

Strategies for Constructing China's Foreign Literary Discourse System Under the Country Building with a Strong Socialist Culture

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Abstract: At present, the international pattern is gradually developing towards multi-polarization, cultural exchanges and competitions among countries are more frequent, and the enhancement of China's international status makes more and more countries pay more attention to China's voice. On the basis of elaborating the connotation of the strategy of cultural power, this paper analyzes the environment for the construction of China's foreign literary discourse system, and further discusses the significance and path of the construction of China's foreign literary discourse system, with a view to promoting China's literature to the world, and enhancing China's cultural soft power.
Keywords: Cultural Power, Literature, Discourse System, Chinese Voice

1. INTRODUCTION

In the process of implementing the strategy of building a strong socialist culture in China, the construction of China's foreign literary discourse system is particularly important. With China's increasing rise on the world stage, Chinese literature, as an important cultural soft power, carries the mission of spreading China's voice and displaying China's image (Libin, 2023). Therefore, the establishment of a foreign literary discourse system with Chinese characteristics and Chinese style will help to enhance the influence and dissemination of Chinese literature in the international arena, promote Chinese literature to the world, and facilitate cultural exchanges and mutual understanding (Zhang & Zheng, 2013).

2. CONNOTATION OF CHINA'S STRATEGY OF CULTURAL POWER

China's strategy of cultural power refers to the strategic goal put forward by the Chinese government to promote the inheritance and innovation of

Chinese culture and enhance national soft power, and its connotation mainly includes four aspects (see Figure 1).

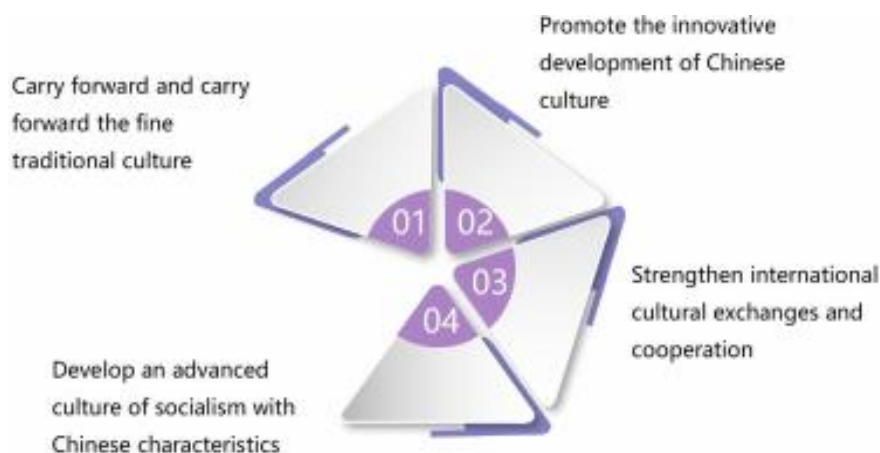


Figure 1: Connotation of China's strategy of cultural strength

2.1 Inheriting and Promoting Outstanding Traditional Culture

Excellent Chinese traditional culture is the crystallization of China's civilization over thousands of years, carrying a wealth of history, philosophy and values. By inheriting and promoting traditional culture, the cultural genes of the Chinese nation can be inherited and disseminated, and the continuity and stability of culture can be maintained. As a representative of the Chinese people's spiritual pursuit, moral concepts and way of life, the excellent traditional Chinese culture, including Confucianism, poetry and song, calligraphy and painting art, as well as the rich and colorful cultural heritage of Chinese traditional festivals, folk art, etc., is the Chinese people's common cultural memory and emotional ties, and the inheritance and promotion of traditional culture can help enhance the sense of national identity and cultural self-confidence, and promote social cohesion and unity (Fung & Erni, 2013). Chinese excellent traditional culture has a unique charm and influence, and is also highly regarded and respected in the international community. The implementation of the strategy of strengthening the country with culture, through the inheritance and promotion of traditional culture, can enhance China's cultural soft power, strengthen the national image and international influence, and promote cultural exchanges and cooperation. Moreover, the excellent traditional Chinese culture contains a wealth of moral norms, life wisdom and social concepts, which are still of great significance in contemporary society. The emphasis on the inheritance and promotion of traditional culture in the strategy for a strong culture helps to lead social values in a positive direction, cultivate socialist core values, and promote the harmonious and stable development of society (Liu & Porter, 2010).

