

## Research on the Humanistic Communication in "One Belt One Road"

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**Abstract.** In the era of profound changes in the global situation, the CPC Central Committee and the State Council put forward the major strategic decisions on the construction of the "Silk Road Economic Zone" and the "21st Century Maritime Silk Road" in the face of the overall demands of the overall situation at home and abroad. The strategic layout of "One Belt One Road" not only involved in urban infrastructure construction, cross-industry cooperation in the hard power, but also includes talent, culture and other soft power exchanges. If the hard power is the platform of "one belt one road", then the soft power is the support of "one belt one road". Therefore, the "one belt one road" vision and goals cannot be separated from multi-dimensional, cross-regional cultural exchanges. To strengthen the cultural exchanges in the "One Belt One Road" will help to promote national and regional resource sharing and intellectual support to cope with the new situation of global integration; contribute to the promotion of ideological and cultural exchanges between China and Eurasia, peace and development of a good international environment; contribute to the exchange of human civilization and mutual understanding to promote the world's recognition of the Chinese nation. There are a variety of ways of humanistic communication in the "one belt one road", mainly including culture, science and technology, diplomacy and so on. Therefore, in order to achieve the human communication of "one belt one road" strategic concept, we need for multi-sectoral cooperation, the construction of an open, reasonable and inclusive institutional mechanisms to enhance domestic and foreign cultural exchange in the consultation mechanism, built a comprehensive, multi cooperation mechanism.

### Introduction

Since ancient times, countries have been committed to expanding living space, enhance mutual exchanges and cooperation. "Silk Road Economic Belt" and "21st Century Maritime Silk Road" was the first time that General Secretary Xi Jinping proposed for his first visit to Central Asia and Indonesia, referred to as "One Belt One Road." "One Belt One Road" across the Eurasian continent, to China as a starting point, relying on international avenues, covering East Asia, Central Asia, West Asia and even parts of Europe, "one side" economic zone covers the Asia-Pacific Economic Circle, the European economic circle and other global Important economic area. The ancient "Silk Road" is the link between the East and the West trade, and now the "one belt one road" is the prosperity and history of this section of the heritage and innovation to the peaceful development of the main line to "one way" as an opportunity to further promote the line National political mutual trust, cultural interoperability and economic integration of the upgrade, to create economic cooperation and cultural exchanges to create the responsibility of the community. The Third Plenary Session of the Eighth Central Committee of the Party made it clear that it was necessary to build a grand strategy of "One Belt One Road". At the same time, the central economic work conference and the government work report also made specific arrangements for the work of "One Belt One Road".

Humanistic communication is an important part of the strategy of "One Belt One Road", and it is the long-term basic work of maintaining and exchanging relations between countries. The 18th Party Congress "Government Work Report" clarified the importance of cultural exchanges and communication. At the same time, it also clarified that China has continued to promote humanistic diplomacy and public diplomacy in recent years. Today's "Close cooperation with all countries in the world provides a good foundation and background, so "must be supported by the people of all walks of life, must strengthen friendly exchanges, enhance mutual understanding and traditional friendship, lay a solid foundation for public opinion and social Basic ". With the link of humanities

and communication links One Belt One Road the responsibility of all countries, the fate of one consciousness, strengthens ties and exchanges between countries in order to further promote the "One Belt One Road" construction.

"One Belt One Road" strategic concept is a set of economic and trade, personnel exchanges, traffic is equal to one multi-level, multi-directional operation mechanism, under the action of this mechanism, different countries and nationalities can be human communication and exchange. "One Belt One Road" is the ancient Silk Road to continue and heritage, it is the ancient Silk Road, "peaceful cooperation, open tolerance, mutual education, mutual benefit and win-win" spirit of the protection mechanism.

### **The Great Significance of "One Belt One Road" Cultural Exchange**

**Facilitate National and Regional Resource Sharing and Intellectual Support to Address the New Situation of Global Integration.** However, between the regional industrial structure and market demand and other reasons, these rich cultural resources and technological achievements are not fully play a due role in the world, the development potential of the Asian region need to be developed. It is helpful to explore the cultural potential of the countries One Belt One Road and to help the cultural exchanges and resource sharing along the countries in the country, so as to promote the further development of the world economy, society and culture. "One Belt One Road" to Asia and Europe are closely linked together, set up a cultural exchange, trade and exchange of international bridges, will inevitably make the country along the valuable cultural heritage and rich human resources glow with new vitality.

