

Analysis of Language Communication Strategy to Deal with "Cultural Conflict"

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ABSTRACT

With the continuous advancement of "the Belt and Road Initiative" and frequent international exchanges, international cultural exchanges are becoming more frequent. After graduation, more college students choose to work or pursue further studies in countries along "the Belt and Road Initiative". The process of communication and cooperation will inevitably bring about the spread and penetration of culture. However, due to the different national conditions, religions, customs and world views of different countries, there will be "cultural conflicts" in the process of international cultural exchanges. Then how to solve this embarrassing situation? The author of this article discusses the reasons for the formation of cultural conflicts and how to adopt corresponding international communication strategies to deal with "cultural conflicts" in international communication.

Keywords: *"Cultural conflict", International culture, Communication, Strategy.*

1. INTRODUCTION

It has been more than five years since President Xi Jinping put forward the major initiative of building the "Silk Road Economic Belt and the 21st Century Maritime Silk Road" in 2013. "The Belt and Road Initiative" is based on the principle of extensive consultation and joint construction, and focuses on policy communication, facility connectivity, unimpeded trade, financial integration, and people-to-people bonds, and promotes all participants to achieve political mutual trust, economic integration, and cultural tolerance. For more than five years, under the guidance of "the Belt and Road Initiative", China has not only made great contributions to the economic development of countries along the routes of Asia, Africa, and Europe, but also its own economy has undergone significant changes; "the Belt and Road Initiative" is not only a great economic strategy, but also a great political and cultural strategy. While exporting infrastructure assistance and technical support, China is also exporting the traditional virtues of a great power concept, friendship action,

and selfless assistance. These are Confucian thoughts and cultures that have been passed down for thousands of years. The ideological roots that support economic development are the embodiment of China's international friendship spirit. While developing the economy, China is injecting a kind of thought and immersing a kind of culture.

At the same time of economic development, Chinese characteristics, Chinese impression, and Chinese symbols have spread to the countries along "the Belt and Road Initiative". Language is the foundation and carrier of culture; language is a means and method of various social activities and international communication; language is the cornerstone of various activities. While helping and assisting, people must use language to communicate, so that Chinese characters, Chinese trademarks, and Chinese imprints go to the world. China is a symbol of language, Chinese characters, and culture. Without understanding of Chinese and Chinese culture, no country or people will accept China's help. The prerequisite for receiving assistance is the recognition and acceptance of Chinese people and Chinese culture, long history, and customs. Therefore, in a sense, language and culture are the prerequisites and foundations of economic development. The intervention of Chinese characters and Chinese has promoted

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people-to-people bonds, promoted economic development and exchanges.

However, it is not enough and superficial to allow foreigners to understand Chinese culture on the basis of Chinese imprints and Chinese elements. Therefore, Confucius Institutes and Office of Chinese Language Council International have set up many Confucius Classrooms and Chinese teaching institutions in countries along "the Belt and Road Initiative", and groups of Chinese communicators and inheritors of Chinese culture have entered the university classrooms of various countries to teach Chinese as a foreign language. The teaching of Chinese as a foreign language is an important part of "the Belt and Road Initiative". Chinese goes abroad and Chinese characters are spread all over the world; the world needs China and China relies on the world; good world, good China. Good China, good world.

Chinese is considered to be one of the most difficult languages in the world to learn. It is indeed not easy to systematically master Chinese knowledge and Chinese culture. Chinese culture is extensive and profound, and the five thousand years of history can't be learned overnight. In the process of learning, any learner who uses Chinese as a foreign language will encounter many difficulties and will inevitably encounter cultural conflicts, which exist in any two languages.

2. THE CONNOTATION AND CAUSES OF CULTURAL CONFLICT

American linguist Carol Archer first proposed the term "culture bump", which means that people of different cultural backgrounds feel uncomfortable when communicating with others in an unfamiliar environment. This is called "cultural conflict." This kind of cultural conflict is determined by the "innateness" of culture or its nature, and is an inevitable phenomenon in cultural exchanges.

