

Research on the Realization Path of Cultural Communication under "the Belt and Road Initiative"

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Abstract: *"The Belt and Road Initiative" is a road to peace and prosperity for countries along the Belt and Road, as well as a road for cultural exchanges. Culture is a complex concept. The basic contents of cultural communication and exchange under the background of "the Belt and Road Initiative" can be divided into three basic forms: ideology, spiritual quality form and behavioral norm form. As a development plan with Chinese wisdom, it will help promote Chinese culture, enhance people-to-people exchanges and build community strength. In order to realize the further development of cultural communication, it is necessary to stand firm and tell the Chinese story well; Equality and inclusiveness, seeking cultural resonance; Keep pace with The Times and create high-quality projects.*

Keywords: *"The Belt and Road Initiative"; Cultural exchange; Basic contents; Value and significance; Realize the path*

1. Introduction

In September 2013, Chinese leaders proposed "the Silk Road Economic Belt and the 21st-Century Maritime Silk Road" in a speech in Beijing. "The Belt and Road Initiative" is a path of peaceful development, common prosperity and cultural exchanges.^[1] As a continuation of the ancient Silk Road, "the Belt and Road Initiative" bears a more important mission and plays a more critical role today. It is an important way to enhance China's international discourse right to grasp "the Belt and Road Initiative", promote cultural development in the new era, and promote foreign exchanges and cooperation from the overall perspective of strengthening cultural communication and promoting exchanges.

2. Basic contents of cultural communication and exchange under "the Belt and Road Initiative"

Culture is a relatively complex concept, including not only the spirit, emotion, philosophy, art, and other factors of a society, but also can be divided into different forms. To sum up, under the background of "the Belt and Road Initiative", cultural communication and exchange can be divided into the following basic forms.

2.1. Ideology form

Ideology is one of the common forms of culture. Ideology includes both rational and perceptual knowledge, which is the embodiment of cultural intrinsic value. In the process of the development of "the Belt and Road Initiative", the communication of Chinese and foreign cultures takes the collision of ideas as a typical form. Cultural exchanges of ideology and ideology include not only the important theoretical achievements of Marxism and the profound deposits of Chinese civilization, but also the advanced cultural achievements of modern China. During the development of "the Belt and Road Initiative", cultural exchanges of ideology and ideology can be carried out not only through daily language communication, but also in various aspects of economic, political, literary and artistic exchanges between China and foreign countries. It is an important way to enhance the international influence of Chinese advanced culture and enhance the self-confident consciousness of cultural power to grasp the cultural exchange between China and foreign countries in ideology and ideology. Under the background of "the Belt and Road Initiative", in the process of cultural exchanges between China and foreign countries, advanced Chinese culture in the form of ideas provides a carrier for the spiritual and cultural exchanges of countries along the Belt and Road, which facilitates the mutual learning and mutual learning among the countries along the Belt and Road.

2.2. *Spiritual quality form*

In recent years, the "Chinese spirit" as the main representative of the spiritual quality form of culture has been increasingly valued and welcomed by people in different countries. The cultural exchange of spiritual quality forms is not only the transmission of knowledge and ideas, but also the transmission of spiritual outlook and personality qualities. In "the Belt and Road Initiative" promoting big background, the spiritual culture communication in the form of character mainly includes the Chinese nation spirit, patriotic spirit, the age of the spirit of the concrete quality of the spirit of innovation, in the process of culture exchange, contains the background of the Chinese nation spirit of all kinds of character in the process of cultural and economic exchanges were taken out of doors, raise the new age An important way of cultural influence. For a long time, in the process of socialist construction and development in our country, in front of the test of various risks emerge countless heroes model, formed a variety of Chinese spirit, these qualities in different period showed the spirit of the Chinese nation and the Chinese people's great character, is "the Belt and Road Initiative" under the background of the important contents of Chinese and foreign cultural exchanges.