In the economic globalization, regional integration today, the United States led the developed countries set off a "TPP" and "TTTP" and other regional cooperation trade a new wave of the world economy has entered a high degree of integration, the field of expansion of the new situation. "One Belt One Road" as a developing country or emerging economies, based on regional or development level restrictions difficult to join the world's high-level regional economic cooperation system. But at the same time, these countries or economies are eager to participate in the need to stimulate their own development potential, so as to stimulate their economic development. With the cultural exchange as a bridge, we will provide a new platform for strengthening economic ties, expanding cooperation and creating new opportunities for cooperation One Belt One Road, so as to promote the further improvement of economic construction and trade cooperation along the country.

**It Is Conducive to Promoting the Multidimensional Integration of Civilizations in the Eurasian Continent and Maintaining A Favorable Environment for the Peaceful Development of Our Country.** Samuel Huntington in his book "Civilization of the conflict and the reconstruction of the world order," put forward, "Western countries universalism to lead it to conflict with other civilizations, the most serious is the conflict with Islam and China: The war on the fault lines at the regional level is, to a large extent, the war of Muslims with non-Muslims, the emergence of 'kinship nations' and the broader escalation of threats, and thus the efforts of the core countries to put an end to these wars. "Islam is the largest religion in Asia, with a wide range of influence and strong influence. But in recent years, Central Asia, West Asia and other regions emerged in the range of multiple forces, such as extreme religious forces, ethnic separatist forces, violent terrorist forces, resulting in large-scale conflict, indirectly endanger the scope of religious beliefs, and the "Tibet independence" forces have seriously affected the security and stability of our country, the practice of "taking all the way" strategy can be used with countries to explore the understanding and trust of spiritual, religious and cultural aspects and promote the coexistence of multiculturalism and different "humanistic pattern, for the world and regional civilization to make a positive contribution.

At present, China is in an important period of deepening reform, the "two hundred years of the Chinese nation" and the great revival of the "Chinese dream" is being achieved in the process of external environment peace and stability is a crucial condition. Humanities and cultural exchanges are an important platform for friendly exchanges between people One Belt One Road, strengthen the cultural exchanges between China and the countries One Belt One Road, can better put our traditional culture and development path to the world, so that all countries in the world can have a

more comprehensive understanding of Chinese culture, agree with the Chinese model, and thus more support for Chinese development.

**It Is Conducive to the Mutual Exchange of Human Civilization and Enhance the Understanding and Recognition of World's Understanding for Chinese Culture.** In November 2014, General Secretary Xi Jinping stressed: "to human communication as a link to strengthen the way all the way pragmatic cooperation, deepen the Asian countries interconnection partnership to build the development and fate of the community." The meaning of the Silk Road is not limited to commercial and trade interchange, but also a cultural exchange, cultural exchange of the road, Chinese ancient scientific and technological achievements and artistic quality through this road gradually spread to the world, vigorously promote the Western modern science development process, at the same time, the Silk Road for our country has brought advanced Western culture and scientific and technological achievements, and promote the progress of our society. "There is a 'homogeneity' or 'heterogeneity' relationship between the cultures of any two peoples. The differences in cultural values, customs, language and religious beliefs of different peoples are ' Heterogeneity ', on the contrary, there is a ' homogeneity '. "Humanities exchange not only allows" One Belt One Road "along the different national characteristics of civilizations into their own cultural characteristics can also be different national culture" homogeneity " Further sublimation, to promote a more open and inclusive attitude between countries to different ethnic groups, different styles of civilization to carry forward and inheritance, so that different cultures across the country complement each other, enrich each other, countries also in the process of contact and absorbed The excellent culture of other countries, thus promoting the development of the national cultural undertakings.

The 21st century is a very high degree of integration of information and a variety of civilizations full of the times, cultural exchanges is a very important part of modern diplomacy. Humanities communication is an important channel for carrying forward the excellent traditional culture of our country, which has an irreplaceable effect on our country's long and bright civilization.

### **The Achieving Path of "One Belt One Road" Cultural Exchange**

**Promote the Construction of the Infrastructure and Related Industries around the Cultural Exchange.** Humanities exchange has always been of special strategic significance in international trade and economic cooperation. First of all, research and investigate the countries along the cultural infrastructure construction, further docking the relevant technical standards and the development of normative criteria. Second, to speed up the construction of related infrastructure to the Internet + investment and financing platform as the core, continue to accelerate China and the country along the market transactions, trade exchanges and other related platform for the construction process for the cultural exchanges and dissemination along the basis of laying the foundation. At the same time, in-depth analysis of the cultural characteristics of the countries along the basis of the construction of diverse forms of cultural exchange platform.

