

Strategies for the International Communication of Chinese Folk Culture Against the Background of “the Belt and Road Initiative”

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Abstract—“The Belt and Road Initiative” has brought China a huge space for economic development, changing from the traditional domestic market to the international market. At the same time, it has played the role of cultural exchange. In this context, in view of the loss of folk culture in China, whether folk culture can be spread abroad through the “Belt and Road Initiative” has attracted the attention of the academic circle. Accordingly, there are a lot of studies, and long-term studies have confirmed the feasibility of this approach. Therefore, a lot of communication strategies of folk culture emerge. In this regard, this article will analyze and study the communication strategies of Chinese folk culture in the context of “the Belt and Road Initiative, and explain the significance of the communication of folk culture to the outside world, the characteristics and the current status of folk culture and issues in international communications, the communication strategies of “the Belt and Road Initiative” and matters needing attention.

Keywords: the “Belt and Road Initiative”, folk culture, communication

I. INTRODUCTION

Folk culture is a part of China's traditional culture. It has the function of reflecting different national characteristics and customs and symbolizes the uniqueness and history of China. Therefore, folk culture should be passed down. However, the status quo of folk culture is not ideal. First of all, more and more young people in China do not like or understand folk culture. Secondly, foreign countries have a poor understanding of Chinese folk culture. This phenomenon has led to the loss of folk culture, so how to control and reverse this situation has received much attention from the country and related fields. In response to this problem, modern research proposes to spread the folk culture through “the Belt and Road Initiative”, which aims to enhance the international status and spread of folk culture, thereby attracting the attention of young people in China, and also making folk culture more familiar to foreign personnel. Therefore, it is of great significance to promote the inheritance of folk culture, enhance China's international market position, and highlight the characteristics of national folk customs.

II. SIGNIFICANCE OF INTERNATIONAL COMMUNICATION OF FOLK CULTURE

First of all, the spread of folk culture in China can only be said to be very general. Most young people only know about the existence of folk culture, but do not know the specific form and characteristics of the culture. Quite a few young people even know little about folk culture. There are two reasons for this phenomenon. One is the impact of a large amount of modern information in the modern network environment and foreign information, which has led to changes in young people's aesthetics and interests, and they have become more and more fond of network information, while folk culture is less reflected on the Internet. Most young people don't know much about folk culture. Second, in past development, China did not spread folk culture to the outside world, which caused folk culture not to be taken seriously in the international market. The status of the international market has been difficult to improve, so the younger generation in China is less concerned about folk culture.

In order to make young people pay attention to folk culture, and take the initiative to understand and learn folk culture, it is necessary to improve the status of folk culture in the eyes of the young generation. Correspondingly promoting the international status of folk culture is an effective way to achieve this goal. When culture has a high international status, it can attract young people to pay attention to folk culture, and then subtly learn and understand folk culture, achieving the purpose of reversing the status quo and promoting the inheritance of folk culture. With this condition, the implementation of “the Belt and Road Initiative” has successfully allowed China to enter the international market and achieved a certain status. At this time, the introduction of folk culture into the “Belt and Road” trade development can directly enhance the international status of folk culture, and achieve the above purpose indirectly. It can see that the spread of folk culture is of great significance.

III. THE STATUS QUO CHARACTERISTICS OF FOLK CULTURE AND PROBLEMS IN INTERNATIONAL COMMUNICATION

A. Characteristics of the status quo of folk culture

At present, there are two major characteristics of the status quo of folk culture, which are regional and homogeneous. The following will analyze the specific performance of the two.

1) *Being regional*

The most prominent feature of folk culture is nationality, that is, different nations have their own unique folk cultural systems. Different nationalities live in different regions, and nationality can also be regarded as a regional feature. Regional characteristics are very obvious in the current status of China's overall folk culture. For example, here are great differences in folk culture between Manchu in Inner Mongolia and Miao nationality in Yunnan, and the formation of both folk cultures is related to their living areas. With the impact of Inner Mongolia environmental region, the life of Inner Mongolia Manchu is mainly maintained through nomadic behaviors, and the landscape they contact with is generally a vast prairie. Many works with nomadic atmosphere and praising grasslands have appeared in the nomadic life over the years. The living environment of the Miao people in Yunnan is surrounded by mountains and water. The life mainly depends on farming, breeding of poultry, and so on. Under this condition, the folk culture of Miao people in Yunnan has a unique atmosphere, and there are many artistic and cultural works that praise the mountains and water. From the above examples, it can see that Chinese folk culture has obvious regional characteristics.

