

Strategies and Countermeasures of Cultural Communication and Co-operation Under the Background of “Belt and Road”

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Abstract

Cultural diversity is the trend of the development of the world today. The “Belt and Road” initiative needs not only the coordinated promotion of policies, facilities, trade, finance and the “five links” of the people’s hearts, but also the priority of cultural communication and exchange and Co-operation. Based on the analysis of the connotation and function of cultural communication and Co-operation, this paper makes a preliminary discussion on the strategy, realization path, mechanism construction and safeguard measures of “Belt and Road” cultural communication and communication Co-operation. It is clear that the implementation of the “Belt and Road” initiative needs to be based on “people’s hearts and minds”, and that cultural communication and exchange and Co-operation are projects of people’s support. Based on the strategic choice and its path realization, the paper constructs a mechanism of communication and communication, and promotes the ability and level of cultural communication and Co-operation by means of mechanism. It is also an effective way to realize and safeguard Belt and Road’s community of interests.

Key words: The Belt and Road; Cultural communication; Leading strategy; Construction of mechanism; Strategies and measures

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INTRODUCTION

Belt and Road’s strategic proposal, put forward by Xi Jinping, is an important measure to realize the goal of “two hundred years” and the great rejuvenation of the Chinese nation, and to coordinate and push forward the “four comprehensive” strategic layout based on the major strategic concept. Cultural communication and exchange and Co-operation are the basis of realizing “the people’s hearts and minds” in the countries along the route of “Belt and Road”. It is important “soft power” with policy communication, facilities connection, smooth trade and capital financing. In October 2013, General Secretary Xi also stressed at the forum on diplomatic work around China that “we should consolidate and expand the social and popular basis for the long-term development of our relations with our neighboring countries.” It is necessary to promote cultural exchanges in all directions. “The fields, contents and ways of cultural communication and Co-operation along “Belt and Road” are diverse, and involve different subjects and factors. Therefore, it is necessary to make strategic plans based on the long term, to make clear the path to realization, to build corresponding mechanisms, and take feasible countermeasures and measures.

1. PROMOTING THE IMPLEMENTATION OF “BELT AND ROAD” INITIATIVE NEEDS CULTURE FIRST

“Belt and Road” is not only a space concept and economic Co-operation strategy, but also a category of cultural influence based on the influence of historical and cultural concepts. Reality and the future are linked together

and become China's globalizing strategic framework. Therefore, culture is the soul of "Belt and Road", and the advantage of culture first can promote the all-round and multi-field exchanges and Co-operation between China and other countries along the way.

1.1 Culture is the DNA of all Human Fields

As the soul and life of a nation, culture is symbiotic with the nation itself, and the existence of human beings is the symbiosis of culture. The symbiosis of culture is also reflected in its integration with economy, science and technology, and its increasingly important position in the competition of comprehensive national strength. It can be said that culture has permeated every cell of nation and country, and the communication and Co-operation in any field between countries or regions contain elements of culture without exception. Cultural mutual understanding forms the basis and bond of mutual understanding in all aspects. On the contrary, cultural differences and misunderstandings will cause obstacles to communication and even "Thucydides trap". Cultural differences and co-existence exist at the same time. Symbiosis is the basis for bridging differences, and differences promote the motive force of further communication and exchanges, and draws lessons from and complements each other in the collision with each other-not to make a culture disappear in a collision, but to grow together in a collision. Human civilization has the value of communication and Co-operation because of diversity, and the motive force of communication and mutual learning because of tolerance. Diversity brings communication, communication breeds fusion, and fusion produces progress.

"Belt and Road" is an initiative and international Co-operation public product put forward by our country. It is faced with omni-directional opening opportunities, peripheral diplomatic opportunities, regional Co-operation opportunities, as well as geographical risks, security risks, economic risks and legal risks. We should not only rely on the existing institutional Co-operation and the new institutional Co-operation that may be developed in the future, but also rely on and benefit from a large number of non-institutional exchanges and communications. This requires not only the "soft power" and "skillful power" of culture, but also the principle of "respect for differences, tolerance and diversity, and mutual prosperity" in the communication and exchange of cultures. Through cross-cultural communication and exchange, cultural differences are regarded as resources for mutual learning and common prosperity, and they become "lubricant" and "catalyst" for communication and Co-operation in political, economic, trade, military, social and other fields. It can be seen that the "Belt and Road" culture is not only the inheritance and development of the spirit of the ancient Silk Road, but more importantly, the communication of cultural exchanges can enhance the appeal of the "Belt and Road" initiative, thereby promoting win-win Co-operation and mutual benefit and common prosperity in various fields.

