

The Inter-Culture Communication Based On The Glocalization

Critical analysis on emphasizing local culture

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Abstract

Globalization has been the irreversible historical trend since 90s last century. And with this historic trend, the culture globalization shows the unique feature concerning to the “glocalization”. Within such a historic and social background, how to acquire the huger space for the inter-culture communication has to face the bigger challenge.

Keywords: culture globalization; glocalization; inter-culture communication;

1. Introduction

As long ago as half century, Karl Marx pointed out that capital modernization performance could cross borders by breaking through the geographical limitations and so could the spirit world. During today’s globalization process which is dominated by western civilization, eastern world has encountered a big impact whereas western world has been supported by powerful economic forces.

After Gulf War, American scholar of Japanese origin, Busan, claimed that the western democratic political system would be accepted as the historical development mode of the whole world eventually which was known as “the end of history”. With the deepening of the globalization process, the unique identity of the local culture will be drowned in the big tide of the globalization. The diversity of the world will be taken place by the single global culture. We should also notice that the global production mode and economic system are probably the same in nature, but culture traditions and national characters are always multinational. Therefore, culture forms a unique “Glocalization” in globalization.

The world “Glocalization” first appeared in the book *Social Theory in Global Culture* written by Ronald Robertson published in 1992. He was not satisfied that the academic world limited the globalization on economic and tried to explain it by the point view of culture.

Glocalization combined by globalization and localization emphasizes the dialectic relationship of them. In the frame work of the Glocalization, globalization and localization inter-infiltrate and try to remain their own culture characters by resisting the impact of other cultures. Localization won’t disappear by the flowing of universal time, on the contrary, the local and region will be rebuilt in the particularistic space.

2. impact of localization on national culture

We cannot deny that during the glocalization, the idea of hegemony which has formed by western culture on eastern modernization is very clear. Furthermore, the “true lie” which is made up by the typical western culture, highly modernization and pseudo local culture conquer the world.

If the culture which was once regarded as foreign culture can fuse with local culture successful, it can be regarded as local, and this result can be the base of the cultural transformation.

When Disney cartoon “Mulan” becomes one of the best sellers around the world, our teenagers’ cognition of that Chinese traditional totem “dragon” overlaps with that spirit who can spray fire in the film. They gradually thin the idea of “Dragon born nine sons, each has difference.”

Nowadays, with the praising highly of the foreign songs and music in all kinds of talent shows, we are getting familiar with even the unknown song and style of western music. People take entering theatre to enjoy *Les miserables* as an elegant activity even they know nothing about it while Chinese operas become less popularity gradually.

Chinese people originally have their unique aesthetic tradition and used to be such an influential country of the world, but it has unprecedented challenges with the invasion of the western culture.

Since the Dang Dynasty, with the development of communication and transportation China has his influence on the foreign countries and the world has been changed by each other. Japan and Korea take Chinese as the basis for creating their own language; England takes Chinese black tea as their traditional way to spend leisure time; The first published work of Edgar Allan was about campuses Chinese emperor Tamerlane. We Chinese people learned to appreciate wine made from grape and enjoy the delicious vegetables and fruits, such as tomato, eggplant, pawpaw, watermelon... from other countries; even our masterpiece *Pilgrimage* is telling a story about a monk’s adventure to the west world.

When 2005 South Korea asked Chinese government to change the name of his capital from Hancheng to Seoul and remove all the signs of Hancheng around the whole city, it is

3. Keep own spiritual value while absorption western culture

During the communication of globalization and localization, we should not only absorb the essence of various different cultures on our own, but also intensify our local value of culture to develop our own culture in this interaction and enhance the abilities of increasing outward radiation and resisting foreign culture.

3.1. Remain the purity of native language while borrowing words from foreign languages

There are loan words in any language. It is one of the essential premises of borrowing words from foreign languages to keep any language active and it is an inevitable result of the communication on politics, economy and culture between nations.

Nowadays, with the development of the Internet and the reform and open-up policy, plenty of foreign culture is introduced into China. More and more Chinese words with whole foreign words and abbreviation forms appear on publications and mass media. It becomes a problem that plenty of the letter words are used among Chinese words. It seems becomes a fashion and an only way to show good taste and up-bringing. It is not only the mentality that trendy young people have, but also shown in press circles, business, political and culture circles.

What do same culture and same gene mean? Same culture means the culture is taking Chinese as the common inheritance; same gene means the same blood relationship. Hence, it is every citizen's responsibility to keep the purity of our native language.

Foreign governments always take positive steps about it. In 2004, in order to keep the purity of French, French government set the ban of the word "email", the French word "courriel" was used instead to mean "emails". Moreover, the president Putin ever signed the order to keep the purity of Russian. That is all worth considering. On June, 8th, 2004, a conference named "The standard use of loanwords to maintain the healthy development of native language" was held by the Propaganda Department of the Central Committee and The ministry of education of language application. The experts and scholars had an agreement that we should not completely dismiss the loanwords but norms and standards must be set. It is undoubtedly that a giant step was taken forward to maintain the purity of Chinese.

3.2. Strengthen eastern culture propaganda meanwhile understanding foreign culture Units

A lot of emphasis on the adventure of humanity is typically placed by Chinese people. In the context of globalization, eastern and western cultures are intensified to help people understand all different kinds of cultures. It not only avoids blind worship but also helps to build up national pride and cohesiveness.

