

The Integration and Innovation of "The Belt and Road Initiative" Traditional Cultural Communication Discourse System

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Abstract: National culture is a collection of material and spiritual civilizations formed by a nation's diverse production and living activities, and it reflects the historical characteristics of a nation. Under the influence of "the Belt and Road Initiative (B&R)", expanding the influence of China's excellent traditional culture is an important task to pioneer in the new era. Based on the outline of this initiative, the global promotion of China's unique traditional culture essentially entails the mutual integration of Chinese civilization and other countries' civilizations, the inheritance and the dissemination of Chinese cultural genes. A fundamental principle of the B&R is the promotion of win-win cooperation among countries along the silk road. Through this new international cooperation platform, China has given new impetus to common development and promoted mutual understanding, respect and trust among countries. The construction of a discourse system embodies not only a theoretical construction but also the inheritance and forging of a powerful force that influences human behavior. This paper discusses the connotation of China's excellent traditional culture and the problems of traditional cultural communication from the perspective of the "B&R" and analyses the integration and innovation path of the "B&R" traditional cultural discourse system.

Keywords: The Belt and Road Initiative; Traditional culture; Dissemination; Discourse system

1. INTRODUCTION

The excellent Chinese traditional culture is the spiritual lifeblood of the Chinese nation. Promoting excellent traditional culture and integrating it into the "B&R" enhances national temperament, builds cultural self-confidence and strengthens national soft power (Shan Jingjing & Lu Lili, 2021). National culture is a collection of various material and spiritual forms of civilization actualized by the nation in its production and living activities, and it reflects the historical characteristics of a nation.

National culture plays a vital role in the process of national development and is essential for national development (Dai Yan & Chen Jiawei, 2020). Since the launch of this initiative in 2013, China has strengthened cooperation with countries and regions along the route and achieved sound development

in many areas (Yan'an., 2017). With the existing bilateral cooperation mechanisms between China and the countries along the route, China has adhered to the revival of the ancient Silk Road in line with the concept of peaceful development and strengthened cooperation with various economic partners to establish a new development mechanism built on mutual political trust, economic and cultural integration and has managed to benefit from sharing on the existing regional cooperation platforms (Lu Li & Tang Lu, 2019).

Discourse is a carrier of human life and an entity of concrete practice. Constructing a discourse system is not only a theoretical undertaking but also a powerful inheritance and forging that affects human behavioral practice (Zheng Shipeng, 2021). Overall, while the accuracy and objectivity of the "B&R" initiative in the international public field have increased, there are also various kinds of distortions (Zhang Yawen, 2022). With the progress of the times, the construction of an external discourse system is particularly important in the process of promoting the "B&R" initiative (Xie Yuheng, 2022).

Based on the requirements of the "B&R" initiative, expanding the scope of China's excellent traditional culture is the central principle for the coming ages. The initiative plays an essential role in promoting the exchange, mutual learning, understanding and integration of diverse civilizations and ethnic groups along the route and is of great significance in the process of promoting the dissemination of China's excellent traditional culture, helping the world understand China's peaceful rise more objectively, and creating a good national image (Li Jing, 2022).

Chinese culture is a symbol representing the Chinese national spirit and a manifestation of the political economy in the ideological sphere, encompassing various cultural products and the transmission of ideology and morality (Arce et al., 2021).

Since the beginning of the 21st century, the influence of culture in the comprehensive national power has become more and more prominent and even decisive. Against this backdrop, it is particularly crucial to strengthen the transmission of national culture to the next generations (Wang Mingyu & Cui Xuebo, 2021).

Nevertheless, the external communication of Chinese traditional culture is influenced by many factors, such as the cultural context, the cultural communication methods, and the recognition of the recipients. This paper discusses the connotations of China's excellent traditional culture and the problems of traditional cultural communication from the perspective of the "B&R" initiative and analyzes the integration and innovation path of the

"B&R" traditional culture communication discourse system.

