

The Dissemination of Chinese Native Culture from the Perspective of Interculturality

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Abstract: *Interculturality has changed the world's pattern in terms of culture, which has laid a foundation for integration of multi-culturality, and the world's basic cultural pattern is changed accordingly. Against this era, how to enable indigenous China's culture to go global has become an important part of China's cultural export. This study made some summaries on the basis of interculturality, with analysis on the key points and difficulties in the external communication of indigenous Chinese culture. Furthermore, the positive significance of intercultural communication to indigenous culture is obtained, which is expected to bring reference and help.*

Keywords: *Interculturality; Indigenous Culture; Cultural Exchange; Cultural Output*

1. Introduction

The rapid economic development promotes the global economic and cultural exchanges. In this process, China is constantly absorbing new world elements and world culture, and also undertakes the export of culture to show our attitude to the world. Moreover, the main theme of the current world communication is based on the interculturality, emphasizing the tolerance and understanding of different cultures. Based on such basic conditions, the cultural integration of different countries has become an inevitable trend. Indigenous Chinese culture is all-inclusive and rich in form and content. Therefore, discussion on the dissemination of Chinese native culture from the perspective of interculturality is conducive to dealing with cultural exchanges and will also bring more comprehensive help for the cultural inheritance and development of China.

2. Background Overview of Interculturality

In light of the current mainstream cultural philosophy, interculturality is an extended concept of intertheme, which mainly connects the cultural contents of different systems. According to the existing viewpoints, intercultural communication should be mainly discussed on the objective interrelationship between different cultures and understand the parts that can arouse the resonance of two cultures. Therefore, interculturality is a very necessary and important way in contemporary intercultural communication. From the conceptual point of view, Husserl first proposed the concept of Intersubjectivity in the fifth Meditation of Descartes' Meditation, believing that the experience of others and the unique experience of our-self are all emotional expressions, and the communication between cultures is formed through the link of community emotion, which is commonly referred to as empathy.[1]

Subsequently, Habermas pushed the theory of intersubjectivity into international cultural exchanges and began to pay attention to the existence of intercultural relations. This theory was later extended to the field of culture. On the one hand, different cultures should remain their own cultural identity with communication and integration with other cultures to achieve cultural symbiosis and coexistence. With the overall situation of cultural exchange in the world, especially with the arrival of the wave of economic globalization, the culture of each country has the tendency of being invaded by science and technology. Faced with this situation, the theory of interculturality is regarded as the internal research theory of cross-cultural communication to ensure the mutual thematic status of self and other cultures, as a result, to form a relatively perfect communication mode, presenting a more brand-new situation.[2] From the perspective of America's cultural input to China, many cultures have already be rooted in China, which also represents China's tolerance to foreign cultures. However, from the perspective of long-term development, foreign cultures still need to be judged from the perspective of judgment.

3. Difficulties and Key Points of Dissemination of Indigenous Culture from the Perspective of Interculturality

Taking the cultural communication in China as an example, there are two conflicting views in foreign communication and communication: One is on the deny about the communication of indigenous culture and thinks that effective trade-off should be made. The other is on the over-affirmation of indigenous culture, holding that it is suitable for modern modes of communication. From this point of view, we can see that both views are biased and one-sided. From the perspective of culture, separating the local culture from the modern culture represents the limitation of culture. The reason why intercultural perspective is introduced in cultural communication is based on cultural inclusiveness. In terms of the foreign exchange of Chinese native culture, the integration of intercultural nature can effectively promote the spread and development of local culture. Definitely, in the actual work in communication, there are still difficulties and emphases in the work.

In light of the focus of indigenous culture transmission, China is required to change its self-imposed status and participate in the world cultural system with a more open and interactive perspective. As mentioned above, the export culture of China by the United States, for example, is also a major influence on the transmission of indigenous culture. Especially in the field of culture, people generally have the consciousness of innovation tendency, so the summary of the key work is to consolidate our country's culture on the basis of external communication. We should, on the one hand, maintain characteristics in indigenous culture, and on the other hand, be active in communicating with foreign countries while seizing development opportunities, absorbing excellent elements of Western culture in communication, which is also the most important content of current local cultural communication.

From the perspective of difficulties, how to make a choice between transmission and introduction is also the most difficult thing, especially from the perspective of intercultural nature, how to absorb excellent content from foreign cultures has also become the most difficult thing. In particular, interculturality emphasizes cultural exchange and cultural integration. For example, American culture, our local culture does not converge with American culture in terms of the culture, and how to make effective integration in the new era. From the perspective of communication, blindly promoting traditional culture directly to the outside can not achieve the desired effect. How to combine the essence of traditional culture with the concept of modernization, truly achieve a targeted, orderly cultural output is the difficult problems that will be faced by the external communication of our native culture.[3] Especially in the current world system, it is the wishful thinking of those who are culturally weak to think that they can export culture in an orderly way by means of interculturality. In order to better cope with this situation, it is still necessary to carry out effective research and sorting on local culture.

