

The Main Obstacles and Countermeasures of Cultural Exchange Between China and Countries Along Silk Road from the Perspective of “the Belt and Road”*

Liqiang Zhai

School of Economics and Management
Heihe University
Heihe, China

Chunlian Zhang

School of Economics and Management
Heihe University
Heihe, China

Ying Wang

School of Economics and Management
Heihe University
Heihe, China

Abstract—“The Belt and Road” initiative is a major measure taken by China to continue to expand its opening up to the outside world. The pragmatic cooperation under the initiative has obtained a series of major achievements. Although most countries along silk road have already agreed with the fundamental goal of the “Belt and Road” initiative, fears and doubts still exist, which will hinder the further advancement of “the Belt and Road” initiative. The main reason is that China pays more attention to economic and trade cooperation with countries along the road, while neglects cultural exchanges, making people in the countries along the road have cognitive bias toward China's traditional culture, basic principles, strategic goals, and lack the sense of identity. Therefore, this paper analyzes the practical significance of the cultural exchanges between China and the countries along the road under the “Belt and Road” initiative, focuses on the main obstacles encountered in the process of cultural exchanges, and proposes countermeasures to promote cultural exchanges between China and countries along the road and facilitate the cultural communication and connection of people between China and countries along the road.

Keywords—cultural exchange; obstacle factors; traditional culture

I. INTRODUCTION

Culture is a comprehensive combination of material civilization and spiritual civilization of a country. It is an important manifestation of the comprehensive national strength and national cultural influence of a country and has a profound and lasting impact on promoting the sustainable and healthy development of a country's economy. Since

President Xi Jinping proposed “the Belt and Road” initiative in 2013, it has been widely recognized by many countries and international organizations along the road, and they have signed a number of cooperation framework agreements, which has achieved a series of pragmatic cooperation results. However, it should be noted that there are still concerns and doubts about the fundamental purpose of China's “the Belt and Road” in the countries along the road and the “China Threat Theory” still has “market”, which has become one of important risks that can't be neglected in process of the “Belt and Road” initiative. It has become an urgent need for China to carry out cultural exchanges with countries along the road, to achieve cultural communication and folk mind connection, to enhance understanding and tolerance of different cultures along the road, and to enhance cultural identity with each other. In this context, the paper analyzes the practical significance of the cultural exchanges between China and the countries along the road in the construction of “the Belt and Road”, focuses on the main obstacles encountered in the process of cultural exchange, and proposes countermeasures, which has certain application value.

II. THE PRACTICAL SIGNIFICANCE OF CULTURAL EXCHANGES BETWEEN CHINA AND COUNTRIES ALONG THE ROAD

A. Cultural Exchange Is the Bond of Folk Mind Connection of Countries Along “the Belt and Road”

“The Belt and Road” initiative is an important platform for China and countries along the road to achieve pragmatic cooperation in the fields of policy, trade, finance, infrastructure and culture, and is also the way for people of all countries along the road to achieve folk mind connection. Advancing “the Belt and Road” initiative requires not only the understanding of the people along the road, but also mutual help and mutual trust. Actively promoting cultural

*Fund Project: Phased research results of 2017 Heilongjiang Province Philosophy and Social Science Research Planning Project: Research on the Development Path and Strategy of Cultural Industry Internationalization in Heilongjiang against the background of “the Belt and Road” strategy (Project No. 17GJE310).

exchanges can enable people along the road to personally feel the 5,000-year China's splendid civilization, excellent culture and the spirit of fraternity of the Chinese nation's classic culture and the fundamental goal of China's "the Belt and Road" initiative, namely the sincerity to achieve mutual benefit and win-win with countries along the road and build the community of common future. Cultural exchanges are lubricants and boosters for the smooth implementation of "the Belt and Road", which can enhance the rational understanding of "the Belt and Road" initiative among people along the road, and promote "the Belt and Road" initiative to bridge national boundaries, language barriers, cultural and institutional differences, to enhance the feelings between people of all countries.

B. Cultural Exchange Is an Important Channel for Resource Sharing Among Countries Along "the Belt and Road"

"The Belt and Road" initiative emphasizes the basic concepts of "joint discussion", "co-construction" and "sharing", and advocates the basic principles of "open cooperation", "harmony and tolerance" and "mutual benefit and win-win". "The Belt and Road" initiative will be based on the integration of diverse cultures of various countries and nations, which is the choice for countries along the road to achieve mutual benefit and win-win, cultural identity, and common pursuit of peace. The resource endowments (natural resources and human resources) vary from country to country along the road, economic system and economic development performance are different and national culture and religious beliefs are quite different, which makes it difficult to reach consensus on values and cultural identity of different countries along the road. Cultural exchanges have enabled the resources and national culture of all countries to have channels and media for transmission. "The Belt and Road" has enabled the valuable cultural resources of all countries and nations along the road to benefit the people of all countries along the road, realize the sharing and use of outstanding civilization achievements, and promote the further integration of culture of various nationalities.

