

Chinese Culture Opening from a Global Perspective

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Abstract. In the era of globalization, a pattern of Chinese culture opening is being forged ahead, which takes national culture as main part, assimilates foreign cultures and prompts Chinese culture's overseas publicity. The construction of Chinese national culture is strengthened in order to prompt national identity and China's prosperity and reunification. Synthetic innovation of Chinese culture is prompted by borrowing and assimilating foreign cultures while adhering to subject and keeping openness. Language planning and language education planning should be emphasized to favor domestic transmission and overseas publicity of Chinese culture, enhancing its influence worldwide.

Introduction

Globalization has been developing rapidly since the beginning of 21st century. Global society presents the interdependence and common development between nations. At the same time, there is a fierce competition in the field of overall national strength, highlighting the position and function of culture in the comprehensive national strength competition. Cunsheng Zhao believes that the future development of world culture will form the situation characteristic of interaction of globalization and localization. On the one hand, economic globalization accelerates the cultural exchanges; on the other hand, the national consciousness of culture is on the rise and the demand for cultural localization is increasingly urgent [1]. In the era of globalization, Chinese culture orientation and development will influence the trend of world culture. China is unswervingly promoting national culture as the main part, absorbing foreign culture and pushing forward the Chinese culture to the outside world.

Cultural Consciousness: to Inherit and Carry Forward the Chinese Culture, to Build the Spiritual Home of the Chinese Nation as the Mission, to Promote the Prosperity and Unity of the Chinese Nation as the End

Since the end of the cold war, there is no outbreak of world war but local war, especially worldwide the civil war caused by religious and ethnic conflict never cease. How the international community achieve the harmonious coexistence is a realistic problems in today's world to be answered. Advocated by the United Nations Educational, Scientific and Cultural Organization, the year of 2010 was announced as International Year for the Rapprochement of Cultures, cultural diversity has become a global consensus. Then it has become a choice of the era to achieve religious reconciliation and national identity, and to maintain national unity by means of cultural bondage.

At the end of the 19th century, Qichao Liang created the concept "Chinese nation" in combination with "Chinese" and "nation" when he introduced the concept of nation from the western to China. The Chinese nation refers to nation or nationality, the Han nationality and other minorities refer to ethnic. China is a multi-ethnic country, which history of five thousand years is a record of a long-term relationship and integration of all nationalities.

Culture is essentially diverse, Chinese nation culture is composed of various ethnic cultures. The essential character of the Chinese nation culture is "pluralism", a single culture fused and mixed by each ethnic cultures over a long period of time. Chinese nation culture has become the common spiritual home for the Chinese nation. In the era of globalization, the opening up of the Chinese

culture must first have the cultural consciousness. Only by self-esteem of the fine traditional culture of Chinese nation will there be inheritance and innovation of Chinese culture.

Culture is the "gene" of human society, national culture is the nation's "gene", and the core part of "national culture" has the basic eternal value and is the basis of a national "identity". The core content of Chinese traditional culture is the Chinese ideology, its essence is "harmony" thought theoretically based on Confucianism and Taoism philosophy, advocating unity of nature and humanity, and the different values. We need to continue to adhere to the values of Chinese traditional culture, and certainly accept the existence of cultural diversity, be tolerant of diverse cultures, thus promoting multicultural harmony and the prosperity of Chinese culture.

To deepen and widen the connotation and denotation of Chinese national culture, to promote exchanges and integration of national cultures. The Chinese nation culture is the combination of a number of ethnic cultures, and Chinese traditional culture is also the crystallization of the wisdom of the whole Chinese people. On the one hand, much importance should still be attached to the core of Chinese culture-- the Han nationality's cultural tradition. On the other hand, the transmission of magnificent cultures of ethnic minorities must be carried out, and the development of ethnic cultures be stressed.

To strengthen cultural exchanges among Hong Kong, Macao, Taiwan and mainland of China, to enhance the centripetal force and cohesion of the Chinese nation. Due to historical reasons, political and economic systems of Hong Kong, Macao and Taiwan are different from those of mainland China, so are the inheritance and modernization of Chinese traditional culture and modernization. Chinese culture is the basis to maintain the same roots, consanguinity and culture identity. With the return of Hong Kong and Macao and the benign interaction between both sides across Straits, the increasing cultural exchanges promotes Chinese people's consensus to work together to carry forward fine traditional culture of Chinese nation.