1.2 The Revival of Civilization is the Greatest Common Denominator of the Countries Along the Route

The history of human civilization tells us that different factors, such as geography, climate, production and lifestyle, constitute the cultural form of "Each place has its streams in from all over the country." in the global scope. The cultural forms formed in the process of human adaptation to different environments are embodied in different languages, modes of thinking and communication, as well as in different material conditions, customs and habits and modes of behavior. Along the "Belt and Road" are the Chinese civilization, the Indian civilization, the Mesopotamian Mya civilization, the Egyptian civilization, the Persian civilization and the civilization of the two rivers, whose common denominator is the glorious history, the grief of being bullied by the great powers and the pain of being marginalized. And they also have conflicts with western values, similar development problems and strong desire to speed up modernization and national rejuvenation. The two major civilizations of China and the Arab world were brilliant in the 8-11 century, when they were exceptionally open and tolerant, and now both belong to the "East." Huntington warned of the clash of civilizations out of fear that the two civilizations would challenge Western values. The two civilizations should carry forward the tradition of cultural blending of the ancient Silk Road, and realize the peaceful rejuvenation and common renaissance through strengthening Co-operation. The "Belt and Road" initiative, which draws on the historical resources of the ancient Silk Road and develops partnerships with countries along the route, aims to jointly build a community of interests, responsibility and destiny that are based on political mutual trust, economic integration and cultural inclusion. Finally achieve a common renaissance. This requires that China, as a great rejuvenating country, should shift from the Chinese concept to the concept of the world. From its own development as well as from the building of the "three communities" of "Belt and Road's civilization and rejuvenation," China should consider others and play an open and cooperative role through cultural communication. In political, economic and trade exchanges, the concept of harmony but difference, and the unity of the world, internalize the historical mission of the revival of Chinese civilization into the development of world civilization, and enrich human civilization with "Chinese wisdom". We should also take the initiative to shape the image of a civilized country as a whole, enhance the sense of world citizenship, take the initiative to participate in global governance, provide international public goods commensurate with our capabilities, and make the "Belt and Road" initiative more inclusive, sharing, and create a new and more prosperous and harmonious world civilization order.

1.3 The Project of Popular Support is the Biggest Challenge of the "Five Links"

The acquaintance of a nation is a blind meeting of the

people, and the matchmaking of the people lies in the mutual connection of the hearts of the people. Human beings have thoughts and feelings. As historical subjects, human behavior is the product of their ideas, will, thoughts and emotions. In order to unify human behavior, one must first unify thought and understanding, otherwise there will be no unified pursuit, unified goal, and no unified action.”Belt and Road” is a wide geographical area with long span, and has a large population and great cultural differences. Many nationalities with various religions gather here, so there are vast differences in their political positions, interests, and behavior patterns. This determines that in the process of carrying out Belt and Road’s initiative, it is the most difficult to realize the idea and the biggest challenge comes from the construction of the project supported by the people, compared with the factors such as technology, facilities, planning and so on. The primary and effective means to achieve the mutual understanding of the people is cultural communication and Co-operation. The function of acculturation, agglomeration, internalization and transformation of culture can strengthen the cohesion and concentric force of the country, thus converge the consensus, gather the strength, mold the image of the country and improve the influence and affinity of our country in the international society. Giving full play to the guiding force, combining force, creativity, imagination and appeal of cultural communication and exchange and Co-operation can comprehensively reflect the historical and cultural, political status and interest demands of countries along “Belt and Road”, thus eliminates prejudice, resolves differences and enhances the effectiveness of consensus. The influence of culture transcends time and space, transcends national boundaries imperceptibly and silently. Cultural communication and Co-operation is a popular project, but also a leading project, the future project. It can be seen that the development of relations between countries needs not only economic and trade Co-operation, infrastructure construction and other “hard” support, but also the “soft” support of cultural communication. Moreover, cultural communication and exchange and Co-operation can better serve policy, trade, Cultural communication and Co-operation in the first place can better remove the psychological barriers for policy, trade, facilities, finance and other fields, and lay a more solid foundation of public opinion and society.