2. The CONNOTATIONS OF EXCELLENT CHINESE TRADITIONAL CULTURE FROM THE PERSPECTIVE OF THE "B&R"

The development strategy of the "B&R" indicates that China will continue to implement its policy of opening up to the outside world. A comparative analysis of the "Silk Road" and the "Reform and Opening up" shows certain apparent differences. The Silk Road is an integral part of economic exchange and international communication. Economic friction between countries and regions cannot be resolved by adopting only the policies formulated by a single country. At present, the global system is rapidly changing and is becoming increasingly complex, the risk of an international financial crisis is increasing, the world economy is in a slow recovery, the international investment, trade patterns, multilateral investment and trade rules have changed a great deal, and countries around the world are facing various new developmental challenges (Cheng Xuefeng *et al.*, 2020). The Silk Road advocates in-depth cooperation among countries and regions to compensate for disadvantages and accomplish their respective goals. This is in line with the law of economic development, which states that the interests of all interacting subjects can be maximized under a market exchange system.

Since its establishment, the "B&R" has precipitated adequate conditions for cooperation and exchange between countries along the route, especially between Asian, European and African countries. In this context, the "B&R" initiative embodies the role of a connecting link and has been providing China with unprecedented development opportunities and creating conditions for the broader dissemination and promotion of China's excellent traditional culture. The "B&R" is very different from the traditional Silk Road regarding economic interaction, development patterns and impact on the affected areas (Li Junlin, 2020). From a certain point of view, the "B&R" is a new Silk Road that has contributed significantly to spreading Chinese culture in a modern environment. The trend of cultural globalization and integration has greatly impacted cultural pluralism, highlighting the differences in political, economic and human aspects of the various nations, resulting in significant differences in geographical characteristics and historical evolution (Molloy et al., 2021).

In the course of China's cultural development, various outstanding ideas with far-reaching effects have been formed, giving a great impetus to the country's development. The cultural and spiritual heritage of the ancient Silk

Road manifested both in terms of the specific goods and the activities of merchants. The asymmetry of information and the lack of in-depth communication caused by the cultural differences alongside the route were the basic factors that caused conflicts in cultural exchanges. For example, there are significant differences in the perceptions of countries and nations regarding the same cultural phenomena.

The ancient Silk Road was unique in its origin and development, with the principal objective being economic prosperity, which had an essential impact on the trust of different countries and peoples alongside the Silk Road. As a consequence, China had the opportunity to spread its blooming culture to the whole world while simultaneously allowing for the influx of foreign ideas and cultural elements, thus achieving mutual integration and promoting the development of Chinese culture.

3. THE PROBLEMS FACED BY THE DISSEMINATION OF TRADITIONAL CHINESE CULTURE

3.1. B&R country traditional culture difference

Against the backdrop of continuous technological progress, global economic integration is deepening, and exchanges between different countries are becoming increasingly profound. Western ideas are beginning to flow into the country, which has a great influence on the country's national and individual values. At the same time, there are many countries along the "B&R" route with unique traditional cultures which are very different from that of China. The "B&R" initiative includes Europe, Central Asia, Southeast Asia and many other regions and countries. Since these countries have complex historical cultures, it is difficult to persuasively disseminate Chinese traditional culture.

We must fully take into account the differences in cultural living environments and the ability to understand things and values in different regions when spreading traditional culture (Zhu Haibo, 2018). In the process of spreading information about the "B&R" initiative to the outside world, it is paramount to let the communication objects go through the process of information reception, internal recognition and active promotion. China should let recipients develop an understanding and awareness of the "B&R" initiative and enhance their recognition of the concepts of peaceful development and innovative governance so as to enable all mankind to share the dividends of development. Consequently, the "B&R" initiative could be more actively and positively promoted to the outside world. Regarding the

domestic issue of traditional cultural awareness, while Chinese people have lived in the atmosphere of excellent traditional culture for a long time, and these cultures have subtly influenced them, these are not systematically taught but are intuitively inherited. As a result, people have a relatively superficial understanding of traditional culture and do not realize the vital role of these cultures, and their sense of identification with traditional Chinese culture is still in a relatively weak state.

