

The Predicament and Optimized Path of Fine Traditional Chinese Culture in the Process of International Communication

Li Lixia

Krirk University, Bangkok, 10220, Thailand

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Abstract: The introduction of fine Chinese traditional culture to the world is not only necessary for achieving the great rejuvenation of the Chinese nation, but also beneficial to building a community with a shared future for mankind and striving to resolve global crises. However, Western cultural hegemonism, out of concern, inhibits the development of Chinese culture in the process of international communication. Besides, insufficient cultural awareness, cultural confidence, and the communication mechanism which cannot meet the needs of the times, also hinder the development of Chinese culture. Hence, it is of necessity to build a new multi-level cultural communication mechanism from both internal and external dimensions to win a place for Chinese culture in the cultural competition.

1. Introduction

After thousands of years of baptism, the Chinese nation has formed a variety of cultural treasures, such as Confucianism, piano, chess, calligraphy, and painting. These cultural factors together constitute the treasure trove of excellent traditional Chinese culture. And the excellent traditional Chinese culture is not only the root and soul of the Chinese nation, but also an important medium and support for friendly exchanges with foreign countries. A nation that has forgotten its roots is difficult to win the respect of the world. In today's turbulent international situation, culture has increasingly become the forefront of competition[1]. Promoting the excellent traditional culture of the Chinese nation to go abroad and occupy new heights of cultural competition is an important task deployed by our party and country, and it is also related to the smooth realization of the centennial foundation of the great rejuvenation of the Chinese nation. Despite the current trend of "Chinese style" in the world, people from all over the world are starting to learn Chinese, Chinese characters, and Chinese martial arts. However, two obstacles, the strong resistance of Western hegemonism and the weak practical strength of its own cultural output, lie on the path of creating new advantages in China's cultural international competition. How to enhance the global influence of excellent traditional Chinese culture on the basis of cultural confidence deserves further consideration.

2. The Necessity of Spreading Fine Traditional Chinese Culture

In the long history, the fine traditional Chinese culture that has been passed down to this day has

gone through twists and turns, but still retains its tenacious vitality, and still has considerable vitality at present. The history of the Chinese nation continues to this day, and the role of culture in it is self-evident and crucial. In the development of history, many phenomena have reflected the light of culture, guiding the Chinese nation to continue moving forward. This spirit still holds significant ideological value in modern society.

2.1 Internal Requirements for Promoting the Inheritance and Development of Chinese Civilization

Fine traditional culture is to some extent a manifestation and carrier of the spirit of the Chinese nation. This spirit has been passed down and continuously developed from generation to generation, and has a profound and lasting impact on people's ideas, habits, and other aspects. As the cornerstone of building a national culture, it has become more firm and stable after a long period of testing and erosion, continuously injecting fresh life and strong spiritual strength into the development of the nation and the country. Just like the existing "harmony" culture, it originated from ancient agricultural civilization and is closely related to the social conditions of the agricultural era. Therefore, with thousands of years of agricultural culture, the "harmony" culture has gradually developed and passed down to this day, becoming an indispensable part of China's excellent traditional culture through continuous consolidation [2]. Therefore, in the long-term historical development and production practice, gradually cultivating and developing cultural achievements with national culture and characteristics not only supported the Chinese nation to withstand the test of historical time, but also shaped the national spirit and character.

In the long history, Chinese culture has already possessed the ability to adapt to environmental changes, which can promote the innovative development of culture in the changing times, making traditional culture gradually inclusive and open. It is precisely because of this ability that the vitality of excellent traditional Chinese culture continues to survive and develop in the tortuous historical process, creating new and fruitful cultural achievements. However, it should also be noted that during several important setbacks in development, Emperor Qin Shi Huang's burning of books and burying Confucianism disrupted the cultural atmosphere of hundred schools of thought, and many excellent cultural achievements of various schools of thought were greatly damaged and destroyed. However, it is undeniable that Chinese culture has also achieved fruitful historical and cultural achievements in the long river of history, involving various aspects, including the various schools of thought in Confucianism, historical breakthroughs in science and technology, such as significant progress in fields such as astronomy, calendar, mathematics, medicine, and maintaining a long-term leading position in the world. At the same time, China at that time also paid attention to the outside world, and cultural exchange and integration were also synchronized, absorbing the positive ideas and achievements of foreign cultures, greatly enriching the connotation and value of Chinese culture, and better integrating into the blood and society of the Chinese nation. Therefore, the excellent traditional Chinese culture, which has gone through setbacks and hardships, has withstood the tests of history and time with its tenacious vitality and extremely inclusive characteristics, casting brilliant achievements in culture and preserving infinite possibilities for creating the future.