2. THE STRATEGY OF CULTURAL COMMUNICATION AND CO-OPERATION ALONG “BELT AND ROAD” AND ITS REALIZATION PATH

At present, China’s cultural communication and Co-operation with foreign countries is facing a great

challenge as well as an opportunity of Belt and Road. As mentioned above, some countries along the route, as well as the United States and Japan, have misgivings or even prejudices about China’s “Belt and Road” initiative. The lack of identity among the people of some countries or regions under the influence of religious, national and interest demands has brought obstacles to the implementation of the strategy of cultural communication and Co-operation of “Belt and Road”. In addition, the “one-way” instillation or propaganda mode that we have formed for a long time, lacking of interaction and communication, is not only easy to produce revulsion and misunderstanding, but also a mere formality and limited effect. Either because they are eager for immediate success or because they ignore the dynamic role of cultural communication and Co-operation, some regions do not attach enough importance to the leading role of cultural communication and Co-operation, and are one-sided keen on economic, trade, and facilities construction. Even if cultural exchange and Co-operation are put forward, it is too much emphasis on the industrialization of culture, and it is difficult to form a resultant force, which leads to short-term behavior and cannot be integrated and interacted with economy and trade, facilities construction and so on. Therefore, we must carry on the localization and the grasp from the strategic level.

2.1 The Strategic Choice of “Belt and Road” Cultural Communication and Co-operation

First, strengthen the top-level design, the implementation of the overall communication and Co-operation strategy. “Belt and Road” culture, as a popular project, involves the organic unity of Co-operation, exchange and Co-operation with other “four links”, and the relationship between the line and the non-line, the long-term and the present, the division of labor and Co-operation. It is rich in connotation, extensive in extension and extensive in system, which needs to proceed from the geographical nature, hierarchy, periodicity, interactivity, through top-level design, scientific planning, overall planning in order to promote the whole. To this end, first of all, it is necessary to proceed from the implementation of the “Belt and Road” initiative and to promote the formulation of the National “Belt and Road” Strategy for Cultural Communication and Co-operation, so as to link it with the overall plan of the state “Belt and Road” and the “13th Five-Year” development plan, make clear the development goal, integrate the resource allocation, and form the development force. Secondly, we should fully conform to the characteristics of the era of information globalization and make efforts to establish a multi-subject, multi-level and all-directional pattern of cultural communication and Co-operation by using various means. We should convert one-way communication and Co-operation into two-way interaction, and Improve the comprehensive efficiency of mutual benefit and the overall level of communication and Co-operation.

Second, give prominence to the key drive and implement the strategy of communication and Co-operation in geochemistry. Belt and Road is consisted of a series of countries or regions along the route. However, cultural communication and Co-operation do not have to be pushed forward one by one, “frog jumping” strategy can be used to achieve a breakthrough. This should be based on the near and distant space layout to select a country or region in a focused manner to cultivate and support, then popularize other countries. Localization is another trend relative to globalization, meaning any commodity or public goods in a country or region must adapt to local conditions and needs in order to develop continuously. The same is true of foreign cultural communication and Co-operation. Strategically, we must consider the regional characteristics, political environment, national characteristics, religious consciousness, customs and customs, lifestyle, interest demands and acceptance level of the country or region. According to the actual situation of the selected country or region, we use the “Chinese story, world expression” way to communicate, fully respect the local country and the people’s independent choice.