C. Cultural Exchange Is an Effective Way to Improve the Soft Power of China's Culture

The Chinese civilization is by far the only ancient civilization in the world that has not been interrupted. The Chinese civilization with solid cultural foundation, diverse cultural diversity and profound knowledge is the advantage of China's participation and integration into world civilization. China's classical traditional culture always stresses "wide heart embraces all". This is also the precondition for the Chinese civilization to survive today and bloom again in the construction of "the Belt and Road". In the promotion of "the Belt and Road", we adhere to the principle of "linking between the past and the future" and "joint discussion", "co-construction" and "sharing", and promote the spread of Chinese classical culture to countries along the road through extensive exchanges and interactions in culture, so that people along the road can pay attention to China, learn about China and love Chinese culture. In the

process of cultural exchanges, people along the road will feel that Chinese culture has its own characteristics, but also has a worldwide and inclusive nature, making them like Chinese civilization. Improving China's cultural soft power will become an effective way to enhance mutual understanding and recognition among countries along the road as well as an objective need to enhance China's cultural soft power.

III. THE MAIN OBSTACLES IN THE CULTURAL EXCHANGES BETWEEN CHINA AND THE COUNTRIES ALONG THE ROAD

A. The Lack of "Common Culture" and the Deviation of Cultural Cognition

Due to the many differences between countries along the road, countries lack a sense of identity with each other's culture and values. It is necessary for all countries to work together to find a "common culture" to enhance the cultural and developmental strategic identity of China and the countries along the road, so that "the Belt and Road" initiative can be developed at the intersection of "common cultures" in various countries. A variety of multicultural exchanges between countries along the road will help promote cultural prosperity along "the Belt and Road", enhance mutual understanding and understanding of core values, cultural traditions and other aspects, and enhance the recognition of each other's national development strategies. Therefore, the joint establishment of "common culture" is an important condition for the development of "the Belt and Road".

B. The Cultural Exchange System of Some Countries Along the Road Is Not Perfect, and There Is Barrier in Cultural Exchange

Most of the countries along the "Belt and Road" are developing countries. The sluggish economic growth, unstable social instability, poor business environment, and backward infrastructure construction result in the imperfect cultural exchange system in these countries. Most developing countries are still in their infancy in terms of communication networks and public infrastructure construction, so it takes a lot of time and continuous investment to improve the cultural exchange system. The cultural exchanges in most developing countries are still mostly affected by the poverty and backwardness caused by slow growth of the country's economy. Since the development of cultural industries in these countries falls behind, rapid development of cultural industries in a short period of time is not in line with their comparative advantages. In addition to social instability, the willingness of domestic members to participate in cultural exchanges is not strong. Due to the existence of many realistic constraints, the cultural development system of these countries is not perfect. The lack of basic spiritual security in the construction of the "Belt and Road" has made the in-depth exchanges between China and countries along the "Belt and Road" progress fall into bottleneck period.

C. *The Development of China's Cultural Industry Lags Behind, and Cultural Exchanges Lack a Guarantee Mechanism*

The rapid growth of China's economy relies mainly on processing trade in "Made in China" and is shifting to "intelligent manufacturing in China". Although "Made in China" has created many miracles of economic growth, the development of China's cultural industry lags behind, lacking a sound export guarantee mechanism, and the ability to transform cultural products into cultural soft power remains to be improved. In recent years, China's cultural market has gradually connected with the international market, but in the process of internationalization development of China's cultural industry, there are a series of problems such as imperfect security mechanisms, unregulated cultural market order, and lack of the awareness of observing law and discipline among cultural practitioners. At the same time, China's regulatory authorities can't fulfill their duties, and the legal process in the cultural field is slow, resulting in the lack of mature and competitive cultural industries in China. Culture is an important medium for the construction of the "Belt and Road". However, due to the imperfect and unsound development mechanism, policy system, market order, and legal system of China's cultural industry, it has weakened the effectiveness of realizing the connection of people to a certain extent in the promotion of "the Belt and Road".

IV. POLICY RECOMMENDATIONS FOR CULTURAL EXCHANGES BETWEEN CHINA AND COUNTRIES ALONG THE SILK ROAD

A. *Building a Cultural Exchange Service System to Provide Support for Cultural Exchanges*

First, it is necessary to improve the security function of the cultural exchange service system. Under the goal of socialist core values, to promote the harmony of Chinese culture, build a national spiritual homeland, and build a long-term mechanism for Chinese cultural exchange services, especially for providing cultural services in the construction of the "Belt and Road", we must pay attention to the construction of network of cultural service facilities, adhere to the comprehensive deepening reform in the cultural field, strive to achieve the gradual optimization and improvement of the overall structure of cultural services, and build security systems such as operational supervision, human resources, performance evaluation, and financial input, and improve the protection of cultural exchange service systems. Second, it is necessary to enhance the ability of innovation and development of the cultural exchange service system. China should attach great importance to cultural exchanges and integration from a strategic perspective, and hereby promote and form exchange and cooperation mechanisms at all levels and in all fields. It is necessary to broaden the breadth and depth of cultural exchanges between China and the countries along the road, and attach importance to the important role of Confucius Institutes in promoting cultural exchanges and spreading China's long-standing culture, so that people in the countries along the road can better understand Chinese

language, culture, traditions, values, development concepts, etc.

