

Research on the External Communication of Grand Canal Culture in the Context of "the Belt and Road Initiative": The Case of Zaozhuang Section

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ABSTRACT

This paper discusses the current situation and analyzes the existing problems of the external communication of the Grand Canal culture in Zaozhuang, and then provides some suggestions on how to strengthen the external communication of the Grand Canal culture in Zaozhuang in the context of "the Belt and Road Initiative" construction.

Keywords: *the Grand Canal culture, Zaozhuang, external communication*

I. INTRODUCTION

Cheng Enfu (1994) believes that cultural resources are the sum total of cultural resources used by human beings in cultural production or cultural activities, which can be divided into material culture, spiritual culture and institutional culture. The word "resources" in cultural resources represents exploitable and productive social and economic benefits, then the attribute of cultural resources is the combination of culture and resources, which is developable and spiritual. Zaozhuang section of the Grand Canal is located in the middle hub of the Beijing-Hangzhou Grand Canal. Since ancient times, Zaozhuang Grand Canal culture has been integrated with the integration of the north and the south, the east and the west, therefore, Zaozhuang section of the Grand Canal breeds rich historical and cultural property.

The revival of the Grand Canal culture of Zaozhuang section started from the reconstruction of the ancient city of Tai'erzhuang and the key to the external communication of Zaozhuang Grand Canal culture also lies in it. In 2008, at the commemoration of the 70th anniversary of the victory of the Tai'erzhuang War, the Zaozhuang municipal government officially announced the reconstruction of the ancient city of Tai'erzhuang. In 2009, the ancient city of Tai'erzhuang set up the mainland's first cross-straits exchange base. In 2010, Tai'erzhuang ancient city was formally

established. In addition to the historical natural scenery such as ancient river course and ancient wharf, it also includes cultural landscapes such as China Ancient Water City and China Canal Museum. It is called by the World Tourism Organization as "the living ancient canal" and "the last surviving heritage village of the Beijing-Hangzhou Canal". In 2014, at the 38th World Heritage Congress, the Grand Canal project of China was successfully included in the World Cultural Heritage List, and the Tai'erzhuang section of the Grand Canal was selected as China's 32nd world Cultural Heritage and 46th World Heritage Site.

Zaozhuang municipal government actively integrates distinctive cultural and tourism resources, tells the story of the Grand Canal in Tai'erzhuang, and cultivates a new cultural and tourism industry system. First of all, strengthen cultural exchanges with foreign countries, sign a friendly sister-scenic spot agreement with Chateau Seine in France, and carry out cultural exchanges regularly every year, which has been reported by CCTV, Phoenix TV and other mainstream media; secondly, relying on the ancient city of the Tai'erzhuang and Canal National Wetland Park, the cumulative large-scale exhibition activities have been held, which have nurtured some culture exhibition brands like cultural industries fair and Dragon Boat Festival activity, have set up Asia Pacific Economic Leaders Summit Forum and other cultural exchange platforms, and have introduced television film crews and domestic well-known variety shows; thirdly, it has hold international marathon, dragon boat Race and other events,

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which have been approved as China's elite sports tourism scenic spot and model unit of sports industry in Shandong province, and hold the international Winter Swimming Festival for the fourth consecutive year in 2019; in addition, Lanling Academy Company and Shandong Grand Canal Culture and Education Company have been established to develop nine major research courses such as patriotism education and canal culture, which is the only Chinese language education base approved by the Office of Overseas Chinese and the second batch of mainland study tour bases for Hong Kong and Macao teenagers in China.

In March 2020, the General Office of Shandong provincial government issued "the Implementation Plan for the Preservation, Inheritance and Utilization of Shandong Grand Canal Culture", which incorporates Zaozhuang into one of the five cities in the plan, and clearly points out the key tasks of Zaozhuang in six aspects. Since the release of the plan, Zaozhuang municipal government has given preferential policies and funds and taken a series of actions to support the construction of the Grand Canal cultural belt. In May 2020, Tai'erzhuang Grand Canal Animation Industry Project and Grand Canal Super IP project have been launched; in June, the 7th Lotus Festival of Tai'erzhuang Canal Wetland Park has been held, and on China's Cultural and Natural Heritage Day, CCTV-4 China News reported the activity of "Intangible Cultural Heritage Performance" of Tai'erzhuang ancient city; in July, it launched the "Shandong people travel to Zaozhuang" theme tour route; in August, it cooperated with Jining to hold Jining-Zaozhuang tourism cooperation meeting to strengthen cooperation and exchange between the two cities, learn from each other and complement each other's resource advantages, carry out extensive cooperation in the cultural tourism industry, expand the cultural tourism industry, and create a new situation for the integrated development of the cultural tourism industry of the two places.

