

"One Belt, One Road" Strategy and Cross-cultural Communication Strategy in Minority Areas

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Abstract

The Silk Road is also a road of Cross-cultural communication. In the context of the construction of the Silk Road Economic Belt, as the important birthplace of the Chinese civilization, the minority areas must strive to play the role of the main body of communication, improve the communication channels such as international forums, exhibitions and cultural and art festivals, expand the cultural industry and emerging media, and cultivate Cross-cultural communication. Cultural communication talents, build the core symbol system of Chinese civilization, constantly enrich the ways and methods of Cross-cultural communication, and integrate local Cross-cultural communication resources to form a joint force.

Keywords

Cross-cultural Communication; Minority Areas Along; The Belt and Road.

1. The Connotation and Characteristics of Cross-cultural Communication

1.1. The Connotation of Cross-cultural Communication

Cross-cultural communication is an information dissemination and exchange activity between social groups, nations, and countries under different cultural backgrounds. It mainly involves two levels, "one is daily communication activities and interactive behaviors, and the other is the integration, development and change of different cultures at the level of cultural communication." [1] Cross-cultural communication maintains the balance of human social development and promotes human beings. cultural development. Due to the different cultural backgrounds of intercultural communicators and recipients, the communication process of intercultural communication should be extended to the 7W model, as shown in Figure 1 below. [2]

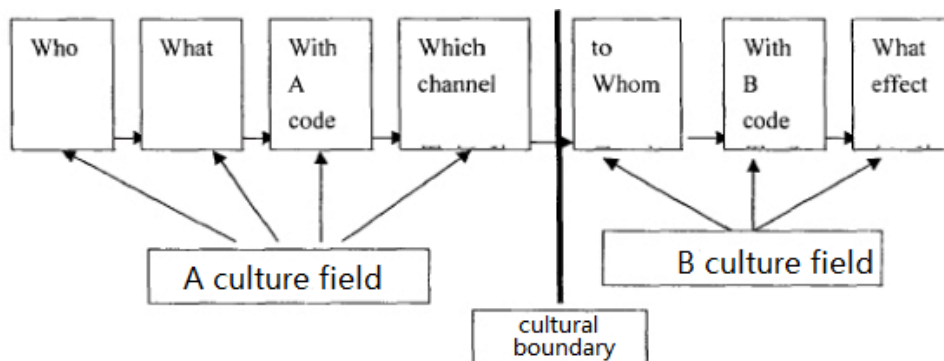


Figure 1. The 7W model of Cross-cultural communication

As can be seen from Figure 1 above, Cross-cultural communication includes three core elements: communication subject, communication channel and communication content. It has the following characteristics:

1. The cultural field where the communication subject is located is different, and the cultural codebook is also different. The transmitter of Cross-cultural communication encodes according to the codebook in the cultural field of A, and the receiver decodes it according to the codebook in the cultural field of B. In this case, the effect of Cross-cultural communication is affected by social factors such as lifestyles, customs, language expressions, social psychology, world outlook and values in the two cultural fields.

2. There is a phenomenon of cultural discount in Cross-cultural communication. Hawkins believes that cultural discount refers to "the loss of value of cultural products in one cultural field that is not appreciated or recognized by audiences in another cultural field." [3]. The phenomenon of "cultural discount" is mainly due to differences in cultural structure. Along the Silk Road, whether it is Islamic civilization or Christian civilization, there are essential differences between Chinese and Western cultures in terms of historical origins, expressions and values. The very different social environment and social development model lead to the inevitable "discount" in the dissemination of heterogeneous culture in the cultural connotation that is widely accepted and understood within the scope of the national culture.

3. "High Context Communication" and "Low Context Communication"

As far as the effect of Cross-cultural communication is concerned, there are "high-context communication" and "low-context communication". There is a huge difference in the audience's understanding of culture in the two contexts. American scholar Hall believes that "high-context communication means that most of the communication information does not exist in the encoded information, but is built in the context of specific expressions and secular habits or in the individual consciousness subject to social systems and norms; Low-context mainly transmits information clearly through coding." [4] Looking at the countries and regions along the "Belt and Road", East Asia and Southeast Asia belong to "high-context dissemination", while Central Asia, West Asia, Europe, Africa and other regions belong to "low-context dissemination". Contextual Communication".