China's strategy for a strong culture attaches importance to the inheritance and promotion of outstanding traditional Chinese culture, which is essentially to maintain the continuity and uniqueness of the national culture, promote the national spirit and cultural self-confidence, enhance the country's cultural soft power, lead the social values, and promote the progress of social civilization and the development of the country.

2.2 Promoting the Innovation and Development of Chinese Culture

Cultural innovation is one of the important ways to enhance national soft power, through which cultural innovation can cultivate cultural products and brands with international influence, enhance the country's competitiveness in the global cultural field, and improve the national image and attractiveness (Tan et al., 2021). Cultural innovation not only contributes to the upgrading and transformation of traditional cultural industries, but also stimulates the development of cultural and creative industries, promotes the integration of culture with science and technology, education, tourism and other industries, promotes the optimization and upgrading of the economic structure, and facilitates economic growth and job creation. Through cultural innovation, cultural products and works with Chinese characteristics and national styles can be created, demonstrating the creativity and vitality of Chinese culture, enhancing national pride and cultural identity, and strengthening social cohesion and centripetal force. Cultural innovation can also stimulate the creative passion and innovation ability of artists, creators and cultural institutions, enrich cultural life, satisfy the diversified cultural needs of the people, promote the prosperity of cultural undertakings, and facilitate the prosperity of cultural industries (Kapp, 2021). In essence, cultural innovation is the combination of traditional cultural inheritance and contemporary expression, which can inherit and carry forward the excellent traditional Chinese culture, but also create cultural products that meet the needs and aesthetic trends of contemporary society, and pass on and carry forward the innovative spirit and cultural wisdom of the Chinese nation. The strategy of China's cultural power emphasizes cultural innovation with the aim of promoting the development of cultural industries, shaping the national image, promoting cultural prosperity, and passing on the spirit of innovation.

2.3 Strengthening International Cultural Exchanges and Cooperation

International cultural exchanges and cooperation contribute to cultural mutual understanding among different countries and nationalities,

enriching their cultural resources through exchanges of learning and borrowing from the excellent cultural achievements of other countries, and promoting the diversified development of cultures of various countries. Promoting international cultural exchanges and cooperation can enhance the friendship and mutual understanding between different countries and nationalities, eliminate cultural barriers and misunderstandings, and promote harmony among the peoples of the world. Actively participating in international cultural exchanges and cooperation can help to enhance China's image and reputation in the international community, demonstrate China's cultural charm and soft power, and enhance international influence and discourse power (Mukhlif et al., 2021). From the perspective of cultural prosperity, international cultural exchanges and cooperation are conducive to promoting the sharing and flow of global cultural resources, boosting the prosperity of cultural undertakings in countries around the world, and contributing to the building of a community of human destiny.

2.4 Developing Advanced Socialist Culture with Chinese Characteristics

Advanced socialist culture with Chinese characteristics is socialist culture under the leadership of the Communist Party of China (CPC). It is a unique form of cultural expression in China, embodying the excellent traditional culture of the Chinese nation and the spirit of struggle of the revolutionary forefathers, with a strong sense of national identity and epochal character, and the development of advanced socialist culture with Chinese characteristics will help to lead the whole nation in its unremitting struggle for the realization of the great rejuvenation of the Chinese nation. The advanced socialist culture with Chinese characteristics adheres to the essence of the excellent traditional Chinese culture, carries forward the traditional virtues and values of the Chinese nation, promotes the innovation and development of Chinese culture, and enables the excellent traditional culture to take on new vitality and vigor in the contemporary times. Moreover, the advanced socialist culture with Chinese characteristics takes the core socialist values as the leading role, emphasizes patriotism, collectivism, socialist moral concepts etc., guiding the whole society to form a correct value orientation, which can enhance national cohesion and centripetal force (De Castro, 2022). Most importantly, advanced socialist culture with Chinese characteristics serves the overall situation of economic and social development, provides spiritual support for the construction of a rich, strong, democratic, civilized and harmonious modern socialist country, and lays the cultural foundation for the people's good life (De Castro, 2022). Therefore, the development of advanced

socialist culture with Chinese characteristics is an important part of China's strategy of cultural power, and can make positive contributions to the realization of the great rejuvenation of the Chinese nation and the prosperity and stability of the country.