2.3. *Behavioral norm form*

Behavioral norm form is also an important part of cultural exchange. The cultural exchange in the form of behavioral norms conveys more of a cultural inner moral and guiding cultural information. In the context of "the Belt and Road Initiative", cultural communication in the behavioral norm includes normative contents such as honesty and trustworthiness, mutual assistance, dedication and other contents, which is conducive to promoting solidarity and cooperation between China and countries along the Belt and Road and building a cultural community of "the Belt and Road". The cultural communication in the form of norms of behavior plays a guiding role in people's thoughts and behaviors, and is the foothold of cultural exchange and mutual learning between China and foreign countries, which is conducive to the true integration of cultural exchanges into the heart and implementation of the effect of practice. From a more generalized in terms of scope, a cultural exchange with a normative color is for a modern country moral spirit and concept of democracy and legality culture to carry forward, to truly promote national political system of cultural identity and historical and cultural self-confidence, makes the Chinese responsible for the national power image has special important meaning. Under the background of "One Belt And One Road" initiative, to carry out cultural exchanges in the form of behavior standards, countries along the help make a better understanding and recognition of basic system in China, is conducive to better spread the scientific truth of Marxism, is the new era of socialist mainstream values, the important way of the international voice of ascension in the open and inclusive.

3. The value and significance of cultural communication under "the Belt and Road Initiative"

"The Belt and Road Initiative" is a development plan with Chinese wisdom, which will not only boost China's economic development, but also benefit the all-round development of countries along the route. The cultural communication and exchange under "the Belt and Road Initiative" has built a bridge for cultural communication, which reflects China's responsibility as a major country.

3.1. *To promote Chinese culture*

"The Belt and Road" is not only an economic initiative, but also actively promotes the broad and profound culture of the Chinese nation.^[2] It also plays an important role in promoting the inheritance and promotion of Chinese culture and telling Chinese stories. "The Belt and Road Initiative" reflects the development story of contemporary China. Cultural exchange activities can not only help to spread the voice of China, but also help Chinese culture to present to the world, and show its good and unique national image of modern China. In the practice of carrying out Sino-foreign traditional cultural exchange projects, the important development stage goals, values and ideas of contemporary Chinese culture will be transmitted imperceptible, which is also one of the most important ways to carry forward the splendid Chinese culture. Cultural communication and exchange under the background of "the Belt and Road Initiative" is a key measure to promote Chinese culture to the world and tell the story of Chinese culture well. In the process of promoting the great modernization and rejuvenation of socialist Chinese national culture, we should not only do a good job in the economic and political fields, but also pay attention to the construction of China's ideological discourse power, so as to enhance the influence of Chinese excellent culture in the world.

3.2. To enhance cultural and people-to-people exchanges

"The Belt and Road Initiative" is a path to enhance scientific, technological, cultural and people-to-people exchanges and international cooperation among countries along the Silk Road. It is also a channel to deepen mutual trust and friendship among the people of countries along the Silk Road. At the same time, "the Belt and Road Initiative" is also providing services to the inter-governmental institutions of major countries along the Belt and Road, building a strategic cooperation and communication platform for international cultural and people-to-people information exchange.^[3] Many countries and regions have become node cities along the Maritime Silk Road for important international cultural exchanges between China and other countries. Through the cooperation of the Belt and Road Initiative, people-to-people exchanges and cultural integration have been realized. The friendly exchanges in various fields between different countries at home and abroad have become a model of cultural exchanges between China and abroad, and witnessed the wonderful prospect of the exchange of diverse cultures and the integration of people-to-people exchanges. For "the Belt and Road" along the country's businessmen and scholars from all countries, through "the Belt and Road initiative", have the chance to visit and contact between different countries, to be able to master certain Chinese and foreign culture, bear the mission of civilization exchanges, make people-to-people and cultural exchanges "the Belt and Road" beautiful scenery along the way.

3.3. To gather the strength of the community

Cultural exchanges bring about mutual understanding between people. In the process of cultural exchanges and exchanges among countries along "the Belt and Road", they have not only enhanced cultural feelings, but also forged partnerships. To build a sound partnership, we should not only rely on economic exchanges, but also on cultural exchanges based on equality and mutual trust so as to achieve mutual understanding in spirit. In the process of partnership building among countries along the belt and Road, the key to improving China's international image and building good partnerships is to attach importance to mutual learning among civilizations and bring China's advanced culture to the world.^[4] Under the background of "the Belt and Road Initiative", China has established various partnerships with countries along the routes through cultural exchanges, laying a foundation for sound foreign exchanges. The China-foreign cultural exchange relations have been further developed, and China's cooperation with countries and organizations along the routes has been further enhanced. Mutual respect and concern have deepened, which has enhanced the sense of community with a shared future for mankind in relevant countries along the region and routes, and helped China build a global partnership network.