2. Requirements of the "One Belt, One Road" Strategy for Cross-cultural Communication in Ethnic Minority Areas

2.1. The "One Belt, One Road" Strategy and the Planning of the Innovation Zone for the Inheritance of Chinese Civilization in Ethnic Minority Areas

Since ancient times, the Silk Road has been an economic and trade route as well as a multicultural exchange route. While planning the construction of the "Silk Road Economic Belt", the national strategy also puts forward general requirements for Cross-cultural communication in various regions along the route. These requirements involve political activities, economic trade, cultural exchanges, technology development and media industry cooperation and other fields. Among them, the main contents of the cultural level include: strengthening academic seminars, holding various forums, promoting cultural integration and forming a consensus on cooperation; extensive cultural exchange activities such as cultural years, art festivals, film festivals, TV weeks and book exhibitions; expanding Cross-cultural exchanges Channels for dissemination; extensive media cooperation and mutual hosting of high-quality programs, active use of online platforms and new media tools, and active Cross-cultural communication ecological environment.

As the intersection of Eastern and Western civilizations and cultures, and the fusion of multi-ethnic and multi-cultural, ethnic minority areas including the northwest, southwest, and northeast regions deserve to be the core of Cross-cultural communication on the land and maritime Silk Roads. In 2013, the State Council approved Gansu Province to build China's first national-level cultural development strategy platform - the Huaxia Civilization Inheritance and Innovation Zone. According to the planning and deployment of Gansu Province, the Huaxia

Civilization Inheritance and Innovation Zone will be built around the cultural development of the Silk Road, including the Longdongnan cultural and historical zone with the ancestor culture as the core, the Hexi Corridor cultural ecological zone with the Dunhuang culture as the core, and the Yellow River culture as the core. The core "three districts" of the Lanzhou metropolitan area cultural industry zone. Through the construction of the three districts, the cultural revitalization of Gansu Province will be realized and an international cultural industry province will be built.

2.2. Basic Ideas for Ethnic Minority Areas to Deal with the "Belt and Road" Cross-cultural Communication

In the context of the Silk Road Economic Belt and the construction of the Huaxia Civilization Inheritance and Innovation Zone, the basic idea for minority areas to deal with the "Belt and Road" Cross-cultural communication should be: strive to give full play to the role of communication subjects to fully tap the "Belt and Road" historical and cultural heritage, Improve Cross-cultural communication channels such as international forums, exhibitions, international cultural expositions, the Silk Road International Film Festival and book fairs, constantly enrich the channels and methods of Cross-cultural communication, strengthen the ability to integrate and communicate Cross-cultural resources, and make overall plans in Cross-cultural communication Plan and form synergy.

2.2.1. Strive to Play the Role of the Main Body of Cross-cultural Communication

The "One Belt, One Road" Cross-cultural communication is a systematic project, which requires the extensive participation of the governments of ethnic minority regions and all sectors and strata of society, including the cultural, educational, and artistic circles, to play the initiative as the main body of communication.

- (1) Raise the awareness of relevant government departments at all levels in ethnic minority areas on Cross-cultural communication, and actively promote the implementation and implementation of national strategies such as the Silk Road Forum, the Silk Road Film and Television Bridge, and the Silk Road Book Fragrance Project.
- (2) In Cross-cultural communication, play the role of "gatekeeper" of various communication subjects, especially professional Cross-cultural communication talents, and provide a good communication platform and smooth information communication channel for Cross-cultural communication.
- (3) Expand the communication power and influence of the media, especially the Internet and new media.
- (4) Improve the mass media literacy of the audience in local minority areas.