**Create Rich Connotation and Diverse Forms of Human Communication.** It is necessary to pay special attention to the revival, integration and innovation of Silk Road civilization, which is the core essence of "cultural exchanges One Belt One Road". In addition to traditional cultural transmission (theatrical performances, news media, cultural relics, etc.), but also need to expand to scientific and technological innovation, culture and education, tourism cooperation, medical services, charity and other cultural fields. To build a new type of cultural exchange platform, not only need to study the characteristics of cultural resources along the country, but also to look at the world to grasp the new trend of human civilization development, innovation and cultural transmission, to create a new cultural communication situation, to promote countries in equality Long interaction, to promote the building of the people's cultural foundation of the building, to build a new platform for human communication.

**Further Promote the Brand Building and Innovation of Cultural Exchange.** It is an important content to realize the cultural exchange between different countries. We should continue to promote the humanities industry technology and resource innovation. Encourage the government

and relevant departments to take "please come in, go out" approach, to create a rich connotation, various forms, means new communication and cooperation products. In addition, the advantages of new media means increasingly apparent, we also need books, audio and video, online games, animation and other emerging industries to promote "One Belt One Road" cultural spirit of the heritage, so that the humanities industry both characteristics and global, more attractive.

**Build a Discourse System Based on Chinese Characteristics Culture.** Chinese culture is a long-term practice and precipitation of the Chinese nation and it is a collection of cultural concepts and categories, with distinctive Chinese characteristics, including the ideological value of Chinese culture. The cultural discourse system with Chinese characteristics is not only an important component of cultural soft power, but also a basic carrier of Chinese traditional civilization to the world. Therefore, further innovate the connotation and carrier of Chinese culture, we will continue to inject new elements into the advanced concept of other countries, so that the traditional culture of China has new vitality and new features, and enhance the international influence of our national culture.

**Talk about the Origin of Chinese Culture and Shape A Good Image of Chinese Culture.** To eliminate the barriers in the communication between Chinese and foreign people, in addition to being able to correctly describe the culture at the same time, but also have mutual learning, seeking common ground with the determination to learn and make use of the language and way of the people, familiar with the culture and history of different nationalities Shaping Chinese good cultural image of great benefit. To spread the "one side One Belt One Road" by the co-operation, build, sharing the principle of heritage of the ancients have the spirit of Chinese civilization, open and inclusive, peaceful development of the concept of transmission in the world, in order to make our profound and profound culture Carry forward and develop. Correctly elaborate a long history of Chinese culture, improve our country in the international discourse and influence, so as to further promote the "one belt one road" strategy for the smooth implementation.

### **Build Cultural Exchange Mechanism and Its Safeguard Measures of "One Belt One Road"**

The realization of humanistic communication in the "one way" is a complex and long-term process, which includes not only the contradictions between different stakeholders, but also the multi-strategic relations between countries.

**Build Cultural Exchange Mechanism of "One Belt One Road".** First, establish a regular coordination mechanism among the relevant government departments. Humanities are not only reflected in the various countries and regions, but also reflected in the government departments and related institutions with the process. Government departments in the process of human communication play a dual role of the guide and decision-makers, its function and status irreplaceable. The government has the ability and obligation to pave the way for the "cultural exchanges" in the "one way", integrate the human resources in the "all the way", formulate the "human resources exchange program" in the development process, implement the relevant policies and projects, and play the functions of the government effect. For example, in the neighboring countries run the Confucius Institute is the product of humanistic communication. The purpose of cooperative education is to promote the exchange of culture, but also for the Chinese and foreign cultural exchange provides a reference and guidance.

The second is to build a multi-national high-level consultation mechanism. "One Belt One Road" in the cultural exchange is the ancient Silk Road heritage and continuity, involving a wider range of values and core interests. China should focus on the long-term cooperation and development perspective, attach importance to the role of cultural exchanges in the "one way", strengthen high-level exchanges and consultations with countries along the line, in the interests of the rational distribution, in front of the differences can reach a consensus, strengthen interregional culture Communication and collaboration, such as SCO, ASEM and so on are good examples of regional cooperation. Through the multi-country consultation mechanism, so as to form a complete, orderly, equal and mutually beneficial cooperation program, and gradually promote the normalization of human communication, popular, and ultimately "one way" in the humanities and cultural lay a solid

foundation.