To attach great importance to the overseas and ethnic Chinese culture. Overseas Chinese refers to Chinese immigrants and their descendants. Chinese emigration began in the late 16th century, mainly to Southeast Asia and other places. In the 1970s, massive Chinese emigrants flocked to the world, a rapidly growing number of overseas Chinese exploded in North America, Europe, Australia and Japan, South Korea. By 2008, the total number of overseas Chinese in the world has been more than 45 million [3]. Overseas Chinese spread around the world, not only inheriting Chinese culture, but also developing Chinese culture. Culture evolving from Chinese overseas, of course, is also an important part of Chinese culture.

Chinese culture needs to adapt to the reality of a blend of nation exchanges between both in China and abroad, to actively respond to challenges of globalization era, in order to improve the identity of the Chinese nation, to promote the prosperity and unity of the Chinese nation. Ethnic blend, multiple source are the characteristic of the integration of the Chinese nation. Weiqun Zhu points out that the basic orientation of the national work is respecting differences, allowing diversity and promoting blend. Stress should be laid on guiding the masses of all nationalities to the recognition of the great motherland, to the identity of the Chinese nation, to the identification of the Chinese culture, to the support of the road of socialism with Chinese characteristics [4]. The Chinese nation is open and inclusive, Chinese culture will also become eclectic and splendid.

Cultural Confidence: to Draw Lessons from and Absorb All the Outstanding Civilization Achievements Worldwide, to Comprehensively Innovate to Develop the New Culture Which Meets the Demand of Times

In the 20th century, China has experienced "one-sidedness" identical to the Soviet union, "cultural revolution" that completely denies the traditional ideology and culture, the shock concerning "Americanization" after reform and opening up, etc. Anyhow, faced with a choice between "sinicization" and "westernization", Chinese people always can't keep balance, standing in the two extremes: extreme low self-esteem and extreme high self-respect.

The past 30 years of reform and opening-up witnessed the great increase in China's international status. At the same time, the Chinese national pride and national self-confidence are at an all-time high, Chinese people have confidence in the reconstruction of the Chinese nation culture. In the background of globalization, the construction of the Chinese culture needs having a "look to see the world", confidently drawing lessons from and absorbing all the outstanding civilization experience in the world, synthetically innovating to usher in the revival of the Chinese culture.

Now China is experiencing an unprecedented violent social and cultural transformation, changing from closed society to open society, from society of homogeneous sole to society of heterogeneous diversity. The essence of Chinese culture is characterized by diversity, which lays foundation for the orientation of Chinese culture in the era of globalization. In the 21st century, Chinese culture should be the harmony of Marxism, modern western culture and Chinese traditional culture.

The era of globalization is an era of world cultures agitating and blending. Keping Yu believes that the era of globalization is a new era in world history. Globalization will gradually change such contexts such as "westernization", "Americanization", "sinicization", and provides a new context for mutual learning and mutual influence between a variety of civilizations [5]. In the new historical period, how to carry forward the national character under the background of globalization and how to accommodate globalization in the process of localization are parallel problems. At the same time, "China studies" have also be carried out in many countries in order to understand China. Such studies provide Chinese with the perspective of others on ego culture, helping the Chinese have a comprehensive look at Chinese culture, improving the overall understanding of China.

China adheres to the policy of opening to the outside world, Chinese culture needs to insist on subject and openness. Adhere to subjective consciousness of absorbing foreign cultures, to get rid of the set habit of the simple modernization index set up in Europe and the United States. On the one hand, we should fully understand and learn the spirit of the western culture. What Chinese people mostly learned in the past about is modern western, emphasis on objects and systems, especially democracy and science. Chinese philosophy, which essence is a political philosophy, discusses how to run the world, and what the Chinese culture advocates is how to meet the needs of the policy. Considering the core of a culture is thought and spirit, what the contemporary China need most is to learn the essence of western culture, the highest ideal advocated by the ancient Greek, "learning to know" and "learning to think", to make up for the inadequacy of Chinese culture. On the other hand, the Chinese ideology and culture should concentrate on world issues. The world cultural verve and perspective of globalization are needed to absorb all outstanding achievements to enrich the Chinese culture.

