

# *Strategies for Improving the International Dissemination of China's Core Values under the Background of "the Belt and Road Initiative"*

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**Abstract:** In the current world picture of increasingly fierce competition of cultural soft power, core values, as the axis and deep source of cultural soft power, have become the key factor to determine the success or failure of cultural soft power competition among countries. As a big cultural country, China has played a more important role in the international pattern in recent years, showing an increasingly important position and role, and has become an important participating force in this soft power wrestling. In the new stage of international communication capacity building, the construction of values should be organically integrated into international communication practice, sharing should be increased in the construction and interpretation of values, and meanwhile, communication methods should be innovated to effectively promote the theory and practice of international communication of values. Based on the background of "The Belt and Road Initiative", this paper analyzes several effective strategies of international dissemination of China's socialist core values at present, so as to realize the effectiveness of international dissemination of China's socialist core values.

## **1. Introduction**

In order to promote the great development and prosperity of socialist culture and build a socialist cultural power, we must take a more active attitude to implement the cultural "going out" strategy, strengthen the external cultural communication, do a good job in cultural exchanges, and expand the international influence of Chinese culture [1]. The global communication strategy of China's core values is to realize the "Chinese dream" as the theme, focus on the socialist core values, strengthen the discourse power and communication power of the core values as the breakthrough point, and build a complete, lively, diverse and efficient international communication system, And then expand the global recognition of China's core values and the intersection of interests [2]. In the current world picture of increasingly fierce competition in cultural soft power, core values, as the axis and deep source of cultural soft power, have become the key factors determining the success or failure of cultural soft power competition among countries [3]. Whether the core values of socialism with Chinese characteristics can be effectively spread to the outside world directly affects the level and effect of cultural "going out". How to improve and strengthen the external dissemination of the

core values of socialism with Chinese characteristics is an important problem that needs to be studied and solved urgently to promote Chinese culture to the world and realize the goal of cultural power [4].

In the current world picture of increasingly fierce competition in cultural soft power, core values, as the axis and deep source of cultural soft power, have become the key factors determining the success or failure of cultural soft power competition among countries [5]. As a big cultural country, especially in recent years, China has played a more and more important role in the international pattern, and has become an important participant in the soft power competition [6]. The international political and economic pattern is undergoing profound changes in favor of us. With China's significant increase in global influence, China's views, positions and interests have increasingly attracted global attention [7]. This requires us to adhere to the socialist core values at the same time, we must expand the global recognition of our core values and the intersection of interests. In the construction of international communication capacity in the new stage, we should integrate the construction of values into the practice of international communication, increase the sharability in the construction and interpretation of values, innovate the mode of communication, and effectively promote the theory and practice of international communication of values [8]" The implementation of the strategy of "the belt and road initiative" has brought opportunities and challenges to the external communication of socialist core values. Based on the background of "the belt and road initiative", this paper analyzes several effective strategies of international communication of China's socialist core values at the present stage, so as to realize the effectiveness of international communication of China's socialist core values.

## **2. The Internal and External Needs of International Dissemination of Chinese Values under the Background of "the Belt and Road Initiative"**

### **2.1 The Need to Establish a Good International Image of China**

Whether China's development is an opportunity or a threat to the world, how to eliminate the doubts of all countries in the world about whether China's rapid development will impact the world, create an image of a responsible socialist power for itself, and create better conditions for China's development is a problem of great practical significance for China. Guided by the core values of socialism with Chinese characteristics, the Communist Party of China has found a development path suitable for China's national conditions. Many Western politicians and scholars believe that China's development and rise is not only the birth of an economic miracle, nor is it just reflected in the improvement of economic aggregate and the increase of social wealth. It is inevitably a huge spiritual event, including the systematic support of cultural traditions, values and institutional arrangements. Core values are not only the most direct representative of a country's image, but also the essential attribute of social core values is social ideology. For example, the thought of common prosperity contained in the socialist core values is one of the biggest characteristics of socialism different from capitalism. At the same time, we have found the path to achieve common prosperity, that is, the public ownership of means of production. The success of China's economy is also the success of ideology and political system.

China's Chinese socialist core values have been the result of the historic changes in the face of the Chinese people, the appearance of socialist China and the awesome appearance of the Communist Party of China for more than 30 years since reform and opening up. Although there is still a large gap in income distribution in the current society, as the banner guiding the development of socialism with Chinese characteristics, the socialist core values not only reflect the historical and realistic, but also have transcendental ideal value requirements. Cultivating and practicing socialist core values can construct and highlight the national spirit. Therefore, in order to comprehensively

display the image of China as a socialist power, we must strengthen the external dissemination of socialist core values. Although China still has a long way to go to truly become a world cultural power, the achievements we have made are only the phased achievements of China's development and progress. When China's all-round development takes the lead in the world, the advantages of China's culture, especially the core values of socialism with Chinese characteristics, will certainly be fully revealed.

