

Research on the International Communication Strategy of New Filial Piety Culture

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Abstract. Filial piety culture is the nuclear content of Chinese culture. It reflects the spiritual outlook of the Chinese nation and conveys the beautiful feelings of the Chinese people. The international spread of filial piety culture is of great significance for the spread of the splendid Chinese culture. However, there are problems in the external communication of filial piety culture, such as the poor quality of teachers' teaching Chinese as a foreign language, the lack of sufficient content of filial piety culture in Chinese teaching materials, the relative lag of filial piety culture website construction, and the lack of attraction of filial piety culture content and form. Therefore, the author proposes a new international communication strategy of filial piety culture, including improving the level of teachers of Chinese as a foreign language, selecting Chinese teaching materials, promoting new filial piety culture, showing the trend of the times, docking new filial piety culture and strengthening the construction of filial piety culture pages, and intensifying network and film and television communication.

Keywords: new filial piety culture, international communication, strategy, research.

1. Introduction

In the new historical period, China's economic strength has grown, and more and more foreign friends want to understand China, including Chinese culture. When introducing Chinese culture to foreign friends, in addition to introducing Chinese architecture, cooking and other technical systems, we should introduce foreigners to China's deep culture, such as filial piety culture. Filial piety culture is the nuclear content of Chinese culture. It reflects the spiritual outlook of the Chinese nation and conveys the good feelings of the Chinese people. However, there are many problems in the external communication, which affect the influence of the filial piety culture. Therefore, it is necessary to study the external communication strategy of the new filial piety culture.

2. Problems in the International Communication of Filial Piety Culture

Studies have shown (Wang Yali, 2013) that the main channels for foreigners to learn Chinese are Confucius Institutes, other schools in the country; tutoring and teaching software; through the media: reading Chinese books/newspapers, listening to Chinese radio, watching Chinese TV, online teaching, mobile devices etc. However, there are quite a few problems in the teaching of Chinese as a foreign language and the culture of Chinese film and television.

References are cited in the text just by square brackets [1]. (If square brackets are not available, slashes may be used instead, e.g. /2/.) Two or more references at a time may be put in one set of brackets [3, 4]. The references are to be numbered in the order in which they are cited in the text and are to be listed at the end of the contribution under a heading *References*, see our example below.

2.1 Mixed Quality of Teachers as a Foreign Language

First of all, in the team of teachers of Chinese as a foreign language, many teachers' cultural knowledge is not accumulated enough, they can't tell the culture, they can't understand the culture, and even avoid the cultural knowledge they don't understand. Teachers also have such problems when teaching the content of Chinese filial piety. The teaching of Chinese filial piety by Chinese as a foreign language teacher mostly stays on the explanation of the basic content, and lacks the explanation of the inner spirit it contains, which is not conducive to them. Really understand the content of Chinese filial piety culture and the cultural connotation and national spirit behind it, and

deepen their impression of Chinese filial piety culture. First of all, Chinese filial piety communicators cannot form a holistic perception of Chinese culture. 2) many foreign language teachers are not very good at foreign languages. They lack the ability to teach and communicate in English. Although it supports the teaching of Chinese as a foreign language in the classroom, it can create a good Chinese learning environment for Chinese learners. However, if some difficult-to-understand content is repeatedly explained in Chinese, the learner not can't understand it, and increase the psychological burden. It is appropriate to explain it in English appropriately.

At present, most of the faculty members working in the Confucius Institute come from domestic universities, and most of them are Chinese-speaking. Their understanding of the national strategic tasks and cultural functions undertaken by the Confucius Institute is not very clear, and many of them are not. "The ability to use the Confucius Institute to conduct cultural diplomacy outside the language".

2.2 Insufficient Content of Filial Piety Culture in the Teaching Materials

For example, there are few contents in the textbook that specifically explain Chinese filial piety culture. Filial piety culture is the core content of Chinese culture, embodying China's beautiful ethics and excellent traditional culture. In the content compilation of foreign language textbooks, it compares the contents of Chinese filial piety culture with traditional culture such as martial arts and diet. Less, mainly about other content, which interspersed with filial piety. For example, Zhang Fengge's text "Developing the First Flight" in the "Development of Chinese Elementary Listening II (Second Edition)" and answers is mainly about parents' care for their children. Interspersed with the story of children honoring their parents. The thirteenth lesson in the fourth edition of "The New Edition of Practical Audiovisual Chinese" edited by the National Taiwan Normal University, "Compete to see who is good at telling stories", is based on storytelling, which mentions a story of filial piety.

2.3 Relatively Lagging of Construction of the Special Website for Filial Piety

At present, the Internet has become an important way for people to accept information and achieve cultural exchange and recognition. In the process of filial piety culture, the construction of filial piety website is one of the most important ways of communication. However, the construction of filial piety website in China is relatively lagging. In many areas with rich filial cultural resources in our country, the construction of local filial piety websites is relatively lagging, and the construction of websites is in the form. Most of the time, people can only understand the local filial cultural resources through government portals, not to mention Chinese filial piety culture. We can go abroad and spread in the international arena. Due to the lack of professional filial piety culture website for systematic introduction, the attention of international friends to Chinese filial piety culture is greatly reduced, which directly affects the effect and intensity of filial piety culture spread in China.