B. *Developing "Common Culture" and Exploring a New Mechanism for Cross-integration and Exchanges of Culture*

On the one hand, we draw on the essence of heterogeneous culture, and on the other hand, we explore the commonalities of cultures in various countries and do a good job of cross-integration of "common culture". The cross-integration of cultural exchanges between countries along the road is mainly concentrated in two areas: First, the field of Chinese medicine. Traditional Chinese medicine is unique and profound with strong charm. Many countries along the road have achieved medical knowledge, with similarities in medical culture, and medical results are owned by human beings for the benefit of mankind. It is suggested to actively spread the culture of Chinese medicine, and promote the mutual learning and introduction of Chinese and foreign countries in medicine, to establish a treasure house of Chinese medical science, and enrich the teaching resources of medicine in various countries. Second is the field of religion. There are many countries that believe in religion along the road, and they mainly believe in Buddhism. Buddhism has been introduced into China for a long time with a long history, which has made China's Buddhist culture increasingly close to the Buddhist culture of various countries. We have more common language and common beliefs in the exchange of religious culture, which enhances the spiritual distance between Chinese people and the people along the road. It can be seen that the field of Chinese medicine and religion can become the main field for developing "common culture" between China and the countries along the road. Through continuous exchanges and mutual learning, it will promote the integration of culture in China and the countries along the road.

C. *Building Cultural Infrastructure to Provide Basic Guarantee for Cultural Exchanges*

First, it is necessary to strengthen financial support. Through the financial institutions and platforms such as the AIIB and the Silk Road Fund, we will provide more financial support to these countries to help them gradually improve the construction of domestic cultural infrastructure. Second, it is necessary to transmit the accumulated experience of the development of China's cultural industry. Although China's cultural industry started relatively late, its development speed is fast. With the constantly improving international competitiveness of cultural industry, it has accumulated rich experience in the development process, which can provide experience references for the development of cultural industries along the road. Third, it is suggested to send a large number of talents. The construction of cultural infrastructure is inseparable from the strong support of human resources. The main reason for the backward development of cultural industries in developing countries is the lack of talents. The talents cultivated by the higher education system are not necessarily suitable for the development of the cultural industry in the country. The

foundation of China's higher education system is good, so we are fully capable of cultivating a large number of talents or cultivating more cultural professionals for countries along the road through the establishment of special scholarships for international students. At the same time, we encourage our talents to assist these countries in developing cultural industries, building cultural infrastructure and providing guarantee for cultural exchanges.

D. Building a System of Cultural Exchanges and Mutual Trust to Enhance Trust and Recognition

In "the Belt and Road" cultural exchange process, we need to change the style of discourse to be modest, cautious, and enthusiastic, and respect each country. It is necessary to move and affect people with a sincere attitude, so that people of countries along the road can feel China's sincerity and understand that China's "the Belt and Road" initiative is aimed at promoting regional economic prosperity, achieving common development, building a community of destiny, and improving the life happiness of people along the road. To build a system of cultural exchanges and mutual trust, we should always adhere to the principles, and refuse war, extreme terrorism, and unilateralism, and resolutely resist the phenomenon of violation of fairness and justice. It is necessary to carefully make Chinese cultural products, produce more boutiques and classics, integrate China's peaceful attitude, cooperative intentions and traditional culture into cultural products, so that people along the road can learn more about Chinese culture, love Chinese culture, and enhance mutual trust and recognition.

V. CONCLUSION

The excellent culture of the Chinese nation for five thousand years promotes inclusiveness, and continues to draw on the rich nutrition of heterogeneous cultures in the long history of mankind. The classic culture of Chinese nation spread to overseas, which becomes a bridge between China and the people of the countries along the road. "The Belt and Road" is a road of mutual benefit and win-win, a road of good neighborliness and friendship, as well as a road of cultural exchange. By analyzing the practical significance of the cultural exchanges between China and the countries along the road under "the Belt and Road" initiative, this paper points out the main obstacles in the process of cultural exchange, and proposes the policy recommendations of building a cultural exchange system, developing a "common culture", co-building a cultural infrastructure and cultural exchanges mutual trust system, in order to promote cultural exchanges between China and the countries along the Belt and Road, promote cultural communication and connection of people between the countries along the "Belt and Road", and enhance the understanding and tolerance of the traditional Chinese culture along the Belt and Road to improve the cultural identity of each other.

REFERENCES

- [1] Qiao Gang. Cultural Frontiers under the Background of the Belt and Road, Journal of Hubei Institute for Nationalities (Philosophy and Social Sciences), 2018, 9. (in Chinese)
- [2] Sun Pinjie. The Multicultural Exchange and Anti-Terrorism Intelligence Fusion in the Belt and Road Initiative, Journal of Intelligence, 2018, 8. (in Chinese)
- [3] Jing Luyang. Cross-cultural communication should demonstrate confidence and openness. People's Tribune, 2018, 7. (in Chinese)
- [4] Zhang Feng. Cultural confidence of the construction of "the Belt and Road", People's Tribune, 2018, 5. (in Chinese)