II. EXISTING PROBLEMS OF THE EXTERNAL COMMUNICATION OF ZAOZHUANG GRAND CANAL CULTURE

A. Insufficient external communication content

By the overview of Zaozhuang Grand Canal cultural resources and the study of "the Implementation Plan for the Preservation, Inheritance and Utilization of Shandong Grand Canal Culture" issued by the General Office of Shandong provincial people's government, the author finds that the Grand Canal culture of Zaozhuang involves local characteristics of history, geography, local conditions and customs, traditions, way of life, literature and art, behavior standards,

and a variety of aspects. For example, geographically, it includes not only the ancient city of Tai'erzhuang, but also Tengzhou Shuyuan Street and Weishan Lake National Wetland Park. Culturally. In addition to the ancient city culture, it also involves the red culture with local characteristics of Zaozhuang, such as railway guerrillas, etc., all of which belong to the cultural resources of the Grand Canal in Zaozhuang. However, through Internet media such as Baidu search, Weibo, Toutiao, Douyin and the government home page of Zaozhuang Culture and Tourism Administration, the author finds that more than 80% of the publicity activities, texts and video materials about the Grand Canal culture of Zaozhuang are basically focused on the publicity of the ancient city of Tai'erzhuang, with other publicity of Grand Canal culture resources rare. In particular, when the author conducts keyword search on Baidu and Weibo, she finds that when she searches railway guerrillas and Liuqinxi arias, there are a lot of relevant publicity news, but they are seldom connected with "Zaozhuang" and "Canal". When the author searched for Zaozhuang Grand Canal, the content is almost 100% related to the tourist advertisement of Tai'erzhuang ancient city.

The author designs a questionnaire, which consists of 20 closed questions, all of which are related to the understanding of the Grand Canal culture of Zaozhuang (related to tourist attractions and some intangible cultural heritage, etc.). Likert scale is adopted to develop the questionnaire, which is targeted at 20 Zaozhuang locals and 20 outsiders. According to the data analysis of the questionnaire, more than 80% of the non-local people's understanding of the Grand Canal culture of Zaozhuang is limited to the ancient city of Tai'erzhuang, while a few people have some knowledge of Weishan Lake National Wetland Park, railway guerrillas, Tai'erzhuang War Memorial Hall, etc. 90% of the local people in Zaozhuang are familiar with the ancient city of Tai'erzhuang, Weishan Lake National Wetland Park, railway guerrillas, war memorial hall in Tai'erzhuang and so on, because they have been there before, but they know little about the intangible cultural heritage such as canal drum and Liuqinxi arias. Thus, it can be seen that the publicity of Zaozhuang Grand Canal culture is still limited to tourist attractions, and the breadth and depth of publicity still need to be strengthened.

B. Limited participant of the external communication

Mass communication is an important part of the protection, inheritance and utilization of cultural heritage (Zhang Wuqiao & Huang Yonglin, 2015). The subjects participating in cultural

communication should include the government, inheritors, the general public, business community, schools, academia, etc., because they have different positions and appeals due to their different identities, and their motivations and methods of communication are different. Through the research of online media and library materials, the author finds that the main participant of the external communication of Zaozhuang Grand Canal culture is the government (the issuance of policy documents). Business community (cultural and tourism cooperation projects, etc.) and academic community (publication of academic journals and works) play an auxiliary role, while the ordinary people and schools, which should have played the most important role in mass communication, almost do not participate in the external communication of the Grand Canal culture of Zaozhuang. Through Internet search, it can be found that the contents related to the Grand Canal culture of Zaozhuang are basically from Zaozhuang municipal government, Tai'erzhuang district government, Zaozhuang culture and tourism administration, and Tai'erzhuang ancient city management association. Through the library of Zaozhuang University and CNKI, the author finds that there are not many books and papers on the study of Zaozhuang Grand Canal culture. By the investigation of students of Zaozhuang University, it is found that when many students introduce Zaozhuang to outsiders, they only publicize the tourist attractions, namely the ancient city of Tai'erzhuang, and their understanding of the ancient city of Tai'erzhuang is only limited to tourist attractions. Therefore, in terms of the participants of external communication of Zaozhuang Grand Canal culture, it is more important to mobilize the common people to make all kinds of forces work together and complement each other to achieve the best effect.