4. The realization path of cultural communication under "the Belt and Road Initiative"

In the context of "the Belt and Road Initiative", cultural communication is the link to maintain good relations between countries. In the new era, we need to continue to promote cultural exchanges and mutual learning among countries along "the Belt and Road" and bring cultural exchanges to a new stage. To this end, we can take a firm stand, tell the Chinese story well, be equal and inclusive, find cultural resonance, keep pace with The Times, and create high-quality projects to carry out concrete exploration and practice.

4.1. To stand firm and tell the China story well

In the context of "the Belt and Road Initiative", we will continue to promote the exchange and construction of advanced Chinese culture and the spread of ideas at home and abroad. First of all, we will make further efforts to firmly uphold our scientific stance on the development of Marxism, tell the story of China well, and make the voice of Chinese culture sound.^[5] Culture is a vivid reflection of the spiritual background of a country and an important bond for friendly international exchanges. To achieve successful social and cultural exchanges and friendly cultural mutual learning with countries along the Silk Road, we will always firmly confident of China's socialist culture system, to us the scientific theory of Marxism as a guide, good in different period in China struggle story, vividly express the Chinese attitude, let along the country to have a correct understanding of Chinese advanced culture, in order to win more understanding and support. Under "the Belt and Road initiative", in the practice of the fusion of Chinese and foreign cultural exchanges in the future, we must consciously the transmission of cultural confidence and maintain a high level of confidence, to truly for the revitalization of the Chinese civilization more confident, let the world see us the essence of the Chinese splendid culture, improve the

credibility and influence of Chinese culture in the world. Therefore, we should continue to firm up our socialist stance, tell good stories with Chinese spirit, explain our characteristic discourse system, effectively accelerate the dissemination of Chinese ideology and culture, and let the excellent Chinese national culture and advanced socialist culture go to the world.

4.2. To be equal and inclusive and seek cultural resonance

In the context of "the Belt and Road Initiative", the key to cultural communication and exchange between China and other countries is to stand on the basis of equality and respect, carry out exchanges and learning with other countries, find cultural resonance, and enhance the common feelings of different nationalities.^[6] Due to the great differences in historical origin and geographical environment among the countries along "the Belt and Road", the cultural traditions of each country will also be quite different. Therefore, in the process of cultural communication, only on the basis of equality, mutual trust and mutual respect can the two sides carry out extensive cultural exchanges and achieve good results. Although different national culture will vary, but based on human convergence, in different cultural system will have generality of culture idea, such as fairness, integrity, justice, and so on, just because of these interlinked in different cultures, so countries along "the Belt and Road" can stand through consultation on the basis of equality and respect, friendly culture exchange for civilization Flow. Under different cultural backgrounds, countries along the Belt and Road should always adhere to the value of mutual respect to carry out dialogue, so as to achieve win-win cooperation.

4.3. To keep pace with The Times and create high-quality projects

"The Belt and Road Initiative" is a highly advanced plan put forward by state leaders in the new century, which reflects the wisdom of contemporary China. "The Belt and Road Initiative" is not only a smooth and convenient road for domestic and international economic and trade exchanges, but also a road for information integration and scientific and technological development. Therefore, in the process of cultural exchanges between China and foreign countries with "the Belt and Road" as the carrier, we should also pay attention to keep pace with The Times, be inclusive, actively absorb valuable information from all over the world, and create high-quality cultural exchange projects. In the process of foreign cultural export and internal cultural absorption, we should selectively absorb valuable cultures, make overall planning, form unique and attractive cultural products, and achieve efficient and delicate cultural exchanges. In to make high-quality goods culture in the process of the project, we always insist on the positive learning attitude of the open innovation fully absorbing the essence theory of Chinese and foreign cultural knowledge, adhere to the principle of the spirit is given priority to with me, our advantage, and eclecticism, absorb advanced science and contemporary culture, the high-quality goods of cultural projects to build to a new height, forming an effective new way to sino-foreign cultural exchanges.^[7]

5. Conclusions

"The Belt and Road Initiative" is a Chinese proposal put forward by Chinese leaders to build a community of shared interests, shared future and shared responsibilities based on political mutual trust, economic integration and cultural inclusiveness, and to promote common development of all countries. The development of the Belt and Road Initiative has witnessed the exchange and integration of Chinese and foreign cultures in the new era, and is a key step to enhance the country's cultural soft power. At present, we should pay more attention to the development of cultural exchanges among countries under the background of the Belt and Road Initiative, give full play to the soft power of culture, and make exchanges and mutual learning among civilizations the cornerstone of partnership.

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