2.2 Enhancing Cultural Soft Power

Today's international community is in a period of unprecedented change, and China is also facing unprecedented historical opportunities and challenges. We should conform to the times and international development trends, promote the improvement of national cultural soft power, and build a core value system of socialism with Chinese characteristics that meets the development requirements of the new era. The rich cultural concepts, humanistic feelings and philosophical ideas

contained in the excellent traditional Chinese culture are of great significance to the current and future cultural development, and are also worthy of vigorous research, development and innovation.

The improvement of national cultural soft power requires the help of national culture. For the country, cultural soft power plays an important role in rallying national strength and enhancing national creativity. For the country itself, the importance of national culture is reflected in the subtle improvement of the people's thinking, and this power has a long-term historical effect. This effect comes from the social group's sense of identity with national culture, so that the national spirit and customs have been integrated into the bloodline in thousands of years of development and inheritance, and have become an important link to unite and unite the Chinese nation, which is also the root of national cohesion. At the same time, once this strong sense of identity is formed, it can continuously promote development and innovation, enhance the sense of responsibility and mission, and then show the national strength of innovation and development, and support the construction of the nation and the country. In the context of globalization, the exchanges and integration between world cultures continue to deepen, on the one hand, Chinese culture has a broader world stage, on the other hand, it also makes Chinese culture face cultures from other countries and regions, and cultural security becomes increasingly important.

We must correctly understand the importance of China's excellent traditional culture to the construction of the national value system, especially today, the construction of a socialist value system with Chinese characteristics in the new era cannot be separated from the participation of national culture and national spirit. The history and culture of different countries have also given birth to different national cultural concepts and value systems. Once this concept and value system are formed, it can affect the behavior choice and value orientation of the entire group, and guide the behavior choice according to a specific "convention"[3]. The basic spirit, value orientation and normative concepts contained in fine traditional Chinese culture will become the key force in the socialist value system with characteristics in the new era.

To a certain extent, the construction of the value system can also guide people's thinking, standardize people's behavior, and is of great significance for solving current social problems and promoting harmonious social development. In particular, it has a strong effect on solving the problems of excessive gap between the rich and the poor, inflated individualism and social and moral deviation. Therefore, the solution of these problems requires not only finding the root cause of the problem from the current society, but also from the national culture and people.

2.3 Lay the Cultural Cornerstone of the Core Socialist Values

In May 2014, General Secretary pointed out during exchanges with university students in Beijing that there is a deep intrinsic connection between the core values of socialism and the excellent traditional Chinese culture. The history of China's excellent traditional culture has lasted for more than 5,000 years, and a unique value system has been formed in the long history, and is deeply rooted in the national genes of the Chinese nation, and has been polished and constantly subtly influenced people's behavior choices, thinking styles and values. Therefore, the core values of socialism must draw spiritual strength from the excellent traditional Chinese culture, so that they can have a steady stream of vitality and influence, form a strong resonance and appeal among social groups, and then transform into strong creativity and show strong innovation.

The core values of socialism affect the value orientation and development potential of the country and society, and are an important source of national comprehensive national strength and international influence for a long time in the future, as well as an important embodiment of the soft power of national culture[4]. From this point of view, the importance of China's excellent traditional culture is self-evident, and it has played a vital role as its foundation and source. The historical accumulation

