

Research on the Diversified Mode of Cultural Communication Under the Background of "the Belt and Road"

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Abstract: The implementation of the "the Belt and Road" requires the common development of the "five links" of policies, facilities, trade, finance and popular support, among which "people to people connectivity" is the premise of the coordinated promotion of the "five links", and cultural communication, exchange and cooperation are the foundation and guarantee of the popular support project. The "the Belt and Road" cultural communication, exchange and cooperation are diverse in content and form. We need to identify the opportunities and challenges we face, make long-term strategic plans, and take practical countermeasures and implementation paths according to the characteristics of cultural communication diversity. Some domestic scholars have conducted research on cultural communication strategies and analyzed the opportunities and challenges they face, but there is a lack of diversity analysis on the forms of communication that should be adopted. This paper explores and studies the "the Belt and Road" cultural communication strategy, implementation path and safeguard measures, constructs a new model of diversified cultural communication and exchange cooperation, and tries to play a certain role in promoting the actual effect of cultural communication and exchange cooperation and better safeguarding the "the Belt and Road" community of interests.

Keywords: The Belt and Road; Mutual Understanding among the People; New Models of Cultural Dissemination, Exchange and Cooperation; Community of Interests

Introduction

The "the Belt and Road", namely the Silk Road Economic Belt and the 21st Century Maritime Silk Road, is an important measure to realize the "Two Centenary Goals" and the Chinese Dream of great rejuvenation of the Chinese nation. The implementation of the "the Belt and Road" requires the joint promotion and coordinated development of policies, facilities, trade, finance and popular support. "People to people connectivity" is the premise and foundation for the coordinated promotion of the "five links". The implementation of the "the Belt and Road" strategy requires cultural communication, exchanges and cooperation to take the lead, paving the way for the people to people project. The "the Belt and Road" cultural communication, exchange and cooperation are diverse in content and form. Cultural diversity is the prerequisite for exchanges. Friendly exchanges between countries in the context of cultural diversity are also the basis for enhancing mutual understanding among countries. This requires our country to continuously promote the great rejuvenation of Chinese civilization through the cultural link, and make it shine on the world stage. By transforming concepts and thinking from different perspectives, we strive to create a good and harmonious new world civilization order.

1. Important challenges faced by cultural dissemination

1.1 The construction of the people to people project is the biggest challenge facing the cultural communication of the "the Belt and Road"

In order to connect people, it is first necessary to enable the people of the countries along the "the Belt and Road" to have a

basically unified understanding of ideology, which is the prerequisite for achieving common goals and putting them into action. Due to the large number of countries along the "the Belt and Road", wide geographical scope, large span, and large cultural differences, it is not easy for people along the "Belt and Road" to reach a more unified understanding. In addition, there are significant differences in ethnic customs, religious beliefs, political and economic interests and demands among countries along the route. The construction of the project of connecting people's hearts is destined to be difficult and arduous. The primary and effective means to achieve people-to-people communication are cultural dissemination, exchange, and cooperation. This can not only shape the national image to the outside world, enhance China's influence and affinity in the international community, but also better transform it into positive energy that inspires people's hearts and a strong driving force that condenses people's hearts. While carrying out cultural communication with foreign countries, China can conduct extensive and in-depth exchanges with countries along the "the Belt and Road", constantly deepen the comprehensive understanding of history, culture, interest demands, religious beliefs and other aspects between countries, gradually resolve contradictions and differences, enhance ideological exchanges and reach basic consensus, and lay a solid foundation for building a project of people to people connectivity. Through cultural communication, exchange and cooperation among countries along the "the Belt and Road", it can well promote the in-depth development of cultures and resource sharing of different ethnic groups, and bring people closer across time, space and borders through culture. Only by taking cultural exchange and communication as the driving force of the implementation of the "the Belt and Road" strategy as the top priority, can we lay a better foundation for the interconnection of policies, trade, facilities, finance and other fields, and pave the way for thinking to establish a solid foundation of popular support and achieve a unified understanding.