Third, Practical Co-operation should be Emphasized and the Strategy of Differential Communication and Co-operation should be Implemented. Belt and Road’s cultural communication and Co-operation, and practical Co-operation are the relations between “saying” and “doing”. Keeping promises is the rule of international Co-operation. It is necessary not only to avoid the disharmony between cultural communication and other “four links”, but also to prevent the tendency of “two skins” between foreign communication and practical communication and Co-operation. To this end, we should make full use of the role of cultural communication, conduct public opinion studies and judgments at the pre-coordinated stage of Co-operation projects, and provide relevant national and even international public opinion to decision makers for reference at the project demonstration stage. In the implementation phase of the project through publicity and public opinion guidance, we should coordinate the active participation and coordinated promotion of all sectors of society. To promote pragmatic Co-operation, we should implement the strategy of differentiated communication and Co-operation, that is, to prevent homogeneity and focusing on being different. On the one hand, there are many countries along Belt and Road, and the difference of history, culture and environment of each country is great, which will inevitably bring the diversity of the target audience. On the other hand, only by constantly exploring and innovating the new visual angle of culture can the value of cultural communication and information exchange be reflected, which can move people and enhance their influence. The differential cultural communication and Co-operation also require overcoming the fixed “propaganda” and stylized “preaching” and

adjusting the role of cultural communication and communication partners on the basis of identifying diverse audiences. We should use polysemous discourse communication to spread appropriate content, to treat countries and people with different cultural backgrounds equally through the way of multiple “feedback”, and to integrate the channels of cultural communication and Co-operation.

2.2 The Way to Achieve “Belt and Road” Culture Communication and Co-operation

First, accelerating the construction of cultural communication and Co-operation infrastructure and industrial development platform. Culture has innate advantages and plays a unique role in international exchange and trade, and its strategic significance is no less than the strategic position and role of infrastructure in interconnection. To this end, we will, on the basis of investigation, research and integration of the cultural infrastructure construction of countries along “Belt and Road”, promote the docking of relevant technical standards and the formulation of exemplary rules, so as to speed up the infrastructure for cultural communication and exchange and Co-operation. In particular, the interconnection of the Internet, with cultural innovation, investment, financing and trading platform as the core, to promote creative research and development, investment and financing and market transactions, heritage protection and utilization, trade and resource distribution and other cultural communication service platform construction, and provide the basic support for the further promotion of cultural communication and Co-operation between the countries along the route. At the same time, according to the characteristics of the cultural resources of the cooperative exchange countries, the cultural industry Co-operation and development platform with different value forms should be constructed in the process of capital aggregation.

Second, enriching the connotation and form of cultural communication and exchange and Co-operation. The essence of “Belt and Road” in cultural communication and Co-operation is to explore, carry forward, and spread the future-oriented Silk Road Civilization. To this end, we must grasp the rejuvenation, tolerance, and innovation trilogy. Besides the traditional cultural fields in literary and artistic exhibitions, press and publication, and film and television exchanges, it is also necessary to expand new fields of humanities communication and Co-operation, such as education, science and technology, tourism, medicine and medical care, public welfare and charity, academic exchanges, intellectual property protection and network security. We should also deepen the content of communication and Co-operation, build new communication and exchange Co-operation platform, and innovate the form of communication and Co-operation. It is necessary not only to dig into the humanistic resources of the countries along the route and carry forward the

humanistic tradition, but also to open up a new situation around the era of global integration and the trend of the development of human civilization. In particular, cultural communication and Co-operation should be regarded as communication rather than traditional propaganda to innovate the content and form, so as to "create concentric" in the two-way interaction based on universal code, and construct the cultural foundation of "the project of people's support".

Third, Promoting Cultural Communication and Co-operation Brand Building and Innovation. It is an important carrier of cultural communication and Co-operation to create and form cross-cultural fine products with rich characteristics and various forms. The key is to take the product as the axis of innovation technology, to innovate the form of business, and to innovate resources, realizing the organic unification of the contents and channels in communication and Co-operation. Therefore, we should cultivate brand culture communication and Co-operation products and various cultural forums, exhibitions, performances and trade activities in "invite in" and "go out". We also pay attention to the use of new media means such as the Internet, through film and television, books, music, animation, online games, wenbo and other professional forms to inherit the historical origin and cultural spirit of "Belt and Road", so that our culture goes to the world with our products. We should develop and open characteristic culture, promote the characteristics and attractiveness of national cultural communication and Co-operation.

