

Research on the Cross-Cultural Communication Path of Chinese Excellent Traditional Culture under the Background of Belt and Road

Chunyan Pan

Changchun Guanghua College, Changchun, 130000, Jilin, China

Abstract: *In the context of the ongoing 'Belt and Road' initiative, the cross-cultural dissemination of China's excellent traditional culture faces a complex situation characterized by both strategic opportunities and multidimensional challenges. This paper focuses on innovating the pathways for the dissemination of traditional culture. By analysing the perceptions of Chinese culture in countries along the 'Belt and Road' route, it highlights deep-seated issues such as cultural discounting, homogenization of subjects, and inadequate technical adaptation in current dissemination practices. The article aims to explore a dissemination model that balances cultural authenticity with contemporary adaptability. It proposes a multi-dimensional dissemination network led by the government and involving diverse stakeholders, as well as narrative innovation strategies based on digital technology and regional differentiated dissemination plans. The research findings have practical significance for promoting mutual learning among civilizations and can provide theoretical support for building an international dissemination system with cultural subjectivity.*

Keywords: *"Belt and Road"; Excellent Traditional Chinese Culture; Cross-Cultural Communication; Communication Path*

1. Introduction

In the current era of profound adjustments in global civilizational dialogue, the 'Belt and Road' initiative has opened up new strategic spaces for the international dissemination of Chinese culture. In today's communication practices, the contradiction between superficial interpretations of cultural symbols and the lack of deep spiritual explanations is becoming increasingly evident. Communication methods have evolved due to technological advancements, while traditional communication channels are experiencing a continuous decline in effectiveness. This dual challenge highlights the urgency of transforming cultural communication paradigms, necessitating innovative approaches to cultural coding mechanisms, the restructuring of communication subject relationships, and the adaptation of technical application scenarios to address these issues. This article, grounded in the principle of mutual learning among civilizations, aims to establish an organic connection between traditional culture and modern communication contexts through systematic design, ensuring the preservation of cultural authenticity. This approach provides a practical theoretical framework to enhance the international dissemination efficiency of Chinese culture.

2. The connotation and characteristics of Chinese excellent traditional culture

a) The scope of China's fine traditional culture

The excellent traditional culture of China is the essence and wisdom crystallization of Chinese civilization, serving as the root and soul of the Chinese nation. It has shaped the continuity, innovation, unity, inclusiveness, and peace of Chinese civilization. In terms of thought systems, it encompasses philosophical wisdom represented by Confucian benevolent governance and ritual order, Taoist harmony between heaven and man, and Buddhist enlightenment. These ideas not only shaped the ethical norms of ancient society but also embody the survival wisdom and spiritual pursuits of the nation. In the literary and artistic domain, it includes the linguistic treasures from the Book of Songs and the Songs of Chu to Tang poetry and Song lyrics, as well as the aesthetic traditions of brushwork and ink in calligraphy and painting. The rhythmic performances of opera and storytelling, combined with regional characteristics, collectively form a unique paradigm of Eastern aesthetics. In the realm of

scientific and technological civilization, ancient astronomical calendars precisely calculated agricultural seasons, traditional Chinese medicine established an overall diagnosis system based on yin-yang and the five elements, and the four great inventions advanced human civilization, showcasing the ancestors' spirit of exploring natural laws [1]. In the realm of life culture, traditional architecture emphasizes feng shui layout and wooden construction techniques, dietary culture seeks the harmony of the five flavors and seasonal health preservation, tea ceremony and incense ceremony embody the aesthetics of utensils and the philosophy of self-cultivation, and weaving, dyeing, and ceramic handicrafts encapsulate the wisdom of craftsmen. Folk traditions are reflected in the ceremonial activities of seasonal festivals, collective memories of local social fire, oral inheritance of dialects and proverbs, and intangible cultural forms such as songs and dances, costumes, and wedding customs of multiple ethnic groups, which continue to carry cultural genes in folk life.