3. THE BACKGROUND OF THE CONSTRUCTION OF CHINA'S FOREIGN LITERARY DISCOURSE SYSTEM UNDER THE STRATEGY OF CULTURAL POWER

3.1. Increasing Multipolarization of International Patterns

With the acceleration of globalization and the development of information technology, it has become more convenient for different cultures to communicate with each other, which provides more opportunities and possibilities for cultural interaction among countries. The multipolar international pattern means that countries and regions with different cultural backgrounds and traditions have their own places, and the exchanges and collisions among cultures have become more diversified and rich, which is not only reflected in the literary works themselves, but also in the different cultural backgrounds. In this situation, the exchanges and collisions between various cultures have become more diversified and rich, not only in the literary works themselves, but also in the different cultural concepts, aesthetic standards and value orientations. The international pattern of multipolarization makes the identity and expression of various cultures get more respect and attention, and at the same time, it also brings about friction and conflict between different cultures, based on which literary works play more of a role in promoting cultural understanding and resolving cultural conflicts (He et al., 2023). Generally speaking, literary works tend to have cross-cultural and cross-regional characteristics, and it is easier for writers to contact and integrate multiple cultural elements to create works with inclusive and global perspectives, which can be more widely translated into different languages and go to readers around the world, and the readers are more willing to come into contact with literary works from different countries and regions. As the international pattern changes, China, as a cultural power, needs to balance its cultural output and input in the international arena, and build a foreign literary discourse system that not only outputs literary works and cultural concepts with Chinese characteristics, but also absorbs and draws on literary achievements from other countries, realizing the two-way interaction of cultural exchanges (Deng et al., 2019). In the face of changes

in the international landscape, China also needs to examine and shape its own cultural identity, enhance its cultural self-confidence, and build a foreign literary discourse system based on Chinese cultural traditions, while facing the world to show the unique charm of Chinese literature and the spirit of the times, and to enhance China's cultural influence and discourse in the international arena. At present, the changes in the international pattern lead to more and more intense competition for cultural soft power, and China needs to increase the support and promotion of literary creation when building a foreign literary discourse system so as to enhance the influence and competitiveness of Chinese literature in the international arena, and to win the favor and recognition of more international readers (Keimetswe, 2023). It can be said that the changes in the international pattern have an important impact on the construction of China's foreign literary discourse system, and it is necessary for China to evaluate the situation, actively respond to the challenges and seize the opportunities when building the literary discourse system, promote Chinese literature to the world, and make positive contributions to the promotion of cultural diversity and the strengthening of cultural exchanges and cooperation.

3.2. Changes in Sino-US Relations

China and the U.S. are the world's largest economies and cultural powerhouses, and the relationship between the two countries is close and complex, which has an important impact on the literary exchanges and discourse systems of all countries in the world. Fluctuations in Sino-US relations may lead to bias or imbalance in the international discourse system, making the international environment more complex and volatile. Changes in Sino-US relations make it necessary for China to pay more attention to diversity and balance in the construction of its foreign literary discourse system. In the past, China's foreign literary discourse system mainly focused on traditional culture and socialist values, but now it needs to be more inclusive, covering a wider range of themes and ideas to meet the needs of readers with different cultural backgrounds. It needs to pursue balance in the construction of the foreign literary discourse system, which is able to show the unique charms of the local literature, but also be able to converge with the international literature, so as to make China's literature more influential globally. It needs to maintain cultural self-confidence, and be able to maintain its cultural integrity so that Chinese literature will have more global influence. China needs to maintain its cultural self-confidence and adhere to the core values of local literature. It needs to maintain an open attitude, actively absorb and learn from the excellent achievements of

