

## **Intercultural Communication and National Image Construction of the Documentary "The Belt and Road"**

Jiachong Hu<sup>1</sup>, Xiao-Guang Yue<sup>2</sup>

1 Colloge of Art, Jiangxi University of Finance and Economics, Nanchang, China

[Jiangxi383329861@qq.com](mailto:Jiangxi383329861@qq.com)

2 Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology

Rattanakosin, Thailand

**Keywords:** "The Belt and Road"; "National Image"; "Cultural diplomacy"; "Intercultural communication".

**Abstract:** The documentary "The Belt and Road" takes the "The Belt and Road" strategic strategy as its core, and comprehensively interprets the "the Silk Road Economic Belt" and "the 21-Century Maritime Silk Road" as the main line. It is a concrete manifestation of China's building a new national image in the international economic system. From the perspective of cultural diplomacy and cross-cultural communication, the film explores how to realize the spirit of interconnectedness, mutual benefit and peaceful development between China and the world, with great practical value and artistic value.

### **1. Introduction**

In 2016, it was created by the CCTV Science and Education Channel, and the large-scale documentary "The Belt and Road" with the theme of the "The Belt and Road" concept was debuted. This documentary produced by China Central Television, around the "the Silk Road Economic Belt" and "the 21-Century Maritime Silk Road", records and displays China's economy, culture, and culture with a broad perspective and multi-dimensional perspective. Political and character image. Through the panoramic shooting of various countries along the "The Belt and Road" and the stories between the ordinary people at home and abroad and the "The Belt and Road", the people of all walks of life with international influence will make a sound to achieve the "The Belt and Road" community of human interests and international consensus. The documentary has aroused strong repercussions after being broadcast in China and international mainstream media, and has become the focus of domestic and international news reports and online media. Why did this documentary lead to such a heated discussion? How did director Li Yawei use an international perspective to

present an image of a Chinese country through video language? What kind of enlightenment does the construction of this national image have on the cross-cultural communication of Chinese documentaries? These issues are all to be studied and expected to be addressed.

## **2. Cultural diplomacy "commonity" in the documentary "The Belt and Road"**

From ancient times to the present, the cultures of various countries in the world are different, and cross-cultural research is based on the commonality of human culture, and the culture of the nation is integrated into the world culture through cultural diplomacy. Gain international recognition and establish a good international prestige.

Cultural diplomacy aims to carry out diplomatic activities with the help of cultural means under the guidance of certain foreign cultural policies for the purpose of safeguarding national cultural interests and achieving national foreign strategic goals. This has obtained the recognition of other countries for China and constructed a mutually beneficial relationship between the state and the country. With the increasing cross-cultural exchange activities of the international community today, how to make good use of the commonality of this cultural diplomacy will become more and more important.

A documentary that echoes cultural diplomacy must possess the cultural and political characteristics of the Chinese nation so that the strategic value of national cultural diplomacy can be realized. The documentary "The Belt and Road" has a total of six episodes, from a historical perspective to see the "The Belt and Road" great strategic concept. From the ancient Silk Road in 144 BC to the "the Silk Road Economic Belt" and "the 21-Century Maritime Silk Road" proposed by General Secretary Xi, the history of thousands of years has been crossed. It can be said that Chinese culture has a long history. The Silk Road is not only a commodity trade corridor between China and Italy, but also a platform for exchanges between East and West in art, religion, technology, language and thought. The great strategic concept of the "The Belt and Road" proposed by China in this documentary is like a fast-moving train. Through the cooperation and efforts between China and the countries along the "The Belt and Road", the mutual understanding and exchanges between China and other countries and nationalities can be promoted, and create an ambitious goal of connecting the infrastructure between the state and the country, the smooth flow of trade, the financing of funds and the integration of national culture.