2.2.2. Continuously Improve the Construction of Cross-cultural Communication Channels

- (1) To carry out academic exchanges and seminars, and actively promote the "Silk Road Flower Rain", "Big Dream Dunhuang", "Fuxi Cultural Festival", "Dunhuang Tour Silk Road International Tourism Festival", "International Cultural Industry Conference and Ethnic Minorities" Exchange activities in the form of forums, cultural festivals, film festivals, and tourism festivals.
- (2) Accelerate the industrialized development of Cross-cultural communication. Create a number of influential cultural products by means of translation, promotion, screening, performance, etc., and actively promote the Silk Road and Dunhuang culture as cultural symbols to the world.
- (3) Promote media cooperation along the route, and use all media-based means including newspapers, television, internet, self-media and other reproduction channels to enhance the radiation and influence of Cross-cultural communication of Chinese civilization in ethnic minority areas.

2.2.3. Ways and Methods to Enrich Cross-cultural Communication

(1) Highlight the cultural connotation of Chinese civilization in minority areas. Dig deep into the cultural heritage and attract audiences and readers with profound historical culture and ideological essence. Focus on publicizing the history and culture of ethnic minority areas, the folklore literature and art culture in ethnic minority areas, the humanities and natural culture in ethnic minority areas, and the red culture and food culture in ethnic minority areas.

(2) Actively promote the cultural brand of Chinese civilization. "The highest state of cultural transmission is the transmission and shaping of brand culture". [5] To build a cultural brand, on the one hand, we must actively create a cultural symbol system of Chinese civilization, deeply dig the historical elements of Chinese civilization, and integrate contemporary elements; on the other hand, we must actively promote the development of cultural industrialization, improve support policies from the national strategic level, and create cultural Production and sales model .

(3) Seek the convergence between the civilizations along the route and the Chinese civilization, and reduce the adverse effects of cultural discounts. Cross-cultural communication is a process of "dual coding". The secular habits, lifestyles and aesthetic psychology of different ethnic groups, countries and regions may affect the interpretation and understanding of culture. Therefore, Cross-cultural communication should grasp the "fit point" of different cultures, grasp the "familiarization" of the audience's aesthetic psychology in the dissemination area, and pay attention to the thinking of ethical and moral issues such as self and guest, man and nature, and man and society.

3. Strategies for Three Minority Areas to Deal with the Cross-cultural Communication of the "Belt and Road"

3.1. Expanding the Power of Communication Along the Route with the Help of Emerging Media

In the context of globalization, the combination of audio-visual and new media technology has a strong sense of witness, presence and impact, and has extensive penetration, which can achieve an effective and far-reaching impact. The development of new media technology indicates that the media era based on digital communication platform has come in an all-round way, and media integration and global competition in the media market will develop together. Intercultural communication needs the power of media to expand its coverage and improve its international communication capacity and influence. From the perspective of the theory of "cultivation analysis" in communication studies, emerging media communication methods supported by electronic media represented by TV, film, Internet, and self-media and new Internet media technology are more likely to guide the audience's inclination, and use a more Hidden and subtle ways to influence audiences. It is more intuitive and more efficient than traditional media forms. Therefore, the external dissemination of Chinese civilization needs to be promoted through emerging media such as the Internet, mobile client, WeChat, Weibo, etc., and the cultural brand dissemination in ethnic minority areas is widely carried out. For example, in August 2015, the National Cyberspace Administration of China invited a number of online media at home and abroad to carry out the "Belt and Road" online cultural gathering activities. Using media visits, media follow-up reports and other forms, pay attention to the realistic survival and development space of the inheritors of "intangible cultural heritage", and deeply explore the integration of national traditional crafts and cultural and creative industries. After several media reports on this event, the click-through rate and the number of visits continued to rise, arousing the keen attention of netizens to the local intangible cultural heritage. [6]