2) *Homogenization*

The homogeneous characteristics are also obvious in the current state of folk culture. In ancient times, different ethnic groups in China basically lived in similar regional environments. The people of each ethnic group have a deep understanding of the folk culture corresponding to the nation. Affected by historical changes, the distribution areas of different nationalities are no longer unified, leading to the overlap of the living areas of certain nationalities and other nationalities. This phenomenon has also caused the overlap of the folk cultures of the two nationalities, which has led to the fusion and conflict of national cultures. With the long-term development, one ethnic group began to transform into another ethnic group, and the corresponding folk culture also appeared to be homogeneous. For example, the "Manchu" mentioned above, in addition to Inner Mongolia, is also distributed in Xinjiang, Gansu, Ningxia, Shandong, Hubei, Guangzhou and other regions. There are obvious differences in folk culture between Manchus in these regions and Manchus in Inner Mongolia, and they will better understand the folk culture of other nationalities in the region, which is the homogeneous manifestation of folk culture.

B. Problems in the international communication of folk culture

With the above two status quo characteristics, the international communication of China's folk culture has been hindered. There are two types of specific problems, which are the unconformity of folk culture and the chaos of the folk culture system. In the following section, it analyzes the influence of two major problems on the international communication of folk culture.

1) *Folk culture is not integrated*

Under the regional characteristics, the folk cultures of various ethnic groups are clearly divided, which leads to the scattered distribution of folk cultures, indicating that folk cultures have not been integrated. It shows that folk cultures are closed, and many people do not understand it. Correspondingly, due to the lack of professionals, it is impossible to realize the international communication of folk culture. It is confirmed that the folk culture has not been integrated, which hinders the international communication of folk culture. For example, on the eve of a Sino-foreign cultural exchange conference in international trade in a certain area of Sichuan, it wanted to invite Yi people to perform Yi group dances. However, it found that there were a small number of Yi people in the area and it was impossible to perform professional Yi group dance performances. If other dancers were hired to perform, they would not be able to perform both divinity and form due to their lack of understanding of Yi culture. Therefore, the performance was cancelled.

2) *Chaos of the folk culture system*

Affected by the homogeneous characteristics, the modern Chinese folk culture system has become more chaotic. Correspondingly, these problems have hindered the international communication of folk culture. On the basis of the chaos of the cultural system, many people who want to show folk culture in international trade fail to do so because they do not understand the origin of folk culture. For example, in an international exchange meeting of agricultural products in Jiangxi Province, it wanted to show the folk songs of Hui nationality. However, the Hui people are all over the country, and the Hui folk songs in different regions are different due to the influence of homogenization. The organizer could not confirm which Hui songs are more pure, and the performance was replaced in the end. It can be seen that the chaos of the folk culture system has hindered the international communication of folk culture.

IV. STRATEGIES FOR THE INTERNATIONAL COMMUNICATION OF CHINA'S ETHNIC CULTURES UNDER THE BELT AND ROAD INITIATIVE

A. Strategies for the spread of China's ethnic cultures under "the Belt and Road Initiative"

In the context of "the Belt and Road Initiative", China's strategy for the international communication of folk culture can be roughly divided into five steps: regional integration of folk culture, establishment of regional professional folk

cultural performance organizations, expansion of folk cultural communication forms, development of folk cultural products, and in-depth cultural guidance. The specific content will be analyzed below.

1) Regional integration of folk culture

Facing the regional characteristics and corresponding problems in the status quo of folk culture, the primary goal in the international communication strategy for "Belt and Road" folk culture is to integrate folk culture, but the regional characteristics cannot be eliminated in a short time. The integration work should be carried out based on the region, that is, to integrate local folk culture according to the region, to form a regional folk culture framework, and then to disseminate according to the regional folk culture framework in the context of the "Belt and Road". For example, Guangxi uses its own urban area division as a regional folk cultural integration framework to integrate the 11 ethnic minorities such as Zhuang nationality, Yao nationality, Miao nationality, Dong nationality, Mulao nationality, Maonan nationality, Hui nationality, Jing nationality, Yi nationality, and Shui nationality in Guangxi. Accordingly, the integration of folk culture means that the resources of folk culture are concentrated rather than dispersed. In the process of international communication, the phenomenon of difficult transmission due to insufficient resources can be avoided.