The third is to construct a variety of cultural exchange mechanism. At present, the cultural exchange covers the economic, technological, educational, tourism, cultural and other aspects, to build a reasonable, reasonable and legitimate mechanism of human communication is conducive to promoting cooperation and aggregation between countries. In the countries along the line, ethnic differences, cultural differences, ideological differences are fetters "One Belt One Road" cultural development of the primary factors, at the same time, many countries are in a rapid development and economic transformation of the special period, therefore, the development of a diversified human exchange Mechanism, to integrate the resources and the main functions of the parties involved, the effective use of various policy tools, to deal with different countries, different nationalities, different cultures is particularly important. Its meaning not only closer to the distance between countries, but also for the dissemination and promotion of traditional Chinese culture also played an important role.

**The Protection Measures of "One Belt One Road" Cultural Exchange.** First, strengthen the top-level design, the government came forward to "One Belt One Road" in the cultural exchange escort. The term "top-level design" first appeared in the recommendations of the Twelfth Five-Year Plan, which, in terms of political science, meant a deep, all-round approach to a job or task from a global perspective design and planning. China is now in and will be in the primary stage of socialism, which is the basic national conditions of our country, and the completion of socialist modernization is still the goal of our country. The government as a guide must be in the "one way" to take the pioneers of pioneering spirit play the government in the "one way" cultural exchange in the exploration and guidance function and put more human and material resources in the research process. At the same time, the people as the main body of history, the government as a decision maker, should lead more people to participate in the "one belt one road" in the process of human communication. In the final analysis, the exchange of humanities and people, people and culture, although most people understand the exchange of humanities only stay in the intercultural interaction, but in the actual process of human communication, its field also covers the economy, science and technology, education and a series of concepts such as religion. Therefore, the government should actively organize a large number of Chinese and foreign people to exchange exchanges, improve the understanding and understanding of cultural exchanges, and gradually move closer to the pattern of spontaneous organization, and thus the formation of vibrant cultural exchanges. Therefore, the complexity of human communication means that the government needs to continue to adjust and change, and its long-term decision of the government needs to persevere in the consolidation and maintenance.

Second, strengthen the talent pool and think tank construction and promote the development of human communication mechanism and innovation. Talent is the main driving force of social development, but also the basis of human communication protection. In addition to the cooperation between the government departments, to build a platform to guide the masses, but also need to pay attention to Chinese foreign embassies and consulates and other overseas Chinese cultural exchange institutions, and further develop the "Humanities and cultural exchanges in the field of professionals, and pay close attention to promote the humanities along the country to speed up the" one belt one road "humanities related fields of professional personnel training, to strengthen the familiar international practice, to adapt to foreign environment, the introduction of export-oriented talents and reserves the at the same time, to strengthen the construction of think tanks, "think tank" generally refers to some areas, a work on the formation of the think tank, its role is to integrate experts in the field of development or research work, and to provide satisfactory, optimized program. "One Belt One Road" in the think tank itself is a certain influential people gathered, different from the government departments, but also for the cultural exchanges offer advice and suggestions. This role is not only for the national high-level resolution, national policy dissemination and popularization have a certain influence, at the same time for our country in the "one way" to enhance international influence, promote foreign policy is of great significance.

The third is to strengthen the unity of humanities in the unity of knowledge and mutual

understanding, in the process of human communication can not only excellence, but also seek common ground while reserving differences. Materialist dialectics pointed out that things are always in a state of opposition and unity, cultural exchange is no different. China as a long history of the ancient country, bones to retain the most pure farming culture. At the same time, in the course of development, China has suffered from foreign aggression and foreign oppression, a variety of suffering caused by Chinese current cultural exchange structure of instability, coupled with the lack of strategic thinking, leading to Chinese cultural exchanges in the international Weakness. With the advancement of reform and opening up, Chinese international status and voice gradually increased, cultural exchanges have reached an unprecedented stage. But we must admit: "Humanistic communication is a two-way interactive process, not our unilateral to let others accept what the problem and we should pay attention to each other's feedback to us, pay attention to the actual effect of human communication." Combine their own development and along the environment from the point of view, "one way" in the humanities and cultural exchanges need to have a clear and unified value orientation. At the same time, also need to uphold the mutual tolerance, seeking the same attitude. In the process of human communication and communication, we should avoid the emergence of our culture and values. The way of single communication is helpful to the rapid popularization of our culture and enhances the world influence of the traditional culture of the Chinese nation, but it is also prone to a series of rumors similar to "cultural hegemony" and "China threat theory". Chinese relations with the country should be based on the concept of multi-cultural integration, always uphold the "non-aggression", "non-interference in internal affairs", "and different" values, face and deal with the process of human communication Cultural differences brought about by the differences and influence, to strengthen cooperation between the people and exchanges, enhance foreign exchange of foreign languages.

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