other cultures, and promote the diversified development of Chinese literature. China should be more flexible in responding to the influence of various cultural factors so as to better integrate into the international literary discourse system and expand the international influence of Chinese literature (Keimetswe, 2023). Opportunities and challenges coexist. The fluctuation of Sino-US relations obviously brings some challenges, such as competition and confrontation in certain fields, which puts forward a new test for the construction of China's foreign literary discourse system, but the changes in Sino-US relations also provide some opportunities for China, such as strengthening Sino-US literary exchanges and broadening China's literature's international influence through dialogues and cooperation. In the face of the changes in Sino-US relations, China needs to pay more attention to diversity and balance, cope with challenges and opportunities, maintain cultural confidence and openness, and strengthen literary exchanges and cooperation in order to promote the construction and development of China's foreign literary discourse system.

3.3. Changes in China's International Status

With the improvement of China's international status, China's discourse power in the international arena has been strengthened accordingly, which means that China's literary works and cultural viewpoints will be paid more attention to and accepted by the international community, and China's literary discourse power has been enhanced, with the opportunity to play a greater role in the international literary discourse system. On the one hand, as the world's second-largest economy, China's increased economic power makes China play a more important role in international affairs, and other countries tend to listen to and respect China's opinions more, thus enhancing China's discourse power in the international arena (Sun & Li, 2023). On the other hand, China's influence in the international political arena has been increasing, actively participating in global affairs, advocating multilateralism, and promoting international cooperation, which have led to the enhancement of China's discourse power in the international arena. With the vigorous development of China's cultural industry and the strengthening of the influence of Chinese cultural products in the international arena, more and more excellent cultural products, including movies, TV dramas, music and literature, have gone out of the country and gained wide recognition and influence in the international arena, and these excellent cultural products have established a good image of China, enhanced China's cultural soft power. The foundation has been laid for

China to have greater discourse power in the international arena (see Figure 2). In other words, the enhancement of China's literary discourse in the international arena is due to its growing strength in economic, political, and cultural aspects, so other countries are more willing to listen to China's voice and respect China's viewpoints and positions in international affairs (Zhan & Sun, 2022). As China's international status improves, the Chinese people's self-confidence in their local culture is also increasing, and this cultural self-confidence will inspire the Chinese literary community to more actively promote and export Chinese literature. Coupled with the government's support for the literary field, such as increasing support for literary creation, translation, publication, and promotion, this will provide more resources and opportunities for Chinese literature to move into the international arena, and China will also more actively promote literary exchanges and cooperation with other countries, such as establishing closer ties with the literary circles of other countries, strengthening copyright protection, and organizing literary activities and exhibitions, thereby promoting the dissemination and recognition of Chinese literature on the international stage.



Figure 2: China's international status

4. THE SIGNIFICANCE OF THE CONSTRUCTION OF CHINA'S FOREIGN LITERARY DISCOURSE SYSTEM UNDER THE STRATEGY OF CULTURAL POWER

4.1. Favorable to the Dissemination of Chinese Cultural Values

Under the strategy of cultural power, the construction of China's foreign literature discourse system has a significant positive effect on the dissemination of Chinese cultural values. Through the construction of foreign literary discourse system, China can realize the dissemination of values in four aspects. Through the construction of foreign literary

discourse system, China can show its cultural diversity to the world, and through the translation and promotion of Chinese literature, international readers can have a better understanding of China's cultural traditions, folk customs and ideological concepts so as to promote exchanges and integration between different cultures. Secondly, it is to pass on history and culture. As an important carrier of passing on history and culture, Chinese literature, through the construction of a foreign literary discourse system, China can disseminate its rich literary heritage, including poems, novels, and essays, to the rest of the world, which will help the international community gain a deeper understanding of China's traditional culture, and experience the charm of ancient and modern Chinese literature (Wang et al., 2023). Thirdly, promoting humanistic spirit. Chinese literary works contain a wealth of humanistic spirit and moral concepts, such as filial piety, etiquette, loyalty and other values, and with the help of constructing a foreign literary discourse system, China can disseminate these humanistic spirits, enhance the international community's knowledge of traditional Chinese morality and ethics, and lead the international community to explore the common spiritual pursuits of mankind. Fourthly, advocating peace and tolerance. Chinese literary works usually contain the pursuit of peace, tolerance and vision, and this spirit can be spread globally through the construction of a foreign literary discourse system, which can help to demonstrate China's concept of peace to the international community and promote mutual understanding and friendly exchanges among the international community (see Figure 3). Therefore, through the construction of a foreign literary discourse system, China can better disseminate its cultural values, demonstrate cultural diversity, pass on its history and culture, promote the spirit of humanism, and advocate peace and tolerance, thus making positive contributions to the building of a community of shared destiny for humankind.