In the era of globalization, the human world is typical of multicultural coexistence. Chinese culture is one of the world diverse cultures, and blending of different cultures is also an unstoppable tide of history. These two kinds of erroneous tendencies national historical nihilism and narrow nationalism should be resolutely opposed. In the process of cultural globalization, the following aspects should taken into account: the integration of traditional culture and modernization, the relationship between foreign culture and native culture, the comprehensive innovation of national culture.

Cultural Revival: to Emphasize Strategic Planning of Languages, to Strengthen Domestic Inheritance and Overseas Publicity of Chinese Culture, to Orient Language Planning to the Improvement of the Soft Power of Chinese Culture

China is the world's superpower, which bears the responsibility of maintaining world peace and promoting development, must have the ability to communicate with the rest of the world. Chinese culture advocates "harmony generates vitality" and China's participation in forming a new pattern of the world cultural diversity. Now human society is faced with many problems and difficulties, "harmony", "harmony without uniformity" thoughts can make up for the defects of the western culture, and play a unique role of coordination, balance and inclusiveness, helping to build a harmonious world of lasting peace and common prosperity. By the main means of spreading and communication, China's ideal, value and development model can be interpreted and accepted by the

world. Only by providing its own thoughts of rules of the universality of the world will China again assume the prospect to orient the development of the world civilization.

To enlarge the influence of Chinese culture, to voice Chinese voice on the global problems facing humanity depends on the ability of the China's national language. In the era of globalization, language is both a tool and carrier for cultural exchange and a channel whereby different civilizations and cultures realize real reconciliation and agree with each other. The uniqueness of Chinese culture and the diversity of the world cultures need taking language as the medium to realize the harmonious coexistence, Chinese thinking on global issues also needs using language to publicize all over the world.

China is a big country boasting languages and foreign language learning, but is a small country in language performance. China's natural language resources are three categories: Chinese language and its dialects, minority languages and foreign languages. Chinese language and writing is the carrier of the Chinese national history and national spirit, minority languages are related to an important factor of national stability, foreign languages are directly related to China's cultural soft power and global appeal. To strengthen language planning and language education planning and to enhance national language ability are important parts of the construction of cultural power.

Many countries carry out the strategy of their own language and culture in a planned way, expanding the international influence of language and culture. It is a common international practice for countries to set up specialized agencies to promote their own language and culture abroad. Britain has the British cultural council, France the French league, Germany Goethe institute, Spain the Cervantes institute, Portugal Instituto Camões, Italy institute of Dante, Japan international exchange foundation. With the rise of China's economy and the increase of interchange, Mandarin fever is also growing around the world. China, by means of teaching Chinese, is carrying forward the Chinese culture, promoting the exchange and fusion of Chinese and foreign culture. Confucius institute assumes the link to set up a bridge of communication and cooperation between China and the countries all over the world.

Multilingual publicizing the Chinese culture is the inevitable choice, China's foreign language education and the improvement of national foreign language ability will be a long-term and arduous task. The western culture is dominant over the world, which is characterized by the American cultural hegemony of cultural globalization. To equip the Chinese culture with global appeal, it is better to talk in international lingua franca [6]. English is currently the most powerful global language, to spread Chinese culture in English will help to expand influence of Chinese culture in more scopes in the world. At the same time, for the spreading of Chinese culture overseas, it is also a pressing task now to strengthen other foreign language planning, especially in education planning.

At present, China is advocating the construction of a harmonious society in China and a harmonious world abroad. On the one hand, we need to have modern interpretation of Chinese traditional culture, to improve the modern universality of Chinese culture. On the other hand, to expand the scope of the spread of Chinese culture and improve the global influence of Chinese culture, it is necessary to enhance the language ability of both individual citizens and the country.

Conclusion

The revival of Chinese culture must have the self-consciousness of the culture, rediscovery of the spiritual home. In the process of communication and integration of Chinese culture and foreign cultures, Chinese culture will have an effect on the society, on the life, and on the world. In the era of globalization, Chinese culture keeps open at the same time, while insisting on subject. Chinese culture draws lessons from and absorbs the world all the outstanding civilization achievements to implement comprehensive innovation, and makes creative interpretation of contemporary mankind proposition, which will contribute to the domestic and overseas spread of Chinese culture. The reconstruction and revival of Chinese culture is Chinese expectation and undertaking, and Chinese culture will again become the highlight in the world's civilization picture.

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