b) The cross-cultural value of Chinese excellent traditional culture

The excellent traditional Chinese culture, a value system formed over thousands of years, has the potential for cross-cultural communication rooted in its ability to respond to universal human issues. The ethical principle 'do not do to others what you do not wish done to yourself' provides a universal reference for global interaction norms. The philosophical wisdom of 'harmony in diversity' opens up a space for rational dialogue to address civilizational conflicts. The imagery and expression methods found in art, calligraphy, and opera create channels for emotional resonance that transcend linguistic barriers. In addressing the crisis of modernity, the ecological concept of harmony between heaven and humanity offers an Eastern paradigm for sustainable development. The governance philosophy of family and state as one structure provides valuable insights into the reconstruction of community relationships. The logic of order construction in ritual and music civilization positively contributes to alleviating value nihilism. In the digital age, where cultural dissemination is fragmented, the holistic thinking characteristic of traditional culture helps construct a systematic cognitive framework. The Eastern wisdom embodied in classics and documents provides unique perspectives on resolving the ethical dilemmas of artificial intelligence. The symbolic coding mechanism within the cultural symbol system has strong interpretative flexibility, enabling diverse interpretations in different contexts. For example, the rhythm of calligraphy lines conveys both aesthetic beauty and metaphors of life philosophy, while traditional festival rituals awaken collective memory, fostering cultural identity.

3. The current situation of the international communication of Chinese excellent traditional culture

a) Cultural awareness of countries along the "Belt and Road"

Countries along the 'Belt and Road' route are showing a multi-dimensional penetration of Chinese culture. In Southeast Asia, the acceptance of the 24 Solar Terms and agricultural wisdom has increased with deeper agricultural cooperation. The story texts co-created by Indonesian shadow puppetry groups and Fujian puppet troupes reflect the vibrant dialogue in folk art. In Central and Eastern European countries, Sinology departments have integrated the Analects and the Tao Te Ching into their courses on Eastern philosophy. Roland University in Hungary regularly hosts workshops on Chinese opera, where students' mastery of water sleeve techniques reflects the embodied nature of performance art dissemination. In South Asia, archaeological cooperation on Buddhist relics has led to the formation of the Dunhuang Studies Research Alliance. The classic translation project between Sri Lanka's Tooth Relic Temple and Luoyang's White Horse Temple has facilitated the localization of interpretative efforts. In East Africa, traditional Chinese medicine treatment centers in coastal port cities have trained over a thousand local doctors. Comparative studies of traditional Ethiopian herbal diagrams and the plant classification method from "Compendium of Materia Medica" have become academic hotspots. In West Asia and North Africa, interest in traditional Chinese handicrafts has expanded from silk weaving to cloisonné filigree. During the special exhibition of Ming Dynasty shipwreck porcelain at the National Museum of Oman, the average daily visitor count tripled compared to pre-pandemic levels. At Saudi private schools, calligraphy elective courses have expanded from copying the "Lanting Xu" to copying Western Xia inscriptions. In the South Pacific, scholars of folklore continue to document the sacrificial rituals of ancestral halls in the Chaoshan overseas Chinese hometown. Tonga royal pattern designers have adapted bark cloth patterns using the broken thread embroidery technique from Miao embroidery [2].

b) Challenges to the transmission of traditional culture

The cognitive biases and acceptance barriers encountered in the international dissemination of

China's excellent traditional culture stem from multiple dimensions of contradictions. The superficial interpretation of cultural symbols hinders the effective transmission of their spiritual connotations. For instance, concrete elements like calligraphy and tea ceremony are often reduced to visual spectacles or commercial labels, making it difficult for the philosophical thinking and ethical values they carry to penetrate the cultural filtering mechanism and form deep resonance. The homogenization of communication subjects leads to an excessive concentration of discourse interpretation rights, with official narratives dominating while the expression space for folk wisdom and contemporary creators is relatively limited. The dialogue channels between academic institutions and the international Sinology community have not yet formed a regular interaction, leading to structural imbalances that make it challenging for the content to be integrated into the cultural cognitive framework of the target country. The imbalance between technology application and content adaptation exacerbates the decline in communication effectiveness. Digital dissemination focuses excessively on formal innovation, causing the essence of culture to lose its meaning during translation. The immediate preferences of social media algorithms force traditional culture to be fragmented into information, and the immersive experiences created by virtual reality technology have not yet transcended the physical representation level of cultural symbols, failing to effectively activate the audience's active exploration of value concepts [3].