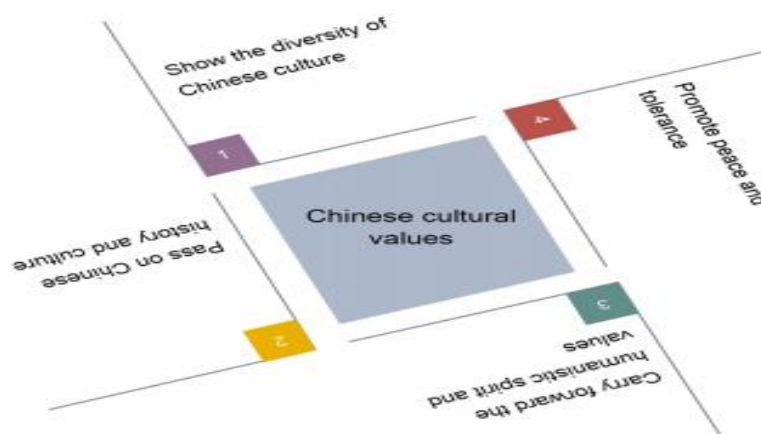


Figure 3: Ways to disseminate Chinese cultural values

4.2. Favorable to Enhancing International Mutual Trust and Understanding

Through the construction of a foreign literary discourse system, it can promote international cultural mutual trust and understanding, broaden international horizons, promote cross-cultural exchanges and friendly cooperation, deepen the international community's understanding of China, promote cultural diversity and common development, and make Chinese contributions to the construction of an open, tolerant and harmonious international society. The construction of a foreign literary discourse system can promote cultural exchanges and dialogues. China can translate its local literary works into many languages to disseminate Chinese culture and values to the world, and this cultural output not only helps international readers better understand China's history, culture, and society, but also builds a bridge for dialogues between different cultures and promotes cultural exchanges and interactions (Guzei & Reshetneva, 2021). The construction of a foreign literary discourse system can promote international mutual trust and integration. By reading Chinese literature, international readers can gain a deeper understanding of the Chinese people's way of life, ideology and emotional experience, thus expanding their international vision, enhancing their knowledge and understanding of China, and helping to eliminate cultural misunderstandings and prejudices (Feng, 2023). The construction of foreign literary discourse system can also promote cross-cultural exchanges. Chinese literature, as an important form of cultural expression, can cross the barriers of language and culture, and touch people's common feelings and thoughts, and through the construction of foreign literary discourse system, China can share its literary creations, aesthetic concepts and emotional experiences with other countries, and promote the exchanges and borrowing from different cultures so as to enhance the mutual trust and understanding of the international community. Through the construction of a foreign literary discourse system, China can share its literary creations, aesthetic concepts and emotional experiences with other countries, promote exchanges and borrowing between different cultures, and enhance international mutual trust and understanding. The construction of a foreign literary discourse system can also promote friendship and cooperation. By sharing literary works and cultural resources, China can establish closer friendship and partnership with other countries, and the emotions and values conveyed by literary works can often open people's hearts and minds, bring different countries and nationalities closer together, and promote friendly cooperation and common development (see Figure 4).