3.2. Cultivating Professionals in Cross-cultural Communication

Stereotypes are a selective tendency of audiences to receive information. Western audiences and media have long been prejudiced and misunderstood about us. Eliminating this stereotype and striving to cultivate professionals in Cross-cultural communication is a very important and basic link. [7] Cross-cultural communication is a process of double coding. Professional Cross-cultural communication talents are the link of cross-ethnic, Cross-cultural and cross-language communication. "Almighty" and "comprehensive" Cross-cultural communication talents with foreign cultural customs, proficient and flexible use of the languages of countries along the route, and mastery of multimedia network skills can let Western society truly understand the essence of the culture of ethnic minority areas, and let the audience truly understand the Chinese civilization. Ethnic customs and way of life, subtly accept the universal values of Chinese civilization. To develop language service industry in ethnic minority areas and cultivate Cross-cultural communication talents, we can make full use of the teaching faculty of foreign language majors, Chinese majors and foreign language majors in colleges and universities in ethnic minority areas, and establish a training base for Cross-cultural communication talents of Chinese civilization for the society. Intercultural communication talents master professional media knowledge and modern communication skills, improve their knowledge and theoretical accomplishment of different cultural backgrounds, and focus on cultivating talents with high self-quality, profound cultural knowledge, international strategic vision and adaptability to complex international communication affairs. Comprehensive talents.

3.3. Building a Cultural Core Symbol System

The theory of cultural core symbols believes that culture is represented by a specific core symbol system, and these core symbols collectively reflect the cultural psychology and values of the nation. At the same time, through the exchange of these core symbol systems, human cultural exchanges can be carried out smoothly, and cultural barriers and cultural discounts can be eliminated. Baudrillard pointed out, "The process of cultural consumption has two levels of signifier and signification. The essence of cultural consumption is not the consumption of specific signifiers, but the signified consumption of symbolic meanings." The recipient of the spread of Chinese civilization The consumption is the ideological theme and cultural significance covered in the core symbol system of Chinese culture. Therefore, in the process of actively constructing the cultural symbol system of Chinese civilization, we should make full use of the advantages of national culture, extract cultural capital from national differences, and create more excellent cultural products, commodities and services. At the same time, it is necessary to avoid the spectacle display of only one appearance or the fragmentary presentation of pictures, and dig deep into the deep inner essence that can be combined with the core inner essence of the cultures of various ethnic groups along the route, so that intuitive symbols can be used to express the deep cultural connotation. Only through the carrier can the potential cultural significance be spread, so that the audience along the route will be subtly influenced by the Chinese civilization in the cultural edification, and provide a guarantee for the Chinese civilization to go to the world.

3.4. Actively Learn from Foreign Cross-cultural Communication Skills

Cross-cultural communication is the radiation and penetration of a strong culture into a weak cultural area, and the culture of a strong country is often more concerned and disseminated. Belief culture has great dissemination power. The degree of Cross-cultural dissemination has a great relationship with the style of the culture itself. Cultural carriers have a significant impact on Cross-cultural dissemination. In the context of globalization, it is necessary to "use modern techniques to enhance the expressive power of culture." The author believes that the Cross-cultural dissemination of Chinese civilization in minority areas should change the practice of directly disseminating Confucianism, Taoism and other national cultures, but draw lessons

from it. Learn the skills of American foreign communication, that is, to hide ideology, values, and beliefs in cultural products, goods and services that appear to be entertaining, impartial, objective, and neutral on the surface, and use the most exquisite communication skills to achieve the best communication effect, namely Americans call it a communication idea and idea of "winning brains and minds".

4. Conclusion

Minority areas have been the meeting place of the multicultural cultures of all countries in the world on the Silk Road since ancient times. As a cultural birthplace with a long history, with the continuous construction of the Silk Road Economic Belt and the Huaxia Civilization Inheritance and Innovation Zone, in addition to actively promoting the connection of cultural industries and cultural integration with the help of national strategies, ethnic minority areas also need to further open up the development of regional culture. Communication and exchanges, improve the creative ability of Cross-cultural communication subjects, vigorously implement informatization and Internet infrastructure, and consciously integrate into the trend of global development, so that Chinese civilization can truly go global.

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