C. The absence of translated texts for external communication

The carrier of cultural communication is language, while the communication of foreign culture depends on the translation of language. According to statistics, more than 60 languages are used in the countries along the "the Belt and Road Initiative" construction, but foreign translations of Zaozhuang Grand Canal culture are limited in English, the international lingua franca. Nowadays, common external communication materials of Zaozhuang Grand Canal culture mainly include: publicity introduction or brochure of Tai'erzhuang ancient city and other tourist attractions, micro-video produced by media and cultural landscape display, etc. Most of the materials are written in Chinese, and there is a lack of supporting foreign language translation texts, while the related audio and video materials lack foreign language subtitles and dubbing. So the current external

communication materials can only be targeted at the publicity materials of domestic tourists, which cannot be used for international communication.

Besides, Chinese language and characters have a long history, extensive and profound. When translating texts, the cultural differences between the two countries should be taken into account. In particular, some elements of the Grand Canal culture cannot be accurately translated into foreign languages, so we are facing two problems now: first, inexact translation and literal translation which does not translate the cultural connotation; second, non-uniform translation. Take the Grand Canal cuisine in Zaozhuang as an example, the rock cake was first eaten in the early Northern Song dynasty and became a famous traditional local food along the Grand Canal in the Ming and Qing dynasties. It was also featured in "the Grand Canal", a large-scale cultural documentary made by CCTV. Literal translation of "canal stone pie" would make foreigners think that it is made of stone, causing misunderstanding. However, translation of "canal flapjack" seems to lack the vividness and cultural connotation of the original text. As a result, the lack of translation text and irregular non-standardized translation will directly reduce the external communication efficiency of Zaozhuang Grand Canal culture.

III. THE EXTERNAL COMMUNICATION STRATEGY OF ZAOZHUANG GRAND CANAL CULTURE

A. Innovating ways of external communication

Human beings have stepped into the era of mobile social network media represented by WeChat, microblog, micro-video, etc., and network media has gradually replaced traditional media. In the era of Internet, we should make full use of social media to integrate external communication of Zaozhuang Grand Canal culture into social media platforms. On the one hand, for the external communication of the Grand Canal culture in Zaozhuang, the content should be rich and colorful, and the forms should be diversified. The culture of Zaozhuang Grand Canal can be embedded into it through online games, office and business, news reading, leisure puzzles, e-books, audio-visual and other applications to enrich the cultural connotation and art form, then people can form their own knowledge system of this canal knowledge in an invisible way. We can also make full use of microblog, WeChat, Douyin, Toutiao and other platforms to develop "We-Media platforms", daily spread the culture related to the Grand Canal in Zaozhuang (not limited to the ancient city of Tai'erzhuang), and help publicize important events related to the Grand Canal in Zaozhuang with the help of famous people on microblog.

On the other hand, we need to strengthen exchanges and cooperation with overseas media. In the first place, the government of Zaozhuang and official media can work with overseas media. Setting up overseas official accounts through Weibo (international version), Facebook and other media can release publicity and activity news and videos about Zaozhuang Grand Canal culture and shoot advertising videos and documentaries representing the cultural characteristics of the Grand Canal in Zaozhuang. Moreover, Zaozhuang should take advantage of its geographical advantages and strengthen cooperation with overseas Chinese media under the background of "the Belt and Road Initiative" construction. Overseas Chinese media, with Chinese language and Chinese language as cultural carriers, are playing an increasingly important role in the global news communication system (Ye Jihai, 2011). We will use the power of overseas Chinese to publicize China's Grand Canal culture, so that this cultural knowledge will be passed on orally and China's voice will be spread to the world.

B. Realizing the diversity of participants of external communication

Zhou Limei (2018) has said that the external communication of culture should be dominated by government agencies and official media. In the meantime, we should actively cultivate market-oriented independent economic entities, establish overseas communication companies, play the role of cultural inheritance and communication in the education sector, mobilize the cultural consciousness of ordinary people, and diversify the main body of cultural communication as far as possible.