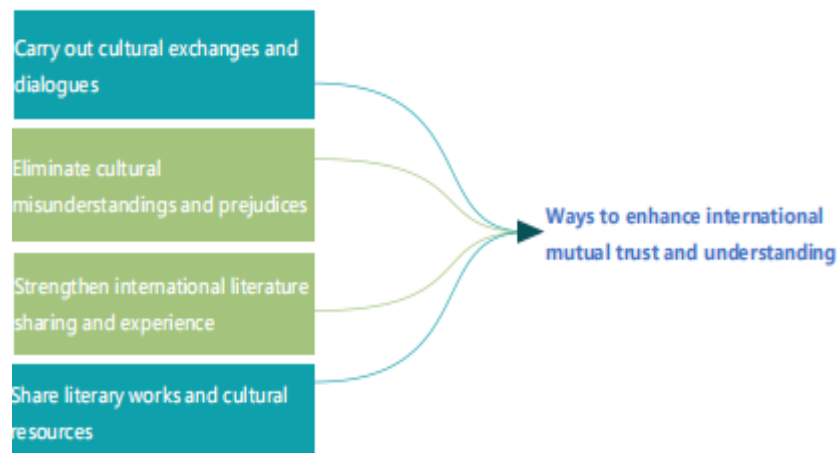


Figure 4: Paths to enhance international mutual trust and understanding

4.3. Favorable to Improving China's International Influence

Building a foreign literary discourse system helps to enhance China's discourse and influence in the international arena, which not only shapes the national image, spreads China's voice, and guides global topics, but also promotes cultural exchanges and cooperation, which will positively contribute to China's ability to play a more important role in international affairs and to promote the construction of a more equal, open and inclusive international order (Li et al., 2014). On the one hand, excellent literary works can demonstrate China's soft power. By translating and promoting Chinese literary works, China can let more people understand China's thoughts, culture and social reality so as to express more influential views and propositions on the international stage, spread China's voices to a wider international audience, shape a positive and active national image, and increase international society's identity, thus enhancing China's discourse power in the international arena (Campinha-Bacote, 2002). Through the construction of a foreign discourse system, China can spread its culture, values and ideas to the world in the form of cultural output (Liu et al., 2011). On the other hand, through the construction of a foreign literary discourse system, China can lead and participate in the discussion of global topics on the international stage. Excellent literary works can often touch people's hearts, trigger resonance, and conduct in-depth discussions on major social, political and humanistic topics, promoting cultural exchanges and cooperation with other countries and regions, so that China can establish a closer connection with cultural circles around the world, thus expanding China's cultural and humanistic influence.

4.4. Favorably Promote the Development of China's Cultural Industry

The construction of China's foreign literary discourse system under the

strategy of cultural power is also conducive to the prosperity of China's cultural industry. Firstly, it can help Chinese literary works go out of China and expand overseas market space. Through translation and promotion, Chinese literary works can reach a wider group of international readers and promote the dissemination and promotion of Chinese literary works in the international market, thus promoting the internationalization of China's literary industry. Secondly, it can enhance China's cultural soft power. Through the construction of a foreign literary discourse system, China can use literary works to spread Chinese culture, values and ideas, and enhance the country's cultural soft power.

Excellent literary works can attract international attention, shape a positive national image, and set up a good brand image for the development of China's cultural industry so as to enhance its international competitiveness (Tong & McBride-Chang, 2010). Thirdly, it can promote the development of China's cultural and creative industries. The construction of foreign literary discourse system can help promote the mutual integration of literary works and other cultural forms such as movies, TV dramas, games, etc., and promote the development of cultural and creative industries.

China's excellent literary works can become an important raw material for the cultural and creative industries, and provide a steady stream of creative resources for the extension of the relevant industrial chain. Fourthly, it can promote cross-border cooperation, promote cooperation between literature and industries such as film, television, animation and games, stimulate creative potential, promote industrial innovation, and further promote the diversified and internationalized development of China's cultural industries (see Figure 5).