4. Discussion on the Positive Significance of Cultural Communication from the Perspective of Interculturality

4.1 Interculturality Helps Cultures Adapt to Various Cultural Systems

Different cultural system of communion and understanding is the difficult part in cultural exchanges. Generally speaking, in the traditional cultural perspective, cultures will put more emphasis on their own subject position, many cultures will show their tough attitude in the face of foreign culture. In fact, Chinese culture in the face of foreign culture has also shown this point. From the perspective of intercultural communication, this situation has been improved, especially from the perspective of China's cultural export. Some excellent local cultures show unique affinity with foreign countries, and also create the latest strategies of China's cultural communication. Such performance takes the dissemination of American culture as an example. The good inclusiveness of American culture is the basis for promoting its dissemination to the world, and also the reason for its success.

Many American scholars have proposed that The reason why American culture can spread to the world is that it absorbs the ideas of various cultures and then forms cultural products for export after packaging American culture. Taking the handover of Chinese and American cultures as an example. For example, the American hero IP with Chinese style "Kung Fu Panda" is a good representative of the integration of the two cultures. Although the charm of the image still contains many American factors, Chinese culture is also very important. This cultural integration based on the dialogue between the two countries has formed the cultural interchange point between the two countries, and also better carried out the cultural exchange and integration of the two sides. For this reason, interculturality is beneficial

to cultural communication. From the perspective of China's local cultural communication, taking the intercultural perspective as the core idea and actively adapting to various cultural systems will also be better promoted. Taking the exchange between China and Japan as an example, a large number of Japanese cartoons and films adopt Chinese elements, which represent orderly cultural collisions. Cultural adaptation to more system content will also effectively promote its external communication.

4.2 Interculturality Is More Conducive to Cultural Exchange in This Paper

The foreign exchange and export of indigenous culture should be realized based on the transformation of the identity of the subject and the object in the cultural content and also on the elimination of the opposition in the cultural exchange. Intersubjectivity can make up for the cultural defects to a certain extent. However, as an orderly communication of local culture, it still needs to cater to the mainstream of the world to better promote its own communication. Based on the reality, intersubjectivity in the identity of the offset between the host, which means to create the good situation of cultural exchange. Take the world culture as an example, the cultural system is constantly progressing and developing, and it can be said that since the arrival of the information age, with the enhancement of the Internet's ability to disseminate information, the exchange of information has been promoted, and the aesthetic differences between different cultures have been narrowing. Interculturality can combine the aesthetic orientations of the two to the greatest extent, which is also the positive role of the perspective of interculturality. However, from the perspective of foreign exchange itself, cultural exchange and cultural development are different from cultural assimilation, and it is difficult to achieve cultural assimilation due to the differences between cultural systems. Maintaining the basic individuality of each culture and achieving win-win results is also an important measure to promote cultural exchange and local culture to the world.[4]

In the active foreign exchange, we should attach importance to the cultural harmony. Taking the external local culture as an example, in order to better realize the cultural harmony, we should actively innovate the traditional culture. From the perspective of interculturalism, it emphasizes the interaction between cultures. In the process of cultural synergy, interculturalism is very tolerant of individual choice, but extremely alert to totalitarianism and theocracy, which are not conducive to the foundation of democratic society. It also helps to dissolve the double shackles of cultural imperialism and narrow nationalism, and gives better consideration to the harmonious development of various cultures. The international communication of local culture is made based on the theory of interculturalism, which is more likely to make the harmonious culture with Chinese characteristics stand in the forefront of the world cultural trend. This is because the harmonious world advocated by the mutual subjectivity of interculturalism is not the world of cultural convergence, but the world of cultural coexistence and complementarity and common development in seeking common ground while reserving differences.

4.3 Interculturality Is More Suitable for Modern Communication Concepts

World culture has been discussed in the comparative analysis of group convergence and individual differences, and the basic of cultural exchange lies in the equivalence of some basic concepts and values. If there is no possibility of exchange in this basic environment, there will be no possibility of basic cultural exchange. From the point of our country's local culture characteristics, China's cultural personality is distinct, which possesses good foreign culture category. However, due to the late promotion, China's cultural audience is relatively narrow in the world. In the process of welcoming foreign exchanges, it needs to be recognized by the mainstream culture of the world in order to achieve better promotion. In recent years, China's cultural promotion work is generally carried out around this concept. Various cultural contents such as sports events and cultural industry are actively promoted to the outside world, and many outside countries have begun to recognize China's local culture. Taking film as an example. In recent years, in the selection of film themes, the United States has begun to consider the influence of Chinese style from the traditional American influence, which also proves the positive influence of Chinese local culture on the film cultural industry.[5] The intercultural perspective is conducive to this combination. More collisions and sparks will actively transform China's local culture into the mainstream culture, thus obtaining a better way of promotion.

5. Conclusion

In conclusion, the external promotion of local culture has always been an important part of culture, which is also a difficulty Interculturality opens a new way for cultural export. The export of local

culture will be more difficult from the perspective of inter-culture, which is also the most important content in cultural exchange. We should truly abandon the dregs of traditional culture, realize the integration with modern culture, and lay the corresponding theoretical guidance and theoretical foundation for our culture to join the world culture in order to truly enable our culture to play its role in the historical stage, and get the recognition and recognition of the world, which is also the inevitable path of the development of our culture. From this perspective, there is a long way to go in terms of the local culture and continuous efforts of practitioners should be made.

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