Culture conflict is also called "文化休克 (cultural shock)" and "文化震蕩 (cultural shock)", which refers to the emotional disorder, loneliness and confusion caused when people suddenly move from a familiar cultural environment to another unfamiliar cultural environment. When people from one cultural background come to an unfamiliar cultural background, two different cultures will encounter, which will inevitably produce mutual impact. It can be seen that culture conflict is

inevitable in international communication. When different customs and thinking patterns collide, people will be caught off guard and cause a sense of loss. They are speechless, and they will be in shock at that moment. While others continue to talk, you are left alone, as if out of the picture, and loneliness arises spontaneously. In order to relieve the loneliness and confusion caused by this, people must be familiar with each other's thinking style and personality characteristics, and timely adopt coping strategies to resolve cultural conflicts, making himself or herself always at the center of communication and conversation, becoming the protagonist of communication, adapting to changes, and communicating smoothly. For example, people from different cultures have different understandings and behaviors of politeness. Although they all show politeness to others, their ways of expression and judgment standards are quite different. In different cultures, people respond differently to others' praise. The Chinese pay attention to humility, regard respect for others as a virtue, and often deny others' praise, always saying "a far cry". However, when a native English speaker accepts compliments from others, he always says "Thank you". So when westerners hear Chinese people's negative attitude towards other people's praise, they are surprised and think that Chinese people are not honest. The Chinese also think that westerners are overconfident. Therefore, in diplomatic communication, it is necessary not only to be able to use language proficiently, but also to study the differences between foreign cultures and domestic cultures in order to smoothly resolve cultural conflicts in communication.

People in different countries have different perceptions of time. The Chinese are very punctual. For them, being late for class is a taboo. When invited to dinner, the Chinese also arrive earlier or on time. But when the British invite guests to eat at home, they hope that the guests will arrive about 15 to 20 minutes late in order to allow enough time for them to prepare. Arabs are even less punctual. It is normal for them to be half an hour late for appointments, or even an hour late. It is more common for them to be late for class, absent from class, and leave earlier. This is very normal for them, which has a lot to do with their awareness of freedom and democracy, and is closely related to their undisciplined character. Therefore, before associating with them, Chinese people should be familiar with their behaviors and habits, and be prepared mentally; instead of being irritated by their looseness, Chinese people need to be patient.

Once they feel comfortable, the conflict will be resolved.

As long as there are two different cultures, cultural conflicts will certainly occur, even between Chinese people who have the same culture. The reason is that there are differences in each person's worldview, values, religious belief, education level, and way of thinking. Mutual incomprehension, and one party's understanding of things being very different from the other party's, will lead to very different solutions. Cultural conflicts have to be resolved through cultural exchanges and learning foreign cultural knowledge. Since it is to solve the cultural problem, it is inseparable from the carrier and medium of language. In fact, in the final analysis, language is the key to resolving conflicts. Language is the carrier and part of culture. Language conveys culture and reflects culture. Language is a mirror of culture.

With the continuous advancement of "the Belt and Road Initiative", more and more foreigners choose to work in China. There are not only a large number of Chinese people going abroad to spread Chinese knowledge and Chinese culture, but also a large number of Chinese students studying abroad. These people living in a foreign country will inevitably encounter cultural conflicts.

3. COMMUNICATION STRATEGIES TO DEAL WITH "CULTURAL CONFLICT"

3.1 Overcoming Language Barriers and Resolving Cultural Conflicts

Language is the carrier of culture, and the cultivation of communicative competence is, in the final analysis, the cultivation of language. Only one person has a solid grasp of basic language knowledge and skills such as phonetics, vocabulary, grammar, etc., and can fully express one's own views and ideas, will he or she touch on cultural communication. If there is a problem with the language carrier, it will cause a lot of cultural conflicts and ambiguities in understanding. Therefore, in cultivating international cultural communication skills, teachers must first pay attention to the language ability of students, and they must master and be able to use the target language flexibly. Language is a bridge of communication and a means to overcome communication barriers. If there are language barriers, cultural conflicts will continue. Therefore,

the first thing to do is to overcome language barriers. If the target language is really difficult to speak, people should at least use English as an international language freely and let English act as an intermediary to understand each other. Communication is the exchange of language. The problem of communication must be resolved by language; the conflict of communication must be resolved by language. Language is a tool for international communication as well as a method and means to resolve cultural conflicts. The clever use of language will play a dual role, namely, discovering the problem of cultural conflicts and solving the problem of cultural differences.