over the past 5,000 years and the continuity of history and cultural inheritance show that the development and growth of Chinese culture has withstood the test of time and history, formed a solid foundation in the waves of history, and also spawned an important force for self-repair and development. A culture adapted to the needs of the nation was gradually formed. It has demonstrated extremely strong inclusiveness and openness, has strong vitality, and has become a deep-seated cultural foundation for socialist construction in the new era. It has become an important spiritual link connecting the Chinese nation and an important barrier for maintaining national cultural security. If we do not attach importance to the inheritance, innovation and development of China's excellent traditional culture, we will not be able to resist the impact of foreign culture when facing cultural competition; Without the support of national spirit and national customs, national culture faces the dilemma of being difficult to gain a foothold in the forest of world cultures. Therefore, under the conditions of the new era, the development of China's excellent traditional culture must be related to the construction of the socialist core value system, and the two can borrow from each other and integrate development, so as to continue to move forward under the test of the new era, help the development of the country and the nation, and show the cultural value of the times in the context of the new era.

3. The Significance of the International Communication of the Fine Traditional Chinese Culture

The excellent traditional culture of the Chinese nation is a culture that advocates peace, tolerance and openness, and its connotation has excellent virtues such as adhering to justice and abiding by fairness. In the unprecedented changes in the world in a century, international disputes have intensified, climate change has triggered a global crisis, and the construction of a community with a shared future for mankind cannot be delayed, and these cultural factors contained in China's excellent traditional culture are exactly what is needed to correct the current problems of the international community, and its expansion of influence in the international community is of global significance. At the same time, China is also facing a critical period towards a new development pattern, and the cohesion and appeal brought by the excellent traditional culture of the Chinese nation play an important role in enhancing China's soft power. Whether at the international or domestic level, promoting the wide dissemination of the excellent traditional culture of the Chinese nation is of far-reaching and long-term significance.

3.1 The Only Way to Promote the Construction of a Community with a Shared Future for Mankind

The current crisis facing the world closely links the destiny of mankind, and the ties that bind people of different nationalities are not only economic connectivity, political interests, but more importantly, cultural harmony and inclusiveness. Only within a world cultural system that recognizes diversity can genuine cooperation among nations be possible. However, without national culture, world culture will become water without source and wood without roots, and respect for the cultures of all ethnic groups is bound to become a necessary prerequisite for the harmonious coexistence and common development of mankind around the world.

Today, when economic globalization has penetrated into all aspects of life, the cultural collision brought about by political exchanges and economic exchanges has formed an irreversible trend. However, the precipitation of history has tilted the balance of power between the East and the West in favor of the Western capitalist countries, and the consequence is that the Western world controls public opinion and arbitrarily refutes the advantages and disadvantages of national culture. In the concept of the powerful, only the values they identify with are the laws that the world should follow, which will obviously push the international pattern into opposition and hinder the realization of win-

win complementarity between cultures. Although there is no lack of national culture in the world that connotes the concept of equality and justice, the Chinese nation, which has been bullied in the past and is still full of a sense of justice and has not changed its benevolent character through vicissitudes in the past, has a stronger foundation of strength and richer cultural resources to speak for the weak[5]. We should push the excellent traditional Chinese culture that embodies the ideological concept of "beauty in each country, beauty in people, beauty in the world, and harmony in the world" to the world stage, combine the international influence accumulated and will be consolidated through hard work since the reform and opening up to repair the rift between different ethnic cultural exchanges, reshape the international pattern of fairness and justice, take the initiative to contribute Chinese wisdom to the world's cultural diversity, and ultimately promote the complete construction of a community with a shared future for mankind.

3.2 A Necessary Choice to Realize the Great Rejuvenation of the Chinese Nation

In the grand blueprint for realizing the great rejuvenation of the Chinese nation, the enhancement of soft power is one of the most important strokes, and the excellent traditional Chinese culture is one of the cores and foundations of soft power[6]. At the same time, the intention of the Western capitalist countries led by the United States to curb China's development has been clearly exposed, and the absurd theories of "China threat theory" and "China collapse theory" are rampant in the international public opinion environment, and these countries even flaunt the absurd banner of so-called "human rights are above sovereignty" to split our country, infringe on sovereignty, and dilute the general sense of identity of the Chinese nation. How to better inherit and carry forward the profound and excellent traditional culture nurtured by the Chinese nation for more than 5,000 years and the consensus of condensing the sons and daughters of China has become the proposition of this era.