The first episode of the documentary "Common Destiny" is a complete film, expounding the historical background and significance of the "The Belt and Road" initiative. Before the prosperity of the Western

countries, the Silk Road built economic, political, cultural, and religious exchanges and cooperation between the countries of Europe and Asia. The prosperity or decline of the Silk Road also indicates the rise and fall of the country's history. As the starting point of the ancient silk road, China, a major country in the east, should shoulder the mission of exploring a new path of the global economic system and put forward the initiative of jointly building the "silk road economic belt" and "21st century maritime silk road" to promote global win-win and common interests. From the second episode of "Intercommunication Road" to the sixth episode of "Building Dream Silk Road", the five aspects of infrastructure construction, capacity cooperation, trade opening, capital finance and humanities exchanges are truly positively showing China and The initial results of mutually beneficial cooperation between countries along the "The Belt and Road".

Cultural diplomacy is not a unilateral diplomacy, but a mutuality. It is manifested in the fact that both sides of the DPRK actively participate, cooperate and cooperate with each other. It is hoped that the two sides can understand each other and trust each other through this form of diplomacy. In the documentary "The Belt and Road", there are not only the voices of China, but also the views and discussions of the political ideas and people from all walks of life on the "The Belt and Road" great strategic concept. Among them, Arnold Amin, Director-General of the International Renewable Energy Agency, believes that the ancient Silk Road is the core of world knowledge; Belarusian Prime Minister Lukashenko expressed his absolute approval for the "The Belt and Road Initiative" and he is involved with President Xi Jinping. To the construction of this great economic road; former Slovenian President Danilo Tulke's evaluation of the "The Belt and Road" is a valuable concept that connects Asia, Europe and Asia, and some countries in Europe. Closer... In many interviews, it is not difficult to find that government officials in various countries account for a large proportion. It is in the context of the "The Belt and Road" national strategic concept that government officials from various countries discuss the "The Belt and Road" initiative from their own perspective, which makes the authority of the documentary should be guaranteed.

In addition to the political figures of various countries, ordinary people in various countries are the direct participants and beneficiaries of the "The Belt and Road" strategy. They are the most powerful group of people. In the third episode of the documentary "Bright Bonds", the Chimbir region of Pakistan stands for the giant windmill invested and built by the China Three Gorges Group. This project is indispensable for Pakistan, where power is scarce. The Pakistani engineer Zaheed's daily job is to climb the 80-meter-high wind power tower to clean up the sand accumulated in the wind measurement equipment, although he feels far more violent than the ground when he is working at an altitude of 80 meters every day. The wind blows, but he can

be very proud that he can contribute to the generation of electricity for hometowns that are seventy kilometers away. In the sixth episode of the documentary "Building a Dream Road", Aria, a Kazakh girl studying at China University of Petroleum, graduated from Sinopec's branch office in Almaty. It is this learning experience in China. Her husband fell in love and got the job she liked. The cultural exchanges and civilized exchanges between China and Kazakhstan have further promoted the feelings between the two peoples and strengthened industrial and economic cooperation between the two countries.

### **3. The multi-dimensional Chinese image of the documentary "The Belt and Road"**

#### **3.1 The economic image of rapid development**

The documentary "The Belt and Road" shows China's economic image as the starting point for the visualization of China's total economic output: since China's reform and opening up in the late 1970s, China's total economic output in the world was the tenth in the world in 1978. From 1.8% of the total economy to 2010, China's economic aggregate has surpassed Germany and Japan to become the world's second largest economy after the United States. China has achieved rapid economic growth. Today, China is the world's largest trade cargo country, and the world's foreign exchange reserves rank first in the world, and it has always maintained a high contribution rate to world economic growth... To illustrate that the "The Belt and Road" is in line with the economic development needs of countries and regions along the route. The new concept and initiative, the documentary production team also went to Minsk Industrial Park in Minsk, Belarus, Mecca, Saudi Arabia, Algeria, Algeria, etc., through the field shooting techniques, how China has industrialized in the city and The technological advantages in infrastructure construction have been advanced to countries along the "The Belt and Road" to provide valuable Chinese wisdom to the international community.

In addition to infrastructure construction and urban industrialization, the financing of funds is also an important support for the country's economic development. In the fifth episode of the documentary "Financial Internet", it is mentioned that hundreds of millions of yuan worth of goods are delivered to Pakistan's commercial and financial center Karachi every year. Whether it is a large shopping mall or a small shop on the street, you can easily use China UnionPay card. With the rapid development of China's economy and China's outstanding performance in the international economic and trade system, the renminbi plays an increasingly important role in international trade. Faced with the huge demand of developing countries along the "The Belt and Road" for infrastructure construction funds, China established the brics new development bank and the silk road fund under the initiative of "The Belt and Road", which promoted the financial interconnection of

global economy and trade Through this visual data representation and all-round record of the lens, the documentary "The Belt and Road" has constructed a Chinese economic image of economic growth, going global, and common prosperity.