4. Construction of cross-cultural communication path under the background of "Belt and Road"

a) Top-level design of cultural development and policy support mechanism

The government has clearly established a special program for the digitalization of cultural heritage in its five-year plan, integrating high-definition images from museum collections with 3D modeling data from archaeological sites, and simultaneously developing standards for multilingual tour guide systems. Think tanks, leveraging university research networks, have established databases of oral histories from intangible cultural heritage bearers, developed dialect comparison versions of cultural interpretation toolkits for different linguistic regions, and focused on standardizing international translation rules for traditional Chinese medicine terms and regulations for protecting calligraphy font copyrights. International organizations are promoting the establishment of a certification system for Silk Road handicrafts, setting standards for testing the components of mineral pigments used in Thangka painting and certification marks for the temperature range of Longquan celadon firing, and regularly updating the details of cross-border joint archaeological results sharing agreements. The regular exchange mechanism includes upgrading annual Sinologists' training courses, adding modules for teaching the breakdown of opera performance movements and practical workshops for ancient book restoration, and setting up cultural stations in key port cities to provide customized services in dialects. Financial support channels have been expanded to include cooperation with overseas cultural foundations, establishing special reward funds to support young scholars in comparative mythology field investigations, and developing cloud-based copyright trading platforms to standardize the cross-border authorization process for folk art IPs.

b) Innovative transformation and narrative system of traditional culture content

The contemporary transformation of China's excellent traditional culture requires the establishment of a dynamic adjustment mechanism. Cultural workers should develop a modular content system while maintaining the authenticity of core values, breaking down philosophical concepts into cognitive units that can be embedded in various cultural contexts. For instance, the concept of 'harmony between heaven and man' can be transformed into a framework for public discussions on ecological governance. Narrative strategies should move beyond one-way indoctrination to create a dialogue-based communication structure guided by problem awareness. This involves designing story-based expression paths for young people in countries along the route, using role-playing and emotional resonance to reduce cultural discount effects. Communication channels should integrate the synergistic effects of official platforms and the digital ecosystem of the public, developing a series of micro-courses on short video platforms to achieve knowledge penetration. Cultural derivatives developed through cross-border e-commerce platforms can serve as implicit communication carriers, and international film festivals and other cultural exchange scenarios can facilitate immersive experience communication. The content production mechanism should involve interdisciplinary research teams in value decoding. Collaboration between historians and communication experts can enhance the accuracy of cultural translation, while cooperation between linguists and local cultural consultants can help avoid semantic misinterpretation risks. The communication effectiveness evaluation system must establish a two-way feedback loop, tracking audience cognitive changes in real time to adjust content supply strategies. Big data analysis of cultural acceptance preferences in different regions can form differentiated narrative

plans [4].

c) Digital communication platform and technology application strategy

Technology companies have collaborated with cultural institutions to develop a cloud-based digital twin system for cultural relics. This system incorporates the spectral data of mineral pigments from Dunhuang murals and the 3D model of the Song Dynasty ship's keel structure from Quanzhou Bay into an open-source database, enabling educational institutions in countries along the route to access teaching resources as needed. Language service providers have developed intelligent adaptation algorithms, including a calligraphy teaching program designed for right-to-left Arabic script, a custom opera singing simulator for Southeast Asian users that integrates local dialect tones, and a compressed format for shadow puppet animation that runs smoothly in low-bandwidth environments. The content creation mechanism emphasizes user participation, with social media platforms hosting challenges themed around the 24 solar terms, encouraging Central Asian bloggers to create bilingual short videos using the nomadic calendar, South Asian users can experience Sichuan Opera face-changing effects through AI face-swapping technology, and East African folk artists use simple mobile apps to digitally synthesize local drum rhythms with guqin scores. Technical standards cover metadata annotation rules for cultural heritage, a unified format for cobalt analysis reports of blue and white porcelain, and a color value coding system for mineral pigments in Thangka. Blockchain technology is applied to trace the origin of master seals of purple clay teapots, ensuring that information on the circulation of collections in cross-border digital exhibitions is verifiable. Terminal adaptation plans consider regional differences, such as designing anti-glare e-readers for desert areas with illustrations from the 'Classic of Mountains and Seas', equipping high-humidity coastal cities with waterproof touch screens to display samples of porcelain shards from the Maritime Silk Road, and deploying offline versions of the Forbidden City's architectural mortise-and-tenon structure disassembly program for schools' science education.

