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Analysis of Cultural Communication Under the Background of Chinese International Promotion

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Abstract

With China increasingly stepping into the center of the world stage, national soft power represented by culture is becoming an important indicator to measure comprehensive national strength. As the best embodiment of our national symbol, Chinese represents our cultural status quo to a certain extent. The international promotion of Chinese language, as an important way to spread Chinese culture, is promoting our excellent traditional culture and expanding the influence of Chinese culture in the world. However, from the current situation of China's cultural communication, there are still some problems to be solved, mainly including China's international communication talent reserve and foreign cultural communication form. Only by solving these two problems, can we further promote the cultural dissemination of Chinese and further enhance the cultural soft power of Our country.

Keywords

International promotion of Chinese; Cultural communication; Practical problems; Optimization strategy

Introduction

With the increasing complexity of the international situation, the calculation and measurement of a nation's comprehensive national strength has evolved from single indicators of economic and military levels to multiple indicators including economy, politics, military, and culture. As other countries around the world construct their national symbols and images, their cultural soft power and comprehensive national strength are constantly improving. However, from the perspective of China's current state of cultural soft power construction, as the world's largest developing country, the focus on economic development and military construction has resulted in a relative lack of attention to cultural dissemination and national image building. Currently, China's utilization of the Chinese language as a national symbol and written language remains relatively low, and the dissemination of China's excellent traditional culture is also lacking to a certain extent. This, to some extent, leads to poor results in China's external cultural communication, affecting the implementation of Chinese policies and the construction of its national image. Therefore, it is essential to focus on the Chinese language as a national symbol, further promote the dissemination of China's excellent traditional culture, further promote the excellent cultural concepts of China, and provide cultural support and public opinion guidance for the realization of the great rejuvenation of the Chinese nation.

1. The Value and Significance of Chinese Language and Culture Dissemination in the New Era

1.1 It is Conducive to Enhancing China's Cultural Soft Power and Strengthening its Overall National Strength

Utilizing the international promotion of Chinese language for international communication can, to a certain extent, enhance the world's understanding of Chinese civilization and culture, expand the influence of outstanding traditional

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Chinese culture, and further strengthen the connection between outstanding traditional Chinese culture and world culture. As a national image and symbol, Chinese language, to a certain extent, encapsulates the most quintessential core of Chinese civilization. The international promotion of Chinese language is, in a sense, a concentrated manifestation of cultural dissemination in literature and language. Through cultural dissemination in Chinese, other countries and civilizations can effectively enhance their understanding and recognition of China's outstanding traditional culture and its more than 5,000 years of history, further forming a world language and cultural system centered on Chinese culture. This can effectively expand China's confidence and voice in international exchanges, further strengthen the ideological recognition of outstanding traditional Chinese culture, provide a solid cultural foundation and theoretical confidence for China's foreign policy, further enhance China's cultural soft power and comprehensive national strength, and provide relevant public opinion support and cultural assistance for China's policies.

1.2 It Helps to Reduce Prejudice Against Chinese Culture and Create a Favorable Environment for Development

As China increasingly moves to the center of the world stage, its influence on the global landscape and political situation is becoming increasingly significant. However, differences in language habits and customs among different ethnic groups and countries have led to some degree of communication and misunderstanding. Some countries and civilizations are unable to effectively understand China's relevant policies, which has fostered prejudice against Chinese culture and China. This is detrimental to China's long-term development and hinders the creation of a peaceful and stable international environment and public opinion forum for the great rejuvenation of the Chinese nation. Utilizing the Chinese language for cultural dissemination can, to some extent, bridge these differences and further enhance mutual trust and communication among different countries and civilizations. This can build a bridge of communication between different countries and ethnic groups, further promoting the concept of a community with a shared future for mankind worldwide, effectively spreading China's voice and contributing Chinese strength. Simultaneously, the dissemination of Chinese culture can effectively spread China's core values, further creating an international environment conducive to China's long-term healthy development and providing a strong public opinion forum for China's healthy development and stable progress. This can effectively promote the formation of China's dream of the great rejuvenation of the Chinese nation and further contribute to China's economic growth and political stability (Bai & Wang, 2022).

1.3 It is Conducive to the Prosperity and Development of Global Diversity and Promotes Cultural Prosperity

Chinese culture and civilization, as a unique flower in the garden of world cultures, have a profound impact on the diversity of world civilizations and cultures. Promoting and developing Chinese culture, in a sense, is a form of cultural dissemination of Chinese culture worldwide. This can effectively strengthen communication and connections between different civilizations and cultures, further enhance understanding between different ethnic groups and countries, promote communication and progress among all ethnic groups, and form a bridge for mutual learning and improvement. Through exchanges and communication between different civilizations and cultures, the core elements of different cultures can be effectively complemented, thus effectively bridging the differences between Chinese culture and other national cultures, further forming a rich world cultural and civilizational system, and constructing distinctive national connotations and cultural characteristics. Communication and exchange between different civilizations can effectively promote the development and prosperity of world culture, fostering a flourishing of diverse ideas and schools of thought worldwide. Even the exchange and collision between different cultures can stimulate public reflection on culture, further promoting literary creation and artistic expression, and building a highly competitive cultural system (Chen, 2018).