### **3.2 Characters of hard work and wealth**

The documentary "The Belt and Road" focuses on the story of the Chinese people's image and the great strategy of the "The Belt and Road" strategy. The small people in these rural cities work hard to meet the country's strategic development requirements and constantly seek for innovation and prosperity. The road presents a different political sentiment. The documentary focuses on the living conditions and living conditions of ordinary Chinese people, and presents Chinese characters from the perspective of humanistic care. In the fourth episode of "Fortune", businessman Mao Yanwei from Wenzhou, Zhejiang, China, came to Madrid, Spain to sign a large order with the suppliers of wineries to ship these high-quality Spanish wines to China. In addition to China's huge market for red wine demand, it is a newly built Sino-European class that has been able to provide unique conditions for Mao Yanwei. This trade route across Eurasia minimizes the cost and time of transportation of goods and brings great convenience to the import and export trade of Europe and Asia. In this episode, another Taiwanese Pingtung Pan Panqin came to Fujian Pingtan, although it was not long, but it has already been treasured by the life here. Through the small details that she came to the morning market to buy fish to buy food and ride a locomotive, she led her business as a Taiwanese commodity duty-free market to start a business in the town of Aoqian in Pingtan Island, naturally connecting with the "The Belt and Road" cross-border trade cooperation. Come together. In this place not far from her hometown, Baodao, Taiwan, Pan Lianqin led several young people to open her entrepreneurial road with enthusiasm...

The documentary "The Belt and Road" organically combines the small details of the lives of ordinary Chinese people with the "The Belt and Road" trade cooperation, and establishes the relationship between the fate of the small people and the country's strategic plan, vividly portraying the hard work of the Chinese people. The image of being able to endure hardship also shows China's great goal of achieving win-win cooperation.

### **3.3 The political image of big country thinking**

The construction of the political image of the documentary The Belt and Road in China is mainly reflected in the Chinese government's attempt to achieve cultural integration, trade, production capacity cooperation and financial integration in various ways through the strategic conception of "The Belt and Road", and to build the "peaceful silk road" for mankind. China is a superpower. We are on the way to the rise of the great powers, so

we have to complete the transformation of thinking from a humiliating nation to a transition to a central power. On the military strength and political influence of the country, we may have a long way to go, but on the total economic volume, we are the second largest economy in the world after the United States. This is the power we have to master at this stage. The "The Belt and Road" strategic concept is in line with the trend of global economic cooperation, promoting the economic cooperation and common prosperity of countries along the "The Belt and Road", highlighting the beautiful ideals of human connectivity and peaceful development.

With the speech of General Secretary Xi Jinping in the documentary at Nazarbayev University and the Indonesian Parliament, the concept of building the "the Silk Road Economic Belt" and "the 21st- Century Maritime Silk Road" jointly by the Belt and Road countries was first proposed. As Asia's superpower China, the "The Belt and Road" initiative has brought new opportunities and challenges to the economic development of various countries along the route, strengthened the space for cooperation between China and other countries, and demonstrated the political image of China's inclusive and open economy. It is a great strategic vision for the benefit of all mankind.

#### **4. The implications of cross-cultural communication**

Intercultural communication is a multi-level and all-round complete system. It has a large number of cultural exchanges with the theme of society, folk and individual, as well as cultural diplomacy of the political attitudes, concepts and positions of the nation and its government. The documentary "The Belt and Road" provides a new perspective for people all over the world to fully understand the "The Belt and Road" initiative, and brings new enlightenment to the research and exploration of Chinese documentary on cross-cultural communication.