2.4 Dull Content and Spreading Form of Filial Piety Culture

Many filial piety communication platforms have not reflected the spiritual connotation of filial piety culture in the new era according to the changes of the times, and the display form and display content lack timeliness. In the process of communication, the traditional filial piety culture does not consider the public cognition law. The form of communication emphasizes the theory and the dissemination of ideas, and "instillation" has more interactions. According to a government survey report, 48% of the young people surveyed believe that we should vigorously promote Chinese traditional culture, but 26% of young people believe that the content of traditional culture is very boring and there is a phenomenon that cannot be understood. I hope that Change the traditional culture and incorporate some participatory experiences. To a certain extent, the results of this survey also reflect the current shortcomings in the process of filial piety culture.

3. Strategy of International Communication of New Filial Piety Culture

3.1 Improving the Level of Teachers of Chinese as a Foreign Language

From the government level, we attach importance to the quality of Chinese-speaking teachers, encourage colleges and universities to offer Chinese international education, and provide guarantees for the training of excellent Chinese-speaking teachers. And implement preferential policies to encourage outstanding talents at home and abroad to join the international promotion of Chinese.

3.2 Selecting Chinese Teaching Materials and Promoting New Filial Piety Culture

In the actual spread, we must eliminate the foolish filial piety and choose the classic. Chinese traditional filial piety culture has two characteristics. Among them, foolish filial piety has always been criticized by people, and it is extremely harmful to Chinese filial piety culture and must be eliminated. Especially in the teaching of Chinese as a foreign language, the filial piety will make foreign students misunderstand the Chinese filial piety culture, which is not conducive to cultural communication. The stories such as Guo Ju buried his own child in "Twenty-four filial piety" should not appear in the teaching of Chinese as a foreign language. If some students have some understanding of this, teachers of Chinese as a foreign language should explain it to let students know this kind of filial piety does not belong to the category of filial piety in contemporary China. "New Twenty-four Filial Piety" by Luo Chenglie, Li Hongxun's eliminates the old story of filial piety and gains a positive filial piety story, which can be used as a material for the spread of Chinese filial piety culture. For example, "Mulan Joins the Army instead of Her Father" is a very suitable material; the story of "Following the Country" allows students to understand the part of filial piety and devotion's cultural connotation; "Study Medicine to Cure the parents" tells Sun Sizhen's treatment of parental diseases and finding teachers to teach him everywhere. The story of a doctor who eventually became a generation of medicine kings is very suitable for use in teaching Chinese as a foreign language.

3.3 Demonstrating the Trend of the New Times and Connecting with the New Filial Culture

The social structure of contemporary China has undergone fundamental changes, and modern social production has replaced the small-scale peasant economy. People's ideological concepts have also changed, from traditional patriarchy to advocating personality independence, freedom and equality.

3.3.1 Constantly Innovate the Traditional Filial Piety Culture Concept

The new filial piety culture is to eliminate the old negative content, carry forward the essence of traditional culture, endow the connotation of the times, and form a new socialist filial piety culture that conforms to reality and shows the trend of the times. The new filial piety culture has a natural foundation and realistic meaning. Although the family structure and social form have changed, the "filial piety" has been deeply rooted in the national psychology as the traditional virtues of the Chinese nation for thousands of years. It has formed an indelible and important factor in the national character and the image of China. Therefore, the existence and development of the new filial piety culture is indispensable and unstoppable. The new filial piety culture advocates the realization of old-age care and respect for the elderly on the basis of the five principles of equality of personality, obligation, empathy, high self-discipline and mutual benefit.

3.3.2 Spread New Filial Piety

For example, teaching parents to use WeChat, take parents to travel, family reunion during the festive season, and sweeping the tombs during the Tomb-Sweeping Festival, all make the filial piety virtue have a distinct era imprint, and it is also an effective attempt to introduce new virtues. In the teaching of Chinese as a foreign language, teachers can make corresponding courseware to let students understand the measures of filial piety in today's Chinese children. They can also teach students to sing songs about filial piety culture, such as "Let's go home often," to experience the new filial piety culture of modern China. In short, extracting material from reality and embodying filial piety with details can make foreign students understand the Chinese filial piety more intuitively.

3.4 Strengthening the Construction of the Filial Piety Culture Website, Increase Efforts of the Communication of Filial Piety Culture Network and the Spread of Films and Televisions

With China's emphasis on the external communication of Chinese culture (including Chinese filial piety culture), the content of Chinese filial piety culture is added to relevant websites and even the proportion of filial piety culture in the total content of related websites is increased.

We can organize more filial cultural seminars and cultural activities, in the form of concerts and garden parties, and put relevant activities and achievements on the website of China's external publicity and dissemination, and transmit it to more foreign audiences, resulting in bigger and deeper impact.

Historical stories are memories of human history. The stories contain social traditions and values that guide the formation of social character. The website of filial piety culture is selected on the website of Chinese culture for external communication. The video form allows the audience to feel the cultural connotation more intuitively and form a deep impression. For example, public service advertisements about filial piety are short and easy to understand and have clear meaning. The cartoon "Lotus Lotus" and the documentary "filial piety China" are also very good filial cultural materials.

4. Summary

On the issue of the external communication of filial piety culture in our country, we must conform to the trend of modernization of educational technology, compile textbooks suitable for this age, and adopt modern information dissemination technology, all-round, multimedia, strengthen the construction of the filial piety culture website, and increase the filial piety culture network and film and television communication, select Chinese teaching materials and promote new filial piety culture, show the trend of the times, such as docking new filial piety culture, constantly innovating the traditional filial piety culture concept, and spreading new filial piety.

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