## **2.2 The Need to Improve the Influence of “Sinicized Marxism” in the International Community**

Core values are the soul of cultural soft power and the focus of cultural soft power construction. This is the deepest element that determines the nature and direction of culture. Fundamentally speaking, the cultural soft power of a country depends on the vitality, cohesion and charisma of its core values. Every culture has the deepest core and essence that condenses and runs through it, which is the core values. From the perspective of world history, socialism with Chinese characteristics, as a brand-new form of civilization, has a profound impact on the world. Therefore, Marxism with Chinese characteristics is not a process of developing in isolation in China's closed environment, but a process of integrating China into the road of world civilization in the process of opening up. The theoretical system of socialism with Chinese characteristics is Marxism with Chinese characteristics, which is reconstructed by China's reflection on the socialist theory and practice established during the Cold War. Countries along the “the belt and road initiative” have diverse cultures, and there are great differences in historical traditions, languages, social systems, religious beliefs and values. Nowadays, all countries in the world lament the success of China's economic construction, and think that China's development concept and model are emitting unique charm, but they do not realize or are unwilling to admit that adhering to the core values of socialism with Chinese characteristics is an important reason for China's economic success and rising soft power. The reason why China's international image is often difficult and derogatory, and it can't shine on the international stage is deeply related to the fact that the international community doesn't understand and disagree with the core values of socialism with Chinese characteristics. Absence and aphasia of socialist core values can easily lead to fragmentation and superficiality of foreign cultural communication, making it difficult for the world to find the root and soul of Chinese culture, and unable to grasp our culture comprehensively, completely and deeply. Socialist core values are the concrete application of Marxism with Chinese characteristics in social ideology, which embodies the socialist value goal led by Marxist ideology and embodies the value consensus in the period of socialism with Chinese characteristics. Therefore, in order to enhance the influence of Marxism with Chinese characteristics in the international community, it is necessary to strengthen the external dissemination of socialist core values.

## **3. International Communication Strategy of China's Socialist Core Values under the Background of “the Belt and Road Initiative”**

### **3.1 Perfect Talent Training**

To actively and effectively spread the core values of socialism with Chinese characteristics, we must have a high degree of cultural self-confidence. Only when we have firm confidence in the core values of socialism with Chinese characteristics, can we gain the calmness of persistence and courage to forge ahead. In international communication, we need to pay attention to the specialization and internationalization of personnel training. China will advocate the implementation of The Belt and Road Initiative development strategy for a long time to come. The

main body of communication should be diversified. Only by giving full play to the main role of the state, society and individuals can we form a joint force and infiltrate the socialist core values into all aspects of production, communication and life. The development strategy of “The Belt and Road Initiative” implemented by China is a very important foothold for the implementation of foreign exchanges and cooperation, and it is also the main manifestation of choosing China's economic development pattern to achieve deep transformation, and it has developed to fully mobilize the enthusiasm and initiative of enterprises and social organizations and play their main role from a social perspective. In the new era, based on the development strategy of “The Belt and Road Initiative”, China needs to persist in reforming the current education system and attach importance to the role of China's socialist core values, so as to improve international communication and improve the training of professionals and professional teams.

### **3.2 Realize the Precise Input of China's Socialist Core Values**

First of all, in the process of international dissemination of China's socialist core values, we need to rely on precise and concise basic connotation and content, and use this as material to promote the dissemination of China's socialist core values more effectively. Self-isolation, intolerance and exclusion are not conducive to one's own development, nor to the progress of the world. If we can seriously study the core values of socialism with Chinese characteristics, and study the road that China has explored and developed beyond Chinese traditional civilization and western modern experience, we will certainly get many new inspirations and discoveries. Economic development is the most concerned issue for developing countries. China's development path is not only the focus of attention, but also the best carrier for spreading socialist core values [10]. The connotation and content of China's socialist core values cover a wide range, so it is necessary to generalize and refine their contents precisely and concisely, so as to make them more vivid, visualized, concrete and vivid. The driving force of China's development is reform and opening up and scientific and technological innovation, not external expansion. Expanding domestic demand is a new space for China's development. China should not only continue to be the world market, but also take the world as the market to achieve mutual benefit and win-win with other countries in the economic field.

## **4. Conclusions**

The international dissemination of contemporary China's core values is conducive to promoting the transformation of Chinese discourse into international mainstream discourse and enhancing the ability of Chinese discourse to guide international public opinion. At present, the competition of comprehensive national strength in the world is essentially the competition of economic hard power and cultural soft power of every country. In the process of improving the soft power of Chinese culture, we need to set a goal of revitalizing the Chinese nation and fundamentally improve the international dissemination of China's socialist core values. In the new era, based on the development strategy of “The Belt and Road Initiative”, China needs to persist in reforming the current education system and attach importance to the role of China's socialist core values, so as to improve international communication and improve the training of professionals and professional teams. The connotation and content of China's socialist core values cover a wide range, so it is necessary to generalize and refine their contents precisely and concisely. China should not only continue to be the world market, but also take the world as the market to achieve mutual benefit and win-win with other countries in the economic field. In the new era, based on the development strategy of “The Belt and Road Initiative”, China needs to persist in reforming the current education system and attach importance to the role of China's socialist core values.

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