Consequently, the "B&R" initiative has a wide range of influence. In these regions, traditional cultural concepts vary greatly amongst the countries and are highly dispersed. These countries do not have a deep enough understanding of traditional Chinese culture and lack cultural consensus. Therefore, communicators and receivers must reach a certain cultural consensus and gradually expand the influence of traditional culture. From the perspective of time and space, the "B&R" initiative should further improve the external discourse system so that it can be more readily accepted by other countries and then provide scientific guidance for practice. Moreover, the "B&R" initiative can lay a solid foundation for the construction of a new foreign discourse system and create good conditions for the wider spread of Chinese culture.

In promoting China's excellent traditional culture, the country's unique cultural products and brands play a vital role. On the one hand, there is a need for effective policies to promote the innovation and export of traditional cultural products. On the other hand, there is a need for high-quality cultural products. The "B&R" initiative-related discourse is predominantly carried out through official media websites and social network accounts. The subject of the dissemination is relatively single, and the influence is rather weak. There is also a need for establishing more stable and effective dissemination channels abroad in countries where the "B&R" is present.

3.2. Lack of high-quality talents to spread the traditional culture

From a horizontal perspective, the scope of dissemination should be further expanded. Only when most people have a deeper and more accurate understanding of the "B&R"-related information will they form a stronger sense of identity in their hearts. However, the level of cooperation between Chinese companies and personnel on the basis of the "B&R" and local governments is not in line. Cultural communication and mutual exchange facilitate cross-country exchanges. However, from the perspective of the "B&R" initiative, the content of Chinese traditional cultural communication includes the domains of literature, art, history, etc., which are not integrated

with the spirit of The Times and also ignores the different cultural backgrounds of the countries along the "B&R" route, resulting in cultural conflicts and mutual misunderstandings.

The "B&R" initiative seeks to achieve win-win cooperation between countries along its route. As such, it proposes the concept of broad consultation, joint contribution and benefit sharing, which aligns with the value orientation of global governance. The win-win approach entails the pursuit of benefits over a period of time in the future, without focusing on short-term gains and losses, and is a governance value orientation derived from traditional Chinese culture (Su Jianjiao *et al.*, 2022). From a spatial perspective, the "B&R" construction embodies the common interest and benefit of China and the outside world. Promoting the inheritance of Chinese traditional culture in the context of B&R necessitates the support of high-quality talents at the national and global levels alike. At present, there is a shortage of high-level translations in China, which causes problems due to the deep cultural layers of the Chinese traditional culture. The level of talent has a decisive influence on the breadth and depth of the dissemination of traditional culture since the quality of the translation determines the understandability of the various cultural elements. Therefore, it is necessary to cultivate more comprehensive talents with deep knowledge of Chinese traditional culture as well as strong foreign language skills to support the export of traditional cultural resources.

The "B&R" initiative has been launched at the right time and in the right international context, in line with the aspirations of ordinary people. The value of the "B&R" initiative has become increasingly evident, particularly in the context of the growing trend towards de-globalization. It will be an important starting point for China in the coming period to build an external discourse system in line with the "B&R" initiative. From a vertical perspective, the impact of communication requires further deepening. Only by presenting more "touching" content can more people abroad truly recognize China's initiatives and promote them. Since the "B&R" initiative was launched, China has adhered to the existing international order in the context of "reverse globalization", taken the initiative to participate in global governance, met the international community's demand for public goods, established a mutually beneficial platform under the concept of multilateralism in development, and played a leading role in achieving benign development in multidisciplinary cooperation with countries along the "Belt and Road".

In promoting the "Belt and Road" strategy, China attaches great importance to the needs of developing countries and has set the goal of synergistic development by combining the needs of both sides, i.e., taking

economic development as the basic foundation and promoting the interests of emerging economies and developing countries. The values and goals of this strategy align with most countries' expectations and reflect the urgent expectations for a fairer and more mutually beneficial international economic order.