Figure 5: Important role of China's cultural industry development

5. STRATEGIES FOR THE CONSTRUCTION OF CHINA'S FOREIGN LITERARY DISCOURSE SYSTEM UNDER THE STRATEGY OF A STRONG CULTURAL COUNTRY

5.1. Promote Chinese Literary Works to "Go Out" Continuously

China should pay attention to the translation and publication of excellent domestic literary works, promote the translation of excellent Chinese literary works into multiple languages, and publish and promote them in the international arena, increase the funding for foreign literary translations, and encourage international publishing houses to publish Chinese literary works so as to increase the exposure of Chinese literature in the international market. Actively organize exhibitions and travelling exhibitions of Chinese literary works, and demonstrate to the world the diversity and richness of Chinese literature through exhibitions and showcases. Support Chinese literary works to be performed and acted out on the international stage in the form of stage plays, musicals, dramas and other forms of performance so that Chinese literature can be disseminated to the international audience with the help of artistic expressions, and the understanding and cognition of the international community towards Chinese literature can be enhanced. It is also possible to organize international literary festivals and activities, set up international literary awards, invite international writers, critics and researchers to participate in them, set up international exchange platforms, promote dialogues and exchanges between Chinese and foreign literary works, and enhance the international influence of Chinese literary works. Of course, it is even possible to carry out international literary creation camps and exchange programs, establish international writers' residency programs, invite international writers to create works in China, and at the same time encourage Chinese writers to carry out creative exchanges in foreign countries so as to promote dialogues and collisions between different cultures, and in these ways effectively promote the country's literary works to the world, enhance the international community's cognition and understanding of Chinese literature, and promote exchanges and cooperation between the literatures of various countries so as to enhance the status and influence of Chinese literature on the world literary stage.

5.2. Strengthening Cultural Exchanges and Cooperation with Other Countries

For China, it is very important to strengthen literary exchanges and cooperation with other countries and to promote dialog and

communication among different cultures. China can make use of various literary activities and platforms, such as international literary festivals, creative camps, seminars and lectures, and literary exchange programs, to realize exchanges and cooperation with writers, translators, and scholars from other countries in the world, and to promote diversified development and cultural exchanges in the literary world. For example, organizing international literary festivals, the festivals include reading clubs and literary salons, literary exhibitions and book fairs, readings and performances of works, and awarding ceremonies for literary works, etc. Writers and scholars from all over the world are invited to participate in these festivals, which provide writers, poets, and critics from different countries and regions with a platform for exchanges and dialogues, and promote diversified development of literature and deepen understanding and friendship among different cultures, and also can attract global attention and provide opportunities for Chinese literary works to go global. Another example is to organize international literary creation camps so that writers from different countries can gather together to discuss creative concepts and techniques, share experiences, and stimulate creative inspirations, thus promoting the improvement of the level of literary creation. The camps can set up creative writing workshops organized by senior writers or professional writing instructors to provide guidance on different forms of literature, such as novels, poems, and screenplays, to help writers improve their writing skills and creative methods, to help writers improve their writing skills and creative methods, and to help writers improve their writing skills and creative methods. Writing skills and creative methods can also be set up. On-site creative challenges can also be set up, in which writers can complete their creations in a short period of time through a given theme or situation so as to practice the improvisation ability of their works. Literary salons and exchanges can also be arranged so as to allow writers to exchange ideas and build up friendships in a relaxing and enjoyable atmosphere, and to promote cross-cultural exchanges and cooperation. In addition, various forms of literary exchange programs can be initiated, such as writers' residency programs and translation exchange programs, to promote mutual understanding and learning between different cultures, facilitate the prosperity of literature, deepen understanding and friendship between different cultures, and contribute to the development of world literature.