3.2 Studying with an Open Mind to Improve One's Cultural Literacy

Efforts should be made to learn cultural knowledge, and continuously improve one's own cultural accomplishment, and the cultivation of communicative competence is inseparable from the beforehand infiltration of culture. In order to better avoid cultural conflicts, students should be familiar with the customs and social culture of other countries in addition to being familiar with their own culture; they should read the original literary books of other countries, film and television materials, and the summary of travel enthusiasts on the Internet, etc., and be familiar with the traditional Chinese culture and customs of other countries. When it comes to different cultural conflicts, they need to try to find the source as much as possible, respect the culture of other countries while comparing their own culture, increase cultural sensitivity and be able to flexibly switch between two completely different cultures. This requires students to be proficient in different cultural knowledge. Every country's culture has its essence and dross. Students should increase their own cultural knowledge reserve in the cultural comparison, so as to know themselves as well as the enemy, and resolve conflicts; schools can also invite teachers who have lived and studied abroad to offer cultural comparison courses to explain the language use and communication topics in daily life, so that students can grasp the worldview and values of the people of other countries, and pay special attention to the way of thinking in foreign countries. The third is to establish self-confidence in cultural contrast study. The Chinese people have a profound culture of 5,000 years. It is necessary to respect the essence of Chinese culture and reduce discrimination and narrow-minded views.

3.3 Adjusting the Mentality and Psychological Quality, and Tolerating Others

China's splendid culture of five thousand years, a prestigious ancient civilization, and traditional Confucianism and culture have taught people to be humble, introverted, low-key, forbearing, and tolerant. In dealing with people, Chinese people always stick to these fine qualities. When encountering cultural conflicts, Chinese people will not have real "conflicts" with foreigners, and all "conflicts" will be resolved by the tolerant character of the Chinese. Chinese people's feelings of great power, magnanimous action, and tolerant feelings make them tolerate everything. The personality of each country is completely different, for example: the French are romantic, the British are conservative, the Spanish are unrestrained, and the Italians are undisciplined. When communicating with people in these countries, people should adopt different communication strategies. If the "conflict" really occurs, and the other party can't accept the behaviors or habits of the Chinese, the Chinese must graciously conform to their psychology and behaviors. If a Frenchman invites you to dance enthusiastically, even if you don't like it or don't know how to dance, you must cooperate with him; when you are chatting with British people, you shouldn't talk about personal privacy issues such as salary and age; when you are dating an Arab, you need to try to be as late as possible, otherwise you will wait for a long time. Only this kind of magnanimous Chinese character can make international exchanges smooth and free in order to avoid cultural shock.

3.4 Simulating the Context and Cultivating Communication Skills

Context is crucial to the development of communicative competence. In order to avoid cultural collisions in communication, people need to imagine a number of possible situations before formal communication, conduct context simulation training according to different situations, and imagine how they should avoid when talking about personal privacy, and so on. Teachers need to provide students with more practice contexts. The first step of the training can be carried out in groups and topics among students. This mainly trains the completeness of language expression. The second step of training needs to be carried out among students who are unfamiliar with each other. Students should assume that the other person is

from a different country, and come up with different ways to resolve conflicts according to the customs and habits of different countries. They should supervise each other, practice in the way of thinking of people from foreign countries, and conduct group summaries and corrections. The third step is very important. This is a practical step, namely, participating in the activities of international friends or international students, and asking the other person involved to point out the problem and the solution after the exchange. When conditions permit, students can go to other countries for field trips, integrate into the daily lives of local people, improve their communicative skills in an absolutely real context, and try to communicate with the local people in order to have a deeper understanding of the other person's culture.

3.5 Cultivating Moral Sentiment and Enhancing Personality Charm

The cultivation of cultural communicative competence is also the cultivation of personality. This involves the level of emotional intelligence. While students are cultivated to accept foreign cultures with good psychological quality, they must also respect their own culture, that is, they must not blindly accommodate themselves to and tolerate others and completely follow the cultural behaviors and habits of other countries, nor can they worship things foreign and fawn on foreign countries and forget their motherland. They must cultivate the ability to adapt, understand, tolerate and accept appropriately. They must make concessions on the premise of safeguarding China's interests, otherwise they will lose the roots of the Chinese and make the other party feel that the Chinese do not have their own unique culture and customs. In the development of international cultural communication skills, a person of sound personality will quickly respect and tolerate the other's culture, integrate into the local life as soon as possible, and be good at discovering cultural conflicts and flexibly resolving conflicts.

4. CONCLUSION

"Cultural conflict" is inevitable. As long as there is international communication and cooperation, there will be cultural differences and conflicts; as long as there is interpersonal communication, there will be cultural collisions. This collision is reflected in the differences in cultural understanding, world outlook, and thinking

styles. Then, should people stay away from and avoid conflicts? Of course not. They should adopt appropriate strategies to avoid, cope with, and resolve conflicts, and be humble and tolerant to understand other parties with the feelings, generosity, and Chinese civilization of the country of etiquette, in order to make the communication proceed smoothly, so that both parties in the communication can achieve satisfactory results.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Hongwu Liu.

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