2) Establishing a regional professional folk culture performance organization

With the integration of folk culture, in order to avoid the chaotic phenomenon of the folk culture system in the international communication of the "Belt and Road" folk culture, it is recommended to establish a regional professional folk culture performance organization, which is mainly composed of professional folk culture performers. This organization is responsible for docking the Chinese and foreign cultural exchange activities in international market trade and performing folk cultural performances in such activities, which plays the role of folk cultural communication. Meanwhile, the organization can also carry out folk cultural propaganda and folk cultural training for young people in China, provide the support for the international communication. For example, an international trade enterprise in a certain region has cooperated with a government enterprise, and a professional folk cultural performance organization has been established accordingly. This organization is mainly responsible for performing folk cultural programs on the international stage. At the same time, it cultivates young people who are interested in folk culture in China, which makes the local folk culture more open and better known.

3) Expanding the international communication form of folk culture

In order to attract young people in China and foreign countries to learn about folk culture, it can't blindly follow traditional concepts to perform folk culture performances. It is necessary to combine modern technologies to expand the international communication of folk culture, so as to make folk culture consistent with the interest orientation and

aesthetic outlook of younger generation in China and foreign countries. This opens up the way for the "Belt and Road" folk culture to spread to the outside world. For example, international trade companies in a certain area use "peacock dance" as a folk cultural performance program in cultural exchanges between China and foreign countries. However, unlike traditional "peacock dance", this program makes full use of "VR" technology and modern stage lighting layout to make the "peacock dance" performance more modern, giving a strong visual impact to the domestic and international audience.

4) Folk culture product development

In the context of the "Belt and Road", folk culture can be disseminated in the form of "product" in addition to program performance. That is to say, folk culture can be presented to foreign friends as a product, which is subject to the influence of "Belt and Road" trade. The folklore culture products will be widely spread to the international market. And folklore culture is completely spread abroad. At the same time, with the display of folklore products, it can bring a different aesthetic experience to foreigners. Long-term development will play a role in promoting the international status of China's folk culture, so it is necessary to vigorously develop folk culture products to achieve the above goals. For example, an enterprise produces a series of products around the famous dance "Lusheng Dance" of Yi people. Such products will be given to foreign companies as cultural symbols in the international trade activities, which represent the friendship and cultural ties between the two.

5) In-depth cultural guidance

The above four steps mainly play a role in reversing the status quo of folk culture and attracting young people at home and abroad or other viewers to interest in folk culture. However, these two points are not enough for folk culture to be truly understood. Therefore, it is necessary to use in-depth cultural guidance to achieve this goal. Based on the above four steps, Chinese companies can communicate the beauty and connotation of folk culture to foreign companies through exchanges, inspire foreign companies to learn about culture, and then guide foreigners' understanding of folk culture through scene layout and field browsing. This is also effective for young people in China. For example, a tourism company develops a local minority area into a tourist attraction under the support of the government. Correspondingly in international trade, foreign friends are often organized to visit and browse the attraction to guide them to understand the local folk culture. This will promote local economic benefits.

B. Strategies for the international communication of China's national culture under the "Belt and Road Initiative"

There are two matters needing attention in the above strategies, which are the primary and secondary relations when the folk culture is transformed into modern forms and products. And the folk culture values are developed. The specific content of the two major issues will be analyzed below.

First is to correctly handle the primary and secondary relations when the folk culture is transformed into modern forms and products. In the above strategy, it is mentioned that folk culture needs to be transformed into modern forms and products. In this process, attention should be paid to the dominant position of folk culture. It cannot be regarded as a pure performance or a commodity; otherwise it will lose the significance of cultural transmission. It is a typical phenomenon of putting the cart before the horse. Therefore, it is necessary to pay attention to avoiding it.

Second is to pay attention to the development of folk cultural values. The above strategies are actually used for the development of folk cultural values, which are designed to reflect folk cultural values in "Belt and Road" trade. However, the content mentioned in the strategy is always limited and cannot guarantee the long-term effectiveness of the spread of folk culture. Therefore, in order to avoid this phenomenon, relevant personnel should maintain their own innovation, continue to develop the value of folk culture, and maintain the long-term effectiveness of the international communication of folk culture.

V. CONCLUSION

To sum up, the international communication of folk culture is of great significance, but various problems in the status quo prevent the realization of this purpose. Therefore, how to reverse the status quo and promote the development of the international communication of folk culture is an issue worth considering. In the context of the "Belt and Road Initiative", this article proposes strategies and precautions for the international communication of folk culture, which can ensure the continuous and effective communication of folk culture to the outside world. At the same time, the current situation that the young generation in China is not interested in folk culture is reversed. It will provide support for international communication.

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