5.3. Strengthening the Cultivation of High-Quality and Excellent Literary Talents

Firstly, we should improve the cultivation system of literary talents,

explore the multi-level and omni-directional cultivation path of literary talents, establish a comprehensive cultivation program of literary talents from basic education to higher education, and then to career development, including the curriculum of literature majors, practical teaching links, and guidance on creative work, etc. We should offer international courses, organize international academic exchange activities, and cultivate the students with an international vision and the ability of cross-cultural communication so as to ensure that the students have an international vision and the ability of cross-cultural communication during their studies in the world. We should attach importance to the construction of the literature teaching team, introduce excellent literature teachers and writers from home and abroad to provide professional guidance and teaching support, provide students with a good learning environment and opportunities for teacher-student interactions, and at the same time, strengthen the cooperation and exchanges between academia, industry and scientific research institutions to provide students with rich practical opportunities. At the same time, it is necessary to strengthen the cooperation and exchange between academia, industry and scientific research organizations, provide students with rich practical opportunities and resource support, promote the docking between literary talent training and actual industrial needs, and promote the development of benign interaction between literary education and literary industry. Secondly, we should increase the support for literary creation, establish institutions or laboratories specializing in literary creation research, provide a professional research platform for literary creators, promote the combination of theory and practice of literary creation, promote the continuous innovation of literary creation techniques, organize literary creation seminars, lectures and workshops to stimulate students' creative inspiration and way of thinking. It should provide students with potential for literary creation with opportunities and resources for creative practice, encourage them to actively participate in literary creation competitions, submit articles to literary journals and other activities, and inspire more people to devote themselves to the field of literary creation. It should also promote the cross-fertilization of literary creation with other disciplines, such as the interdisciplinary cooperation between literature and science and technology, and between literature and art, in order to broaden the innovative possibilities of literary creation, and to promote the extension and development of literary creation into a wider range of fields. Finally, modern means should be used to promote the creation and dissemination of literary works, such as establishing digital literary publishing platforms,

providing online reading, e-book downloads and other services, which not only facilitates readers' access to literary works, but also provides writers with a wider range of channels for dissemination of their works. Utilizing social media platforms, such as microblogs, WeChat, Zhihu, etc., to build interactive communication platforms between literary creators and readers, and to increase the exposure of works and promote the dissemination of works. Combining virtual reality technology to create an immersive experience of literary creation, allowing readers to interact with the works in a virtual environment and enhance the reading experience. Developing online writing tools to provide creators with a convenient and efficient creative environment, stimulate creative inspiration and promote the diversity and innovation of literary creation. And organizing forms such as literary live broadcasting activities and online literary salons to attract more people to participate in literary creation and reading activities, and promote the dissemination and exchange of literature and culture.

5.4. Vigorously Develop and Prosper China's Cultural Industries

The strength of China's cultural industry is directly related to the strength of China's foreign literary discourse. Vigorous development and prosperity of China's cultural industry requires the efforts of many parties. As far as the government is concerned, the Chinese government can support the development of the literary industry by introducing relevant policies, such as giving tax concessions to enterprises and individuals engaged in literary creation, publishing, dissemination and other related industries, reducing their tax burden and encouraging investment and creativity; setting up a special fund or providing loan support to provide financing support for enterprises engaged in literary creation, publishing, dissemination and other enterprises so as to promote the development of the industry. Strengthen copyright protection, safeguard the legitimate rights and interests of creators of literary works, and provide a favorable environment for the creation and dissemination of works. Simplify the market access procedures for literary creation, publishing, dissemination and other related industries, lower the threshold for entrepreneurship, and stimulate the vitality of the related industries. And invest in the construction of literary industrial parks, provide preferential policies and supporting services, and offer development platforms for the related enterprises and institutions. As far as schools are concerned, they are the cradle for cultivating literary talents. They can set up literature-related majors and courses, provide systematic training in literary knowledge and skills, and cultivate more outstanding literary creators, editors, translators and other professionals.

They can also set up platforms such as literary creation studios and writing clubs to provide students with creative guidance and exchange opportunities, stimulate their enthusiasm for literary creation, and cultivate their creative abilities. Literature research institutions can be set up to carry out research on classic literary works, promote the inheritance and dissemination of literary works, and provide theoretical support for the development of the literature industry. As far as cultural enterprises are concerned, cultural enterprises can undertake the publication and distribution of literary works, present excellent literary works to readers, promote the dissemination and influence expansion of literary works, cooperate with film and television companies, game developers, etc., to develop literary IP, expand the influence of literary works in different fields, and launch related derivatives, film and television works, etc., to expand the value of literary works.

6. CONCLUSION

Building China's foreign literary discourse system is an inevitable choice for the implementation of the strategy of cultural power and an urgent need to promote Chinese literature to the world. To this end, efforts should be made to create a colorful literary discourse system with Chinese characteristics so that Chinese literature can show its unique charm and influence on the world cultural stage, and make greater contributions to the promotion of cultural diversity and mutual understanding.

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