4. THE INTEGRATION AND INNOVATION OF TRADITIONAL CULTURAL COMMUNICATION DISCOURSE SYSTEM INTO THE "B&R" INITIATIVE

4.1. Actively cultivate a sense of cultural identity

The "B&R" initiative is entirely different from the Western-led international cooperation model, focusing more on openness, inclusiveness and sharing, with the progress of most developing countries as the ultimate goal. The "B&R" initiative itself contains a brand-new discourse system, which provides a new model and idea for innovative global governance to revitalize the world order with the inclusive spirit of Chinese civilization and aims to become a major theoretical and practical breakthrough in the history of human development. Cultural communication is an interactive, two-way communication. To tell the story of China well and demonstrate the fine Chinese traditional culture, it is necessary to integrate the story of China with the different cultures in the world, communicate and spread it through the creative ways of national cultures and specific Chinese elements, and carry out differentiated communication strategies to distinguish the historical and cultural differences of countries along the "B&R", focusing on the diversity of target audiences.

In the context of the increasingly complex international political and economic environment, disseminating China's excellent traditional culture must not only meet the current developmental needs but also take effective measures to properly deal with the various new problems that have arisen along the development trajectory. The new discourse system will build more comprehensive and universal ideological support, that is, support political and cultural multi-polarization, respect for history and tradition, and form a cultural and civilized community.

In recent years, China has been improving its national governance system, enhancing its governance capacity, implementing and enforcing the concept of a "community of shared future for mankind", making high-quality development achievements at home and abroad, exploring governance experiences and governance models that incorporate Chinese wisdom,

building a sustainable new international order, and pursuing common development. With respect to going global, the Chinese cultural industry should enjoy further support and development. There should be a top-down approach to develop more cultural products with Chinese characteristics to meet the changing needs of the market and further enhance the cultural communication channels to help Chinese cultural products go abroad.

4.2. Application of media communication means

Nowadays, the power of the Internet is showing apparent and observable influence on people's everyday life all over the globe. Consequently, the technology related to new media has also developed very maturely, which has laid a solid technical foundation for cultural dissemination through new media channels. The rising popularity of smartphones and the Internet provide carriers for disseminating new media. Subsequently, an increasing number of people are paying attention to the resources of new media platforms.

As the emerging power of new media, the media has laid the foundation for the spread of Chinese traditional culture. These characteristics have created desirable conditions for the spread of traditional culture. In particular, through a large number of comments and reprints by netizens from countries along the "B&R" route, the spread of traditional culture has expanded rapidly and even covered all networks with great influence. China is exploring the path of media integration, which has so far shown initial results in overcoming the difficulties in building the "B&R" discourse system for external communication. However, the final breakthrough cannot be achieved overnight, and there is a need for an innovative approach to platform construction and content formation to promote media integration.

The spread of "B&R" cannot be separated from a discourse system that integrates the different civilizations along its path. By analyzing the history of social development of the discourse system, the new discourse system constructed by the "B&R" initiative should take the integration of Chinese and Islamic civilizations as its starting point. China's traditional cultural resources form a precious wealth accumulated by the nation's five thousand years of civilizational history.

In the cultural communication and mutual exchange between countries along the "B&R", combining Chinese traditional culture with new media technology is necessary to create a Chinese-style brand of cultural resources. On this basis, the initiative will promote the mutual integration of various media, improve the shortcomings of the organizational structure and deepen the efforts of industrial cooperation. As a cross-border industry with multi-

industry involvement, media integration means that the media industry breaks the internal closed and limited business sectors and builds a multi-dimensional, flat and open-platform ecosystem. Taking advantage of the media industry, the comprehensive development value of multi-in-one media is extended to the upstream and downstream of the industry to form a multi-radiated industry chain. The spread and construction of the "B&R" cannot be separated from the global Chinese language system and its role in the existing world order. Only by building a discourse system that integrates different civilizations can we expand the scope of cultural dissemination and give impetus to the common development of countries worldwide.

