel of experts tells the story of how he witnessed the opening of a modern artisan's kiln, "One colour in the kiln, ten thousand colours out of the kiln", so that the audience can feel more truly the difficulty of the craft of

porcelain and the devotion and devotion of the artisan spirit that exists silently behind the civilisation. By telling the stories behind the arts, from the encounter of artistic carriers to the clash of diverse civilisations to the emotional spirit behind them, the programme of "Yujian Wenming" is enriched while illustrating the difficulty and complexity of artistic skills in their own right. Furthermore, during the "Gourmet Food, Chinese and Western" session, there were interesting stories about the fusion of Chinese and Western cultures, and the host's mention of "tiramisu-filled" mooncakes led to heated discussions and awakened the audience's experience in their own lives.

3.3. A sense of mission: real-life examples nourish the cultural DNA

"Yujian Wenming" is at the forefront of innovation as a cultural programme in 2022, setting a precedent for the mutual appreciation of civilisations. In addition to spreading the concept of mutual appreciation and cultural tolerance, the programme also inspires audiences to pay more attention to the preservation and confidence of their local culture in the process of mutual cultural appreciation. The programme allows you to experience the development of civilisations through thousands of years of change, witnessing the vicissitudes of history and the change of times. It is both a blessing and a mission for us that all kinds of civilisational carriers have been preserved and are still available for appreciation.

The important issue of the preservation and transmission of intangible cultural heritage is fully demonstrated in the "Pure Aroma, Tea and Coffee" edition, which has similarities with the Western art of coffee pulling, including the intangible cultural heritage of Fujian Province, China, the "Tea Bacchanal". By inviting the inheritors of the "Tea Hundred Plays" to order tea on site, the programme showed the audience the traditional Chinese auspicious picture of "Xishangmeishao", whose exquisite craftsmanship and moody images vividly illustrated that the "Tea Hundred Plays" elevated tea from a tasting to an art, and expressed the spirit of the Chinese tea ceremony of "fine practice and frugality", which is a reflection of the creativity of the Chinese nation.

4. Dialogue across thresholds: "highbrow solemnness" fly into the homes of ordinary people

Since China's development entered a new era, the spiritual and cultural needs of the people have shown a multi-genre, high-quality and nourishing development trend, which has accordingly caused a shift in cultural and artistic forms.^[5] In recent years, a series of innovative cultural programmes have been launched on TV screens, presenting elegant arts such as drama, opera and dance to the public and receiving more acclaim as a starting point for enriching public life. Among them, "Yujian Wenming" also promotes the trend of popularization of elegant arts to a certain extent, and the programme brings experts closer to the people through the form of civilian interviews; more civilisation carriers are presented vividly using visualised AR displays; with diverse cultural performances to enrich the content of the programme and enhance the aesthetics of the audience, the programme advocates the "highbrow solemnness" to fly into the homes of ordinary people, and takes a new step on the road of mutual appreciation of civilisation.

4.1. Civilianization of the interview format

As a talk show, "Yujian Wenming" is a panel discussion between the host and a panel of experts on the topic of each episode, offering the advantages of a light-hearted, insightful and opinion-rich format compared to traditional TV programmes. The hosts play a coordinating role, talking and interacting with the guests, making the programme more relaxed and active, and to a certain extent, enabling a dialogue between the experts and the audience across the threshold. The presenter acts as an avatar for the audience in the programme, and this type of talk show will put itself more in the audience's shoes in order to set up the questions and explore the intellectual culture that the audience is really interested in. The relaxed environment created by talk shows provides a more everyday recording environment for experts, and more cultural knowledge is presented through stories, colloquial language and personal experiences than academic discussions, increasing audience acceptance.

For example, in the "Chinese and Western Cuisine" section, two civilisational interlocutors dedicated to the development of creative fusion cuisine between East and West were invited to present "French Mandarin Fish" and "Mabo Tofu Burger", which aroused strong interest from the audience and experts, and created a more relaxed and enjoyable atmosphere during the tasting session. By introducing the topic to the more profound and rich theme of mutual appreciation of civilisation through tasting and

exchange, the programme has served to embellish the audience with a more entertaining form of civilisation knowledge.

4.2. Technology-enabled visualization

With the rapid development of science and technology and the integration of different fields, digital technology is empowering the field of cultural development, constantly meeting the growing spiritual and cultural needs of the people, enhancing the influence of Chinese civilisation and promoting the exchange and mutual appreciation of world civilisations. The convergence of technology and culture continues to stimulate new potential in the digital cultural technology industry, and has become an essential part of the prosperous development of cultural undertakings and cultural industries. Among them, "Yujian Wenming" enables scenes to be recreated through AR ring screen visual display, enriches the digital content of the programme and infinitely extends the performance stage, allowing viewers to view various civilisation carriers more intuitively and vividly, to understand the uniqueness and exchange and mutual appreciation among civilisations, and to realise cross-civilisation, cross-temporal and cross-threshold dialogue on the television screen. AR is a technology that refers to the interaction between virtual, reality and is a clever blend of virtual information and the real world. AR is known as Augmented Reality, which means augmented reality in Chinese. While reducing the physical damage to cultural heritage, AR provides audiences with more novel visual experiences, seeing more things in three dimensions and feeling like they are there.

In "Yujian Wenming", the programme features the Corner Tower, an immovable relic of the Forbidden City in Beijing with a sense of three-dimensionality and space, through a large visual screen; The red-glazed vase with a strong lustrous, three-dimensional feel of the Kangxi Lang Kiln of the Qing Dynasty and the wonderful Western painting "Ghent Altarpiece", which can be "unfolded", are just a few examples. The addition of AR technology enhances the audience's experience of the richness and visualisation of the programme.

4.3. Diversity of performance styles

The richness of the cultural performances is one of the features of the programme, creating an aesthetically pleasing and vivid experience through a highly diverse range of artistic performances. In the course of the conversation between the experts and the host, the programme brings on stage the famous dances, operas, intangible cultural heritage and other civilizational carriers mentioned by the experts in the form of live performances or short films, and the programme basically takes the form of a structured "Chinese civilizational carriers + Western civilizational carriers + results of mutual civilizational appreciation".

In the first half of the programme, a clip from the Chinese ballet "Red Women's Army" and a clip from ballet dancer Anna Pavlova's "The Death of the Swan" were shown in the "Rhythm of Life, Chinese Dance and Western Ballet" section, allowing the audience to fully experience the differences, uniqueness and diversity among civilisations. The second half featured civilizational interlocutor Qiu Siting, who demonstrated a refreshing fusion of Chinese Kunqu Opera "A Dream in the Garden" and Western ballet. Such diversity is also evident in the costume shows of "Chinese and Western Costumes" and "The Drunken Beauty" and "Nessun dorma" of "Beijing Opera and Opera".

5. Conclusions

In recent years, innovative cultural programmes have emerged, and "Yujian Wenming" as a global programme in line with the world, has responded positively to the call for a community of destiny for mankind, creating a new path for civilisation appreciation programmes. To a certain extent, it demonstrates China's great power and cultural tolerance, and while telling the Chinese story and spreading the Chinese voice, it also provides quality promotion for foreign cultures to enter China, so that "civilisations are not superior or inferior, but respect each other", and sets out China's stance on "insisting on exchange and mutual understanding, and building an open and inclusive world". As a platform for dialogue among equals, "Yujian Wenming" provides a direction for the development of civilisation appreciation programmes.

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