1.2 The "the Belt and Road" cultural communication and exchange cooperation strategy needs to make great efforts to gain international consensus

As we all know, some countries along the "the Belt and Road" and even a few countries not along the "the Belt and Road" still have some doubts about our country's "Belt and Road" initiative. Therefore, it is difficult to obtain the recognition and support of these countries, which requires hard work. We need to improve the mere formality of cultural communication, and should gradually change from the "one-way" propaganda model to the "two-way" interactive communication model. In the process of cultural exchange and dissemination, it is important not to rush for quick success or superficial gains, but to fully leverage the active role of cultural dissemination and exchange cooperation, and enhance the leading position awareness of cultural dissemination and exchange cooperation in some regions of China. To better overcome the above problems, top-level design must be positioned and grasped from a strategic perspective, and cultural dissemination and exchange cooperation should not be turned into short-term behaviors of cultural industrialization. How to construct a new model of cultural dissemination and exchange cooperation is crucial for the implementation of cultural dissemination.

2. Construction of the diversified mode of cultural communication of the "the Belt and Road"

2.1 Overall deployment of cultural dissemination and exchange cooperation, establishment of a think tank cooperation system, and relevant cultural dissemination departments

Establish a think tank cooperation system and relevant cultural communication departments from top to bottom, from point to line and from line to surface, to expand the breadth and depth of communication. The culture communication strategy needs to start from the overall planning of the "the Belt and Road", clarify the development direction, make overall deployment, optimize resource allocation, comprehensively coordinate development, and strengthen communication efforts. Under the overall cooperation framework of the national "the Belt and Road" initiative, we will establish a consultation system for relevant departments, organizations and institutions, and set up joint committees, coordination committees and their offices to form a multilateral cooperation mechanism and promote the formulation of communication and exchange cooperation programs, policy coordination and project implementation.

2.2 In the process of cultural dissemination, efforts should be made to achieve equality, mutual assistance, complementary advantages, and seeking common ground while reserving differences

For countries along the "the Belt and Road", it is the common aspiration and goal of everyone to achieve mutual benefit and win-win results through cooperation and promote the prosperity and development of national economy. This requires a common aspiration of the people, that is, mutual understanding among the people. The premise of people to people connectivity is that the people of the countries along the "the Belt and Road" can reach a consensus on cultural identity, seek common ground while reserving differences, and learn from each other's strengths. There are only cultural differences, no cultural advantages and disadvantages based on the overall national strength, respect the cultural and language development policies of other countries, and jointly maintain the diversity of language and cultural development of all countries. Through the "the Belt and Road" strategy, we can objectively and effectively disseminate China's cultural concepts and better demonstrate China's unique cultural connotation. At the same time, we must clearly recognize that each ethnic group has its own characteristics and advantages. Only through the process of global cultural exchange and integration, can we gradually understand and learn the cultures and languages of countries along the route, respect the cultures and customs of each other, engage in diplomatic exchanges on an equal footing, learn from and absorb the strengths of other countries' civilizations, and form mutual assistance, cooperation, and two-way cultural exchange between our country and the other country, Only in this way can we create a favorable environment for common economic development and better promote China's cultural construction.

3. Conclusion

The implementation of the "the Belt and Road" strategy has brought opportunities for cultural exchanges and dissemination between China and countries along the "the Belt and Road". At the same time, because the "Belt and Road" has a large span, a large region, a large population, and the countries along the "the Belt and Road" have large differences in national customs, behavior habits, religious beliefs, etc., we should implement the "the Belt and Road" strategic measures to achieve policies, facilities, trade The common development of the "Five Links" between finance and the people's hearts is extremely difficult. "People to people connectivity" is the premise of the coordinated promotion of "five links", and cultural communication, exchange and cooperation are the basis for achieving "people to people connectivity" in countries along the "the Belt and Road". According to the actual needs of countries along the "the Belt and Road", carry out effective cultural communication, exchange and cooperation, provide strong intellectual support and talent support, and tell Chinese stories well. Promote the construction of the "people to people" project in the form of cultural communication and exchange, lay a good foundation of people to people and society for the "five links" construction of the "the Belt and Road" strategy, so as to promote its overall promotion and coordinated development.

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