The government is in the position of decision-making, organization and overall planning. Zaozhuang municipal government should issue corresponding policy documents to protect, inherit and utilize Zaozhuang Grand Canal culture, and allocate corresponding fund support. The government can take the lead to cooperate with some mainstream media. Government departments can also set up expert teams to investigate how the Grand Canal cultural resources are spread abroad in other cities along the Grand Canal.

We should try our best to realize the marketization and industrialization of Zaozhuang Grand Canal culture. Market economy as the concept and the development of cultural market economy as the orientation, we should innovate the mode of cultural industry, and let Zaozhuang Grand Canal culture walk up to the world. The cultural elements representing the image of Zaozhuang city, such as canal culture, red culture and lunan culture, can be promoted to the market to explore the way of industrial operation, build cultural industrial

parcs, form industrial chains, and promote the spread of Zaozhuang Grand Canal culture through market operation.

Education is one of the important ways to spread distinctive culture (Wang Dong, 2018). Zaozhuang university has established the Grand Canal Research Institute and has successfully held the fourth China Grand Canal Think Tank Forum in 2019 to discuss the protection, inheritance and utilization of the Grand Canal. The inheritance of culture lies in education, but students know little about the Grand Canal culture. The combination of Zaozhuang Grand Canal culture and education and teaching should be popularized in daily teaching. Elective courses on the Grand Canal culture can be set up in universities, and relevant Grand Canal culture knowledge can be taught in foreign language classes. In primary and secondary schools, more extracurricular reading content should be arranged so that students can understand local culture in their daily study and provide follow-up strength for the external communication of Zaozhuang Grand Canal culture.

In a word, we should make Zaozhuang Grand Canal culture socialized, marketized and daily, so that this cultural heritage can return to people's daily life and become an important part of people's cultural life.

C. Attaching importance to the translation of external communication

First of all, the translation and compilation of external publicity materials should be strengthened to improve the translation level of external communication personnel. On the premise of taking the differences in cross-cultural communication into account, the author should translate the cultural materials of Zaozhuang Grand Canal into the contents that are easy to understand but without losing the local cultural flavor. Government departments should invite relevant scholars to study the external translation of Zaozhuang Grand Canal culture, standardize the translation of distinctive cultural elements, and establish a corpus to form a fixed translation system. For example, the only relevant websites on the culture of the Grand Canal in Zaozhuang are in Chinese and from the column design to the content summary are all aimed at Chinese people. Then, it is necessary to introduce the language services, web design and content of web pages to be in line with international conventions and the needs of foreign readers, so as to achieve the purpose of external communication.

Secondly, we should speed up the cultivation and reserve of communication talents. It is necessary to strengthen the cooperation between government departments and local universities, make full use of their foreign language talents, and

cultivate talents with solid foreign language skills and rich knowledge of the Grand Canal. So they can be well qualified for the task of spreading the Grand Canal culture to the outside world. The government can introduce policies and incentive mechanisms to attract high-quality overseas communication talents, or form cooperation mechanisms with talents from other provinces and cities to achieve mutual benefit and win-win results.

IV. CONCLUSION

Ni Jianping (2015) points out that if the city image and the national image created by foreign cultural communication can be widely recognized and supported by the international community, it will have a great impact on the comprehensive competitiveness of a city, the implementation of national foreign policy and the improvement of national behavioral capacity. Under the background of "the Belt and Road Initiative" construction, the spread of Grand Canal culture is conducive to the development of Chinese culture and economy, the cultural confidence of the Chinese nation, the country's soft power and the international discourse power. As for Zaozhuang city, we should seize the two opportunities of "the Belt and Road Initiative" development and the construction of the Grand Canal cultural belt, make full use of the rich natural, historical and cultural resources of the Grand Canal to accelerate the economic development and urban transformation of Zaozhuang, and make it a powerful name card of external communication of Zaozhuang. At present, the external communication of the Grand Canal culture in Zaozhuang still has some problems, such as the insufficient content of external communication, the single participant of external communication, and the absence of translated texts. Therefore, this paper provides some strategies for the external communication of the Grand Canal of Zaozhuang section from the following three aspects: innovate ways, realize the diversity of participants, and attach importance to the translation. It also provides experience for other regions to promote the foreign cultural communication of local areas.

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