The international dissemination of China's excellent traditional culture is of decisive significance for shaping China's international image, breaking through slander against China, and safeguarding China's ideological security. The reason why people draw conclusions about certain things is often based on one-sided and biased understanding. The promotion of excellent traditional Chinese culture through various media in an international perspective can achieve the effect of correct audio-visual. On the whole, promoting the excellent traditional Chinese culture to the world can not only lay the cornerstone for realizing the dream of a strong country, but also inspire the pride of the people of all ethnic groups in the country, so as to promote the unity and strength of the sons and daughters of the Chinese people, and strive for the great rejuvenation of the Chinese nation.

4. The Predicament of the International Communication of the Fine Traditional Chinese Culture

The fine traditional culture of the Chinese nation is not all smooth sailing in the process of going to the world, and the obstacles come from both the invasion of Western cultural hegemonism and the imperfect international dissemination mechanism of culture within China. There is still a long way to go to help the development of China's times and social construction to achieve the target value of the breadth and depth of the international dissemination of the excellent traditional culture of the Chinese nation.

4.1 External Factor: the Expansion of Cultural Hegemony in Western Countries

In recent years, the friction between China and the United States has intensified, and under the support of the concept of cultural hegemony, the cultural penetration and international suppression of China by Western countries led by the United States have intensified. Especially with the

development of information technology, the media and means of cultural dissemination have undergone profound changes, and the negative effects that can be generated by international public opinion have gradually exceeded the controllable scope, posing great challenges to China's news media, network propaganda and other information facilitation work.

Although our country is not afraid of the film association, it cannot let the three become tigers, and now the siege and suppression of our cultural export by the West has evolved into a combination of blocking chaos, that is, restricting the export of our excellent culture and disrupting and distorting the just cause of our country. Just as the distorted report on China's "Belt and Road" construction and assistance to Africa's development cause, Western countries ignore the concept of "poor people are good for themselves, and good for the world" enriched in the excellent traditional culture of the Chinese nation, and maliciously misinterpret it as China is carrying out political expansion and establishing a new hegemony. At the same time, it funds some so-called public knowledge to misinterpret China's traditional culture, make people doubt their own culture, and reduce their sense of national identity. In addition, Western countries have also made a fuss under the pretext of "human rights", completely ignoring the fact that China is "people-oriented" and seeking the common development of all ethnic minorities, and wantonly slandering and malicious intentions in the international public opinion arena. There are also traces of the containment of China's excellent traditional cultural exports, such as the selective dissemination of China's excellent traditional culture in various media industries, and the closure of Confucius Institutes in many countries. It can be said that it is urgent to re-compete for the position of public opinion and get rid of cultural control.

4.2 Internal Factor: Gaps in the International Communication Mechanism of Culture

In order to better promote the excellent traditional culture of the Chinese nation to the world, the most basic thing is to require the people to have cultural consciousness, uphold cultural self-confidence, and achieve cultural self-improvement. The cultural self-confidence of the Chinese nation is rooted in the highly developed Eastern civilization that has never been interrupted for thousands of years. The superiority of ancient China's political system and economic level made all dynasties regard themselves as "heavenly kingdoms", and they have an inclusive attitude towards the culture of foreign peoples and a sense of pride that stands out. However, the humiliating history of being invaded by great powers in recent times has made many people doubt the advanced nature of their own culture. Today, despite the great achievements made, the height of economic development and living standards still lag behind the developed capitalist countries of the West to a certain extent, coupled with the penetration of Western values and the negative effects of marketization, vulgar and vulgar trends prevail in China's cultural industry, which also indirectly leads to the lack of in-depth interpretation of the essence of China's excellent traditional culture and the lack of in-depth exploration of the law of cultural development when the Chinese national culture is spread internationally. Therefore, the relevant government departments in China urgently need to adopt multiple means to further enhance social and cultural consciousness, take the essence and remove the waste on the basis of rational examination, correct social kitsch, and help the public strengthen cultural self-confidence and belief, and show the spiritual outlook of the Chinese nation. In addition, since the 18th National Congress of the Communist Party of China, the Party Central Committee has attached great importance to the development of cultural undertakings and provided strong policy, capital and technical encouragement and support for the international dissemination of the excellent traditional culture of the Chinese nation[7]. However, in the face of the difference in audience values caused by cultural conflicts, China's cross-border cultural communication mechanism lacks sufficient pertinence, and the content, methods and concepts of communication still need to be further innovated.