Fourth, Striving to Build a Cultural Discourse System with Chinese Characteristics. The cultural discourse system with Chinese characteristics is a collection of Chinese cultural concepts, categories, paradigms and principles, which is accumulated by the Chinese nation after a long period of cultural practice. It is not only a cultural carrier to strengthen national cohesion, but also an important component of cultural soft power, and a basic element of Chinese culture to the world. Therefore, it is necessary to strengthen the inheritance and innovation of Chinese culture so that it can radiate new vitality after injecting modernization factors and absorbing advanced ideas from other countries. Thus, Belt and Road shows his unique oriental wisdom along the way and even on the world stage, and enhances the promotion of the international influence of Chinese culture.

Fifth, Telling a Good Story about China and Shape the Image of "China of the World". In the face of Chinese and foreign cultural barriers, besides "sound advice", there are also "sincerity" and "faith". One of the effective ways is to make use of the language and methods used by the people of the host country to tell the story of "Belt and Road" and the root causes and universality of the value behind it, so as to widely disseminate to the international community the principle of co-negotiation, co-construction and

sharing carried by the "Belt and Road", and the spirit of peace and openness, tolerance and Co-operation, mutual benefit and common prosperity. Only in this way can the image of "China of the World" be molded and the cultural spirit full of charm and value of the times be carried forward and spread out. Only in this way, can we enhance the international voice and influence on the basis of national power, and then better promote the smooth implementation of Belt and Road's initiative.

3. THE CONSTRUCTION OF THE MECHANISM OF "BELT AND ROAD" CULTURAL COMMUNICATION AND EXCHANGE AND CO-OPERATION AND ITS SAFEGUARD MEASURES

The communication and Co-operation goal of "Belt and Road" and the realization of its path, involving multiple interests, multi-strategic relations and a variety of promotion means, is a complex system engineering, which needs to establish a multi-level, multi-channel, all-round communication and Co-operation mechanism and provides effective protection.

3.1 Constructing the Mechanism of Cultural Communication and Co-operation of "Belt and Road"

First, the establishment of regular coordination mechanism of relevant departments. Foreign cultural communication and Co-operation not only involve different countries or regions, but also involve many government departments and related organizations. In order to play their respective roles and coordinate the resources of all parties, on the one hand, it is necessary to establish a consultation system of relevant departments, organizations and institutions within the framework of the overall Co-operation mechanism of the State's "Belt and Road" initiative. On the other hand, the Joint Commission, the PCB and its offices may be set up to form a multilateral Co-operation mechanism to promote the formulation of communication and exchange Co-operation programs, policy coordination and project implementation. We can also hold a joint cultural communication and Co-operation forum, research think tanks and other platforms, to provide guidance for foreign cultural communication and Co-operation from the system, policy and other levels to grasp the situation and trends.

Second, the establishment of bilateral or multilateral high-level consultation mechanism. Multilateral or bilateral cultural communication and Co-operation not only cover a wide range of areas and are rich in content, but also involve core values and interests. It needs to strengthen communication and Co-operation through high-level consultations, or through platforms such as

SCO, China-ASEAN (101), Asia-Europe meeting, China-Arab Co-operation Forum and other existing multilateral Co-operation mechanisms and relevant international forums, exhibitions and trade exchanges, etc in the regions and sub-regions.

Third, the establishment of a high-level human dialogue and think-tank Co-operation mechanism. It is complementary to high-level consultations, and the high-level dialogue on people-to-people exchanges and think-tank Co-operation exchanges are more detached, so that they can be more in-depth, systematic, transparent, and more diverse in form, as well as opportunities for mutual understanding and mutual learning. For example, as a policy research and consulting institution independent of the government, the think-tank can spread policy opportunities by setting up an influence instrument, which will have a great impact on domestic and foreign policies.

Fourth, the formation of communication and resource integration mechanism. Cultural communication and Co-operation in “Belt and Road” not only have a wide range of points and lines, but also involve many fields, many subjects, multiple levels, many factors, and many means. This requires the establishment of a multi-level, multi-channel and all-directional mechanism for cultural exchange. In order to form a resultant force and promote the Co-operation and Co-operation of stakeholders, various factors and policy tools can be used synthetically and all kinds of policy tools can be used to integrate the functions and resource advantages of the main bodies, to enhance the aggregation effect and the synergistic interaction effect in order to form the resultant force and promote the Co-operation of the stakeholders.