4.3. Attach importance to the cultivation of outstanding talents

In building a discourse system, governments, citizens, and other subjects need to come together and utilize their strengths in unison. Nevertheless, they will encounter various new problems. Therefore, we should always be vigilant and set reasonable goals. Faced with the regional development of the "B&R", the original rules and regulations can no longer meet the demand and need to be improved and updated accordingly. "Faithful maintenance" has shown a certain delay, and "reinventing the wheel" is basically impossible. In the context of building an international discourse, China should always integrate elements of utilization, restriction and reform, which simply means utilizing the reasonable parts, restricting the internal negative factors and carrying out appropriate reforms in response to upcoming problems. In order to successfully advocate and transmit China's excellent traditional culture, the state should further strengthen the education of traditional culture, help people deepen their cultural understanding and awareness, strengthen their sense of cultural identity and self-confidence, and integrate these excellent cultural elements into their way of life. Only by deepening the understanding of China's excellent traditional culture can the state strengthen its national identity and promote national cohesion.

The construction of a foreign discourse system is the responsibility of Chinese drafters and translators, but it also cannot be separated from the support of communicators. Chinese is the center of the discourse, translation is the bridge for dialogue between China and foreign countries, and communication accelerates the frequency and efficiency of dialogue. Talent is an important part of promoting the dissemination of traditional culture in the context of the "B&R", and it is relevant to whether foreign audiences can better accept Chinese traditional culture. Therefore, cultivating international cultural communication talents can guarantee the dissemination of the

"B&R" culture with composite and high-quality talents. Moreover, promoting Chinese traditional culture should be based on utilizing advanced technologies. It is necessary to make full use of the Internet and multimedia tools to expand the scope of Chinese traditional culture, enrich the communication channels, and change the mode of spreading culture from the one-way communication of the past to the two-way interaction of the new era. Whether China's foreign discourse system can play its role in the context of a growing audience primarily depends on two aspects: first, the quality of discourse and the mode of expression, and second, the understanding of the audience. From a certain point of view, the audience's understanding is incorporated in the stage of discourse formation, especially in relation to generating discourse logic.

In essence, international competition boils down to a competition of talents among countries. Moreover, the strategy of strengthening the country with talent is the basic strategy for building Socialism with Chinese characteristics. In order to implement and carry out the "B&R" initiative and expand the influence of Chinese traditional culture, the nation requires the support of high-quality talents. The construction of the economic belt is also a cultural activity, and integrating Chinese culture is a necessary way to bridge tradition and modernity. The construction of the economic belt is a process of cooperative planning by all countries.

In this process, the characteristics and wisdom of Chinese civilization could become helpful in resolving and avoiding contradictions and conflicts concerning negotiations, disputes and rule-making. From the "B&R" initiative's perspective, the content of the dissemination of China's excellent traditional culture must take into account the cultural traditions and level of cultural acceptance of the people along the route, and the dissemination should also be carried out in various forms and ways, so as to subtly influence the ideological value orientation of Chinese and foreign people, and enable China to communicate with other countries through cultural exchanges so as to understand and trust each other.

5. CONCLUSION

In the context of the "B&R" initiative, the self-media communication of China's excellent traditional culture will play an active role in helping countries along the route understand Chinese culture and eventually accomplish cultural integration and mutual learning. As cultural practitioners, we should expand the dissemination of China's excellent traditional culture with

innovative thinking and a global vision so that countries along the route can become more receptive to Chinese cultural elements, which could subsequently enhance trust between nations. Cultural self-confidence is a more fundamental self-confidence, and it is in the common interest of all countries in the world to promote the outward spread of Chinese culture. The "B&R" embodies peace and friendship to build a Community of Shared Future for Mankind and promote economic cooperation and cultural exchange.

China is speeding up the construction of an international discourse system to create a supportive public opinion environment for the "B&R". This will help form a consensus and reduce the possibility of misunderstandings and prejudices. Taking the "B&R" initiative as the basic foothold, this paper explores the shortcomings in the process of Chinese traditional culture dissemination and formulates a series of response strategies to promote the dissemination of China's excellent traditional culture, enhance Chinese soft power, and enable China and the countries along the "B&R" route to enhance mutual understanding and trust through cultural exchanges, and promote the common development of the recipients.

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