5. Strategies for Optimizing the International Communication Path of the Fine Traditional Chinese Culture

At present, the international dissemination of Chinese national culture is facing the situation of "internal worries and external troubles", and there is still a certain distance from achieving the goal of cultural power, and it is necessary to take multi-level measures from a multi-dimensional perspective to enhance the international influence of Chinese culture, reshape China's international image, and gain advantages in cultural competition[8]. Specifically, these include the following initiatives:

Firstly, improve the content resources. In the past, China's cultural communication paid more attention to official, grand and mainstream elements, and cultural expressions were often more tactful and implicit. Therefore, it is necessary to open up new ideas and perspectives, combine the characteristics of ethnicity, region, presentation form, inheritance mode and other characteristics, carry out reasonable and necessary transformation and innovation of excellent traditional cultural resources, include them in the scope of external communication, build communication content resources with Chinese cultural characteristics, novel content forms, lively and interesting expression methods, and continue to enhance the appeal and attractiveness of Chinese excellent traditional culture.

Secondly, strengthen academic exchanges. It is necessary to identify the positioning, path and strategy of Chinese cultural communication, transform the discourse system of Chinese values in foreign cultural communication, and display the essence of Chinese excellent traditional culture at multiple levels and angles in academic exchanges. We will continue to do a good job of "invite in", hold academic activities such as international sinology exchanges and Sino-foreign think tank cooperation, and invite foreign cultural scholars to China to carry out course observation, forum discussions, subject research, academic communication and exchange activities. We will continue to adhere to "going out", strengthen the international promotion and dissemination of excellent traditional Chinese cultural publications, increase investment support for sinologists and overseas publishing institutions, strengthen ties with overseas Chinese cultural centers, and promote China's medicine, food, classics, cultural relics, folk traditions, natural scenery, art works, etc. through cultural festivals (exhibitions and conferences) and various product and brand promotion activities[9].

Thirdly, encourage civil forces. Many non-governmental organizations established by Chinese community organizations abroad often invite local people to carry out various traditional Chinese festivals, art performances and other activities, and some activities are broadcast live by local radio and television and online media. In this kind of spontaneous organization and activities, "folk culture messengers" integrate their understanding of Chinese and foreign cultures, and express and communicate in a way that is popular with local people, which has advantages in the external dissemination of culture. However, due to the lack of a stable organizational and operational mechanism, most of the forms and contents of folk culture dissemination are loose and arbitrary, and the influence of communication is limited. Therefore, it is necessary to establish and improve non-governmental organizations, improve operational planning mechanisms, and enhance the non-governmental power of the dissemination of excellent traditional Chinese culture to the outside world.

Fourthly, develop new cultural formats. For a long time, China's traditional cultural industry and foreign trade have been mainly carried by books, radio and television, video and audio network platforms, overseas propaganda films, etc. Driven by the country's major regional development strategies, we should further combine the development of foreign cultural industries and cultural trade with the promotion of economic restructuring and industrial structure optimization and upgrading, and with the expansion of domestic demand and the improvement of people's lives, so as to promote the formation of new scenarios, new models and new formats of production and consumption of

traditional cultural industries, so that products and services that are more competitive, more creative and more reflective of Chinese cultural characteristics can enter the international market. Continue to strengthen in-depth cooperation with countries along the "Belt and Road" in cultural trade, smooth foreign cultural exchange channels, promote the healthy development of China's foreign cultural exchanges and cultural trade, establish the international image of Chinese cultural dissemination, and expand the international influence of China's excellent traditional culture.

Lastly, expand your online platform. Under the background of China's in-depth implementation of innovation-driven development strategy, the integration of culture and science and technology is the general trend. It is of great importance to rely on network intelligent AI and cloud technology to expand and establish a cultural communication cloud platform, and through a variety of cloud applications, to achieve content mining, storage and processing. By scientific utilization and sharing interaction of China's excellent traditional cultural resources, a multi-channel integration and linkage of mass communication, interpersonal communication, group communication and network communication can be formed.

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