In August, 2002, Guangzhou Culture Bureau initiated "Free Open Day" once a month for museums. More than 40 thousand people visited the museum on one day. It shows that the trend of free tickets is imperative. We must believe that it will provide a good platform for

students and people from all circles of life to understand national and foreign cultures well. Nowadays, almost all of the museum in China are free for visit and students from university, high school, even primary school are invited to be the volunteered commentators on the weekends and during the vacation. With the more involvement both the enthusiasm and the cognitive of native culture is increasing rapidly.

At the same time, we could obtain more chance to get close to European Arts. The exhibition of Monet began from March this year in Shanghai has welcomed more than 3 millions visitors till now.

At to the part of literature, "Language Course Standard" issued by the Ministry of education was paid close attention by all parties. Reading suggestions for students are added in appendix and you can find dozens of lists of books which include eastern and western masterworks, like the translation of the Analects. These books are combined by "fun" and "classic" which help the culture edification and cultivation. Students are encouraged to acknowledge and appreciate the variety of the culture instead of just focusing on how to pass the examination.

4. spread national spiritual idea during absorbing western culture

Huntington indicated that globalization and localization were interactive relationship. The characterization of globalization is influenced by local cultures; however, so-called localization will be accepted by the world with the help of optimal condition.

4.1. Unified spelling and the standardization of translation

Beijing, pinjin is Beijing, English and German spelling is Peking, French is Pekin and Spanish is Pekin. From January the first 1979, Chinese toponymy in external documents and books were all Chinese pinyin and it ends the mass of the spelling of roman alphabet. In December of 1984, China place name commission and other units formulated "Chinese place names pinyin spelling rules" which helped complete the Chinese place names' spellings.

Recently, National Tourism Administration begins to make rules for English names of places of interest in China. At the same time, the standard was given for translation of foreign names and place names and it reduced the confusion in cross-cultural communication. These measures tend to help the west understand the east well and it is no doubt that they lay a foundation to establish a distinctive national image.

Transliteration is commonly accepted in language input. For example, we call Государственная дума "Duma" according to its pronunciation in Russia instead of its meaning, "House of Commons", which helps us to distinguish the unique organization of Russia while acquiring a Russian word and it's origin meaning, brain, conveniently. Obviously, it is a meaningful way for inter-commutation because language is not only about the spelling and recording but also the most important carrier of culture, and to some extent, it's the culture itself. The

connotation and denotation of a single word is given by different country, different culture. The proper chosen method for translation means much more than simply understanding.

After the Opium War, the pidgin English gradually formed during the world commercial and trade exchange. Some Chinese expressions are accepted by English, for example, "long time no see". However, in order to make ourselves understood, it seems that sometimes we were getting far away from the translation standard "faithfulness expressiveness elegance". As to my opinion, translating "Gong Bao Ji Ding" into "spicy diced chicken with peanut" is helpless because on the one hand it has nothing to do with the history and culture behind the dish and on the other hand no foreigner could get it by using the given name without difficulty in any common little restaurant in China. Therefore, the increasing proportion of linguists and translators proposed that some Chinese fixed expressions should be translated directly into English in cross-cultural communication. Footnotes should be used instead of translating the meaning that we used to.

4.2. Strengthen the spread of Chinese culture all over the world

Nowadays, in order to promote the development of Chinese culture, more and more Chinese history, characters, Chinese feelings, culture should be understood by the west. Even the very Chinese way of saying "na li, na li" to mean modesty should be kept in the context then trying to explain the meaning of it. Maybe it is a bit complicated to do so, but only if it is influenced unconsciously, can Chinese culture be accepted worldwide. We don't agree that only the advantages of western culture are emphasized and the Chinese culture and tradition is changed to cater to the western tastes. It is like stretching the seams to put on the coat.

Having realized the importance of strengthen the spread of culture, Chinese government is endeavoring to develop friendships with other countries and popularize the Chinese language and culture. Confucius Institutes which is named after the famous thinker, educator and philosopher in Chinese history have been set up all over the world in recent years. Confucius Institutes are similar with the language and culture promotion organizations such as Britain's British Council, France's Alliance Française and Germany's Goethe-Institut. The institutes' services include teaching Chinese online, training Chinese teachers, providing Chinese textbooks, and introducing modern China's tourism, business, and medicine to the world.

The program is continuing rapid expansion: as of September 2013, there were 435 Confucius Institutes in 117 countries and regions. The Ministry of Education estimates 150 million people overseas may be learning Chinese and aims to establish 500 Confucius Institutes by 2015. It could be viewed as part of a larger "soft power initiative" aimed at increasing China's influence overseas through cultural and language programs by

promoting and teaching of Chinese culture and language abroad, encouraging the trade ties with the rest of the world, and the extending the "soft power" into the educational sphere in foreign countries.

5. Glocalization: new requirement for cross-cultural communication

It is inevitable that cultural globalization with the development of economy. It is a severe test for cross-cultural communication because of the specialty of culture. It is not a simple assimilation process for the interaction of two cultures but a process that something becomes new in a different environment. If they are totally the same, that will be impossible to develop.

In cross-cultural communication, we not only absorb the essence of western culture, but also remain the unique characters of our own. Only we do like this, can we develop our own culture without losing ourselves. Chinese people should understand the world as well as they are understood by the world. Inheriting and protecting of the local culture is the protection of the culture diversity.

Introduce western modern elements, creating our own culture practices and generalizing it to the west to make the balance of culture input and export through the equal communication with the western culture are the most challenge and opportunity for the inter-culture communication based on the glocalization today.

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