d) Construction of communication network with multiple subjects and coordination

Government agencies should establish inter-departmental collaboration mechanisms to break down policy barriers, integrate the Ministry of Culture's external publicity resources with the Ministry of Commerce's trade and economic cooperation channels to form a synergistic communication force. They should also embed cultural display modules in diplomatic activities to enhance the visibility of communication. Grassroots organizations, as grassroots communication forces, need regular support. Encourage intangible cultural heritage bearers to form cross-border workshops to teach skills, support academic groups in establishing joint research projects with think tanks in countries along the route, and guide tourism institutions to develop cultural theme routes to achieve experiential communication. The international Sinology community, as third-party interpreters, plays a unique bridging role by regularly holding transnational scholar forums to build platforms for dialogue, jointly compiling multilingual cultural readers to address semantic translation errors, and cultivating localized communication talents through upgraded Confucius Institute projects. The collaborative relationship among communication entities requires institutional guarantees, such as establishing information sharing platforms to promote efficient resource allocation, developing collaborative project libraries to achieve complementary advantages, and building risk warning mechanisms to address the crisis of cultural misinterpretation [5]. Enhancing communication effectiveness depends on the precise positioning of roles: the government focuses on policy supply and platform construction, grassroots forces focus on content innovation and emotional connection, and academic institutions are responsible for value interpretation and theoretical support, forming a three-dimensional network that is clearly stratified yet interconnected. The sustainable operation of the communication network requires cultivating common interest ties, exploring symbiotic models of cultural communication and trade and economic cooperation, designing mixed-type projects that balance social benefits and economic returns, and stimulating the internal motivation of various entities to participate.

e) Regional differentiated communication path design

The design of regional differentiated communication pathways emphasizes the deep integration of local knowledge systems. Regional research institutions have established dynamic databases of cultural symbols, developing a comparison chart of the 24 Solar Terms with local planting calendars for the rice civilization areas in Southeast Asia. They have also compiled a comparative study manual comparing astro navigation techniques with Zheng He's maritime charts for the desert nomadic culture areas in the Middle East. Cultural institutions have formed international scriptwriting teams to adapt folk story themes, transforming the battle scenes from the Tibetan epic King Gesar into the narrative structure of Persian miniature paintings. The role system of Javanese shadow puppetry has been adapted to include

elements of Mazu legend's maritime adventures while preserving the original ecological artistic expression rules. Educational cooperation projects have developed modular cultural experience packages, designing interdisciplinary courses on calligraphy stroke mechanics and church mural restoration techniques for Slavic-speaking countries. Customized reading materials have been created for the Arabic region, discussing the dialogue between the "Tianfang Medical Canon" and the seasonal health preservation theories from the "Huangdi Neijing". In Portuguese-speaking African countries, tutorials have been promoted to adapt Chaozhou wood carving hollowing techniques and local cassava carving tools. The development of communication tools focuses on cultural translation technology, integrating Turkic epic rhyme patterns and classical Chinese poetry tone rules into language processing models. Virtual reality scene reconstruction technology is compatible with the light and shadow effects of Angkor Wat reliefs in Cambodia and the mineral color change trajectories of Dunhuang murals. Augmented reality navigation programs can automatically link Malay traditional patterns to the Chinese brocade pattern database. The collaborative innovation network is built on cross-border cultural workstations. The Lancang River Basin workstation in Laos focuses on collecting the conservation experiences of Dai ethnic group's palm-leaf manuscripts and Lao ethnic group's palm-leaf manuscripts. The Aegean Sea workstation in Greece systematically compares the astronomical positioning principles of Chinese navigation compasses and ancient Greek astrolabbs. The Pampas workstation in Argentina continuously documents the interactive improvement process between the highland Qiao people's silverware forging techniques and the Yunnan Bai ethnic group's silver ornament engraving processes.

5. Conclusion

The cross-cultural dissemination of China's excellent traditional culture is fundamentally a dynamic process of building value consensus. In this process, it is essential to move beyond the tool-rationality-dominated communication mindset and establish a two-way dialogue mechanism while respecting cultural diversity. For the design of communication pathways, it is recommended to enhance the cultivation of regional cultural decoding capabilities, build a flexible content supply system, and emphasize the maintenance of cultural subjectivity during the communication process. With the deep application of artificial intelligence technology, cultural dissemination will exhibit a new trend of integration between the virtual and the real, which requires the academic community to continuously focus on balancing the relationship between technological ethics boundaries and cultural security.

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