First of all, with the theme of "cultural integration", the ancient and modern are described in a fragmented way. The documentary accurately captured the famous "The Silk Road" in Chinese and foreign history, and moved the historical relics related to the "The Silk Road" to the screen to share with the audience and tell the cultural stories behind these historical relics. This cultural story serves as a link between time, the past, the present and the future, thus extending the new perspective of the "Belt and Road" proposed by General Secretary Xi. In the first episode of the documentary "Common Destiny", the Western Han Dynasty's precious cultural relics, gold and copper silkworms, were mentioned in the Shaanxi History Museum. Although the gold deposits of various parts have fallen off because of the precipitation of the years, the shape of the copper silkworms is still full. This was unearthed in the Western Han Dynasty, which was more than two thousand years ago. It also

confirmed the development of the Chinese sericulture and silk industry at that time. It was the silk produced by the working people in the Western Han Dynasty that opened the large-scale Eurasian Commodity trade and exchange. From the perspective of cultural integration, the documentary uses some historical lenses to speak. In order to ensure the authenticity of the image, the film also quotes a large number of historical documents and ready-made materials, such as the Chinese paintings of silk workshops in the Western Han Dynasty and some roads with the Silk. The related Oracle literature visually reflects the concept of the Silk Road at that time.

Secondly, with "cultural diplomacy" as the core, we will thoroughly explore the development and implementation of the "The Belt and Road" initiative. The documentary also needs to express the authority and mutuality while telling the story. The film expresses the rapid development of the economy since the reform and opening up of China. It uses the visual representation of many professional data, and makes the audience more vivid through graphical animation and vivid commentary. It is easy to understand and remember the information. However, the presentation of this kind of audio-visual language is not enough to show that the theme of the documentary film can be recognized by other governments. Therefore, the creative team of "The Belt and Road" has visited more than 20 countries and domestic Fujian, Shaanxi, Xinjiang, etc. More than a dozen provinces, municipalities and autonomous regions have tracked and photographed the existing achievements of the "The Belt and Road" construction, recording vivid and interesting stories between ordinary people in dozens of countries along the route and the "The Belt and Road", interviewing more than 50 people in the world. People with great influence in the society... Through interviews and exchanges with top experts in these fields, they demonstrated their evaluation of China's "The Belt and Road" initiative from political, economic, historical and cultural perspectives. Only in the storytelling, the documentary achieves persuasion through the mutuality and authority of image expression.

The last point is the artistic charm of the lens language. The documentary "The Belt and Road" in the expression of the lens language, both the magnificent panoramic lens, but also the details of the close-up; both the long lens in the structural integrity of the control, but also the montage of the documentary emotional infection; Both the grandeur of the upswing and the solemn majesty of the downswing. It is worth mentioning that the entire documentary uses a lot of time-lapse shooting techniques, especially in the short-term time when expressing the rise and fall of the Silk Road history and the economic take-off after China's reform and opening up. Showing the changes in the world and the development of China, it has created a new visual and audio spectacle. The documentary forms a reasonable visual logic through the visual presentation of different

lens languages, which also makes the image expression of this documentary more artistic.

This is a core strategy of "The Belt and Road", with a comprehensive interpretation of the "the Silk Road Economic Belt" and "the 21st-Century Maritime Silk Road" as the main line to reflect the implementation of the national strategy along the "The Belt and Road" and the existing results of the construction are large documentaries of content. Documentary from the perspective of cultural integration and cultural diplomacy to build national image of today's China, with xi jinping, general secretary for the leadership of the Chinese government proposed "neighbourhood" all the way along the initiative to promote cultural exchanges between countries, between the countries along the strengthen investment in infrastructure construction, industrial, trade and industry cooperation capacity, connectivity between China and the world peace and development, mutual benefit and win-win results, and the spirit of the silk road. How to establish a true and good image of a big country in cross-cultural communication through the localized cultural perspective in the context of the "The Belt and Road" national strategy is a topic we need to constantly think about and improve.

**References:**

- [1] Li Zhi. Cultural Diplomacy: An Interpretation of Communication Studies[J]. Beijing: Peking University Press,2015:25.
- [2] Hu Wentao. Interpretation of Cultural Diplomacy: A Theoretical Analysis[J]. Diplomatic Review (Journal of the Foreign Affairs University),2007(3):55.
- [3] Chen Linxia. Absence and Prospect: Cultural Diplomacy of Chinese Films in the Global Context[J]. Modern communication,2011(8):67.