2. Content of Cultural Dissemination in the International Promotion of Chinese Language

2.1 Chinese Language Teaching Embodies Cultural Transmission

Promoting Chinese internationally necessitates prioritizing Chinese language teaching. As a crucial means and tool for cultural dissemination, Chinese language teaching plays a vital role in promoting the unique characteristics of Chinese civilization. Since different languages and cultures possess distinct connotations, encompassing the historical

processes and spiritual essence of different civilizations, teaching Chinese can effectively foster communication, mutual trust, and understanding between different civilizations, further enhancing the sense of identity among different ethnic groups and cultures. Furthermore, as one of the world's most unique languages, Chinese not only encompasses various word combinations but also integrates the most fundamental linguistic, semantic, and cultural elements inherent in the Chinese people and the Chinese nation. This has led to the development of discourse, vocabulary, and even rhetoric, further highlighting China's peace-loving national character. It is conducive to promoting the core of excellent traditional Chinese culture worldwide, further showcasing China's outstanding qualities and national character (Ke & Fu, 2021).

2.2 Intercultural Communication Reflects Cultural Transmission

Chinese language teaching, as an important means of promoting my country's excellent traditional culture, is rich in content and connotation, embodying the essence of my country's outstanding traditional culture. Based on the latest trends in academia, it is generally believed that Chinese language teaching contains a rich cultural core, typically divided into knowledge culture and communication culture. Knowledge culture refers to the concentrated embodiment of the Chinese language as a national symbol and image, encompassing the cultural factors and elements accompanying cultural promotion and dissemination. Communication culture, on the other hand, refers to the conflicts, misunderstandings, and contradictions arising from the collision of different civilizations and ethnic groups, reflecting a nation's or people's values, behaviors, and customs. Only through cultural dissemination during the promotion of Chinese language can the differences between different countries and ethnic groups be minimized, misunderstandings and conflicts caused by values and other factors under different circumstances be avoided as much as possible, further promoting the smooth progress of cross-cultural communication in Chinese and enhancing the influence of Chinese culture worldwide (Lian, 2021).

3. Practical Problems Faced in the International Promotion of Chinese Language

3.1 Lack of a Pool of Outstanding International Communication Talent

Talent reserves are a crucial foundation for the international promotion of Chinese language and culture in my country, significantly influencing the quality and level of these efforts. Therefore, the role of international Chinese language education professionals must be fully emphasized. However, the current talent pool for international communication in my country still faces a significant shortage, failing to meet the country's needs for such talent. Firstly, my country's international communication talent training system is not sufficiently developed. While some universities offer international teacher training programs, their coverage and reach are unsatisfactory. Furthermore, due to a lack of emphasis on international communication talent cultivation, the training of international teacher education professionals is not highly professional. This results in a low-level and incomplete training and development of international communication talent reserves, failing to address the difficulties and problems encountered in promoting international Chinese language teaching and cultural dissemination, and thus unable to effectively meet my country's current needs for international communication talent (Ma, 2021).

3.2 The Forms of Cultural Communication with Foreign Countries are Relatively Singular

From the current state of my country's international cultural dissemination, although various forms have been adopted to promote my country's excellent traditional culture and conduct international Chinese language teaching, the overall approach remains relatively singular and insufficient to meet my country's practical needs for international cultural dissemination. It also fails to effectively enhance the influence and creativity of excellent traditional Chinese culture worldwide. For example, although my country has launched Confucius Institutes and the "Chinese Bridge" program in African and Southeast Asian countries in recent years, the rigidity of these programs and the lack of qualified personnel have resulted in limited effectiveness. Furthermore, the promotion of Chinese language is often confined to international education, which limits its reach and fails to reach the vast majority of people in other countries. This hinders communication and mutual trust between different countries and civilizations, and further impedes the global recognition of Chinese civilization and its excellent traditional culture (Sun & Chen, 2022).

4. Optimization Strategies for Cultural Dissemination in the Context of International Promotion of Chinese Language

4.1 Building a High-Quality International Teaching Staff

To further enhance the effectiveness of my country's cultural dissemination and strengthen the influence of the Chinese language worldwide, it is essential to build a high-level and high-quality international teaching force. The cultivation of this international teaching force must leverage the current higher education model, selectively establishing international teacher colleges within my country's normal universities and 985/211 universities. Professional educators, diplomats, or foreign teachers should be selected to participate in teaching and research, thereby improving the professionalism of my country's international teacher training and enhancing the average quality and comprehensive capabilities of the international teaching force. Simultaneously, local governments and the central government should allocate appropriate targeted fiscal funds to further promote study abroad and communication between my country and other countries. Through multi-level and comprehensive training, the vision and knowledge of my country's international teachers can be broadened, enhancing their ability and level in addressing issues related to international cultural dissemination (Wang & Xu, 2021).

4.2 Innovate the Ways of Spreading Chinese Culture Abroad

To enhance the effectiveness of China's cultural dissemination, it is not enough to rely solely on a high-quality international teaching force; fundamental innovation in the methods of international communication is essential. In recent years, the explosive popularity of animation and Chinese cultural films and television dramas has provided valuable insights for promoting the international dissemination of Chinese language. We can further broaden the reach of Chinese cultural dissemination and enhance its global influence by combining technology and culture. Simultaneously, we can leverage popular IPs from China's excellent traditional culture to create film and television works that align with Western aesthetics. This not only disseminates the native language but also carries the rich cultural connotations behind it, generating substantial economic benefits and intangible cultural value. This will further enhance the export of China's cultural industry and effectively promote the international dissemination of Chinese language (Zhou, 2020).

5. Conclusion

As my country increasingly moves to the center of the world stage, it places greater emphasis on enhancing its cultural soft power and further strengthening the influence of Chinese culture globally. The Chinese language, as a national symbol of outstanding traditional Chinese culture and civilization, represents, to a certain extent, the unique characteristics of Chinese civilization. However, judging from the current state of my country's influence building, there are still certain problems in the international dissemination of Chinese culture that need to be addressed. Only by resolving this dilemma can we promote the global influence of Chinese culture (Zhou, 2021).

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