3.2 The Safeguard Measures of “Belt and Road” Cultural Communication and Co-operation

First, strengthening the support of laws and regulations and policies. To realize the goal of cultural communication and Co-operation along “Belt and Road” needs not only the establishment of mechanism and integration, but also the support of laws and policies. Therefore, first of all, we should focus on the requirements of goal realization and mechanism construction, formulate relevant laws and regulations, standardize the behavior of communication and cooperate with each other within the framework of law, and ensure that communication and Co-operation are carried out in an orderly manner. Because the countries along Belt and Road belong to different legal systems respectively, the applicability of law is weakened, which needs more familiarity and grasp to deal with the legal risks. Secondly, we should coordinate domestic resources through policies, strengthen policy consultation with countries along the route, and provide practical policy support in financing, investment, cross-border settlement and payment, customs clearance, and so on.

Second, outstanding organizational talent security. In addition to the coordination mechanism

of the aforementioned relevant departments and the organizational platform constructed by the high-level consultation mechanism, we should also give full play to the role of our country’s embassies and consulates abroad, the overseas Chinese cultural exchange and communication agencies, and bilateral or multilateral Co-operation agencies. And to promote the construction of Chinese cultural communication and exchange in the countries along the route. It is necessary to speed up the training of qualified personnel in related fields and specialties for the cultural exchange and communication of “Belt and Road”, strengthen the reserve and exchange of foreign cultural soft aid personnel, such as cultural relics, literature and technology, and increase familiarity with international organizations and international practices. The introduction of export-oriented cultural talents to meet the needs of international cultural communication and competition provides intellectual support for the concrete implementation of cultural communication and Co-operation. It is also necessary to strengthen the cultivation and introduction of network and communication talents to meet the opportunities and challenges of human communication brought by the Internet.

Third, strengthening communication capacity building. Strengthening the construction of international communication capacity is one of the important contents in the construction and development of modern cultural communication system. It is also an important link to strengthen cultural exchanges and Co-operation with foreign countries, strengthen international discourse rights and enhance the international influence of Chinese culture. In line with the requirements of “Belt and Road” for cultural exchange and Co-operation, we should focus on creating a world-class media with many languages, a wide audience, a large amount of information, and strong influence. We should improve the information collection network, expand overseas communication and distribution, and reach the ground. Let the image, sound, text and information of our mainstream media spread to the countries along Belt and Road in time and effectively.

Fourth, strengthening folk humanistic diplomacy. People-to-people communication is not only an important part of public diplomacy, but also an indispensable force to promote the implementation of Belt and Road’s initiative. While using the public as a recipient of people-to-people communication and communication, we should rely more broadly on social organizations, scientific research institutions, universities and enterprises, as well as all institutions, individuals, including parliaments, that have the opportunity to engage in external contacts and dialogue. Political parties, religious platforms, with a broader vision, a more pluralistic form to carry out more extensive and diverse people-to-people exchanges and communication.

Fifth, giving full play to the role of overseas Chinese. Taking the overseas Chinese as the bridge and link of

"Belt and Road" cultural exchange and communication, or directly participating in it, not only can the "national color" be greatly desalinated, but also political obstacles can be effectively reduced or circumvented. And because they are familiar with the language, religion, law, customs and so on that they live in, they can help to reduce or eliminate the anxiety and fear of "going out" to Chinese enterprises and cultures. It helps to integrate Chinese culture more smoothly into international rules. We should strengthen the construction of Chinese cultural communication and exchange and Co-operation personnel at home and abroad, pool overseas Chinese minds, pool overseas Chinese intelligence, safeguard overseas Chinese interests, and better play the unique role of overseas Chinese businessmen, overseas Chinese, overseas Chinese schools, and overseas Chinese media in cultural communication and exchange and Co-operation.

Conclusion: In short, Belt and Road's strategy is a long-term plan based on economic cooperation, supported by cultural exchanges and based on the concept of openness and tolerance. The development of countries along the route needs not only the "hard" support of economic and trade cooperation, but also the "soft" support of cultural exchanges. Chinese culture will play an extremely important role as a link in this strategy, and its cultural essence will provide wisdom for the development of world civilization through Belt and Road. In order to

promote its dissemination in the world, it is necessary not only to have deep thinking at the macro level, but also to make reasonable operation and scientific arrangement at the level of practice and operation.

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