

Intelligent Outreach Strategy of Southern Fujian Culture under the Belt and Road Initiative with Information Mining Framework

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Abstract. Nowadays, people use digital products such as mobile phones and tablet computers as carriers to collect information on the intelligent platform through mobile communication data and unlimited networks. For example, tourists can search the local culture of some regions anywhere and anytime only by clicking, and a large amount of data will be generated through the interaction between the user and the platform, the interaction between the user and the user, and the interaction between the platform and the platform. In the context of big data, the generation of these browsing data has brought great potential to the development of mobile terminal culture platforms and the transmission of traditional culture. Under this background, this paper proposes the case of the intelligent culture outreach in southern Fujian under the Belt and Road initiative with the information mining framework. The strategy and finalized intelligent platform are suggested to better promote the diffusion of southern Fujian culture.

Keywords: One Belt and One Road; Silk Road; Southern Fujian Culture; Information Mining Framework; Cultural Transmission.

1. Introduction

At the Boao Forum for the Asia in Hainan on March 27, 2015, China's National Development and Reform Commission, the Ministry of Foreign Affairs, and the Ministry of Commerce jointly issued the Vision and Action to Promote the Silk Road Economic Belt and the 21st Century Maritime Silk Road. This indicates that the Belt and Road strategy that will have a historical impact on China's development will enter the stage of comprehensive advancement. China has been deeply involved in the process of economic globalization with active introduction over the past 30 years since the reform and opening-up, while the One Belt and One Road signifies a new phase of globalization characterized by China's going out. Since Chairman Xi Jinping proposed the joint establishment of the Silk Road Economic Belt in Kazakhstan on September 7, 2013, and Indonesia proposed to jointly create the 21st Century Maritime Silk Road on October 3 of the same year, all circles at home and abroad, including academic circles, has always been very concerned about the One Belt and One Road strategy. However, as the Chinese government has not issued official documents to elaborate on this strategy, social understanding of the Belt and Road has more or less the color of conjecture. The announcement of Vision and Action has made the One Belt and One Road strategy open and transparent. At the same time, it also made it possible for scientists to interpret this strategy and recognize the scientific issues it brings.

At present, the magnificent picture of Belt and Road is in full swing. The One Belt and One Road is not only a road to the business of a tune of bells and sails, but also a road of friendship among different people, regions and countries. In the context of this major strategy, the Chinese government upholds the friendly philosophy of mutual benefits plus win-win relations, and is more open and integrated. At the same time, countries and regions along the route also understand China's ardent demand. The areas along the One Belt and One Road are vast, and in many countries, ethnic and religious issues are complex. These more than 60 countries are divided by geographical region, mainly including 11 countries in Southeast Asia, 1 in East Asia, 7 in South Asia, 5 in Central Asia, 20 in West Asia, 16 in Central and Eastern Europe, 4 in Eastern Europe, and 1 in North Africa. There are 53 official languages in the countries along the route, and their logical thinking and cultural differences are quite different. In order to promote the common development

of different civilizations, and actively play cultural exchanges and cooperation, to achieve an eight-tone ensemble, there must be effective culture outreach.

People's hearts and minds are the social foundation for the implementation of the One Belt and One Road strategy and a catalyst for political mutual trust and economic inclusion. They can better convey the spirit of peace and cooperation, openness and inclusiveness, and mutual benefit and win-win. To achieve the support of the people, foreign propaganda, essentially an external cultural propaganda, is inevitable. It can strengthen China's long-standing cultural influence, so that more people can understand China and increase mutual trust, and so that the Silk Road culture is able to be more concentrated on. This is the mission of our country's foreign affairs.

Inter-culture is the interaction between the different cultures, and culture comes into being because people expect to be recognized by other members in a certain social range. Different ethnic groups have shaped their own unique culture in different environments. The dynamics, change, development and identity of culture and communication make cross-cultural communication possible. Intercultural communication is a communication between people with different cultural backgrounds. Different cultures differ in value orientation, mode of life, way of thinking, social behavior, etc., therefore, people with different cultural backgrounds in communication can create obstacles, resulting in communication failure.

In order to conduct the successful intercultural communication, the compatibility and the coordination of the two cultures must be achieved and the conflict between cultures must be minimized.

Intangible cultural heritage is a collection of the traditional cultural connotations of a nation and is a DNA of a core nation. If a nation's genes are destroyed, the inheritance of ethnic cultures will be affected. Our country's efforts in protecting intangible heritage are obvious to all, and the importance of the protection is increasingly rooted in people's hearts. However, the inheritance and development of intangibles are not closed. They should also rely on foreign tourism and other means to step out of the country to promote protection at a higher level. While actively integrating into the tide of globalization, they must allow their own characteristics to go abroad. To achieve the sustainable development of intangible culture, this is consistent with the going out cultural export strategy advocated by China.

The spread of southern Fujian culture is the core value of promoting the cultural identity of overseas Chinese in countries along the maritime Silk Road in the 21st century. The protection, inheritance and promotion of southern Fujian culture not only reflects the characteristics of the Chinese nation but also highlights the spirit of the times, but also better integrates the overseas Chinese along the maritime Silk Road.(Zheng Jinyu, 2019:55) It gives the Chinese nation a higher level of cultural confidence. Southern Fujian culture is deeply rooted in the southeast coastal area and has a strong general knowledge in southern Fujian region. This is also the national self-confidence precipitated in the bones of people in southern Fujian, but its regionalism is an advantage of the origin yet a certain regional limitation in the spreading range. From the perspective of media operation, most of the existing communication forms of southern Fujian culture are based on four major media forms: paper media, broadcast media, television media and network media.(Wang Qian, 2019:105) The extensive dissemination of network media such as computers, mobile phones and mobile communication devices also makes southern Fujian culture's transmission have more possible communication forms. Under this background, this paper proposes the case of the intelligent culture outreach in southern Fujian under the Belt and Road initiative with the information mining framework. The strategy and finalized intelligent platform are suggested to better promote the diffusion of southern Fujian culture.

2. Study on Southern Fujian Culture Outreach

2.1 One Belt and One Road

As we all know, the emergence and development of economic globalization are inseparable from the prevalence of neo-liberalism. Marked by the two world oil crises in the 1970s, Western

developed countries ended the prosperous period of more than 20 years after World War II and fell into a serious stagflation. In order to get rid of the plight, on the one hand, the United Kingdom and the United States abandoned the Keynesian national welfarism policy and turned to neo-liberal prescriptions that reduced government intervention and full privatization; on the other hand, they began to export large amounts of capital and transfer industries overseas, enter the stage of global capitalist expansion. In order to meet the needs of capital output, neo-liberalism is regarded as the theoretical basis for promoting investment and trade liberalization. The typical event is the US-led prescription for Latin American countries and countries in transition in Eastern Europe, namely the Washington Consensus. The core of this is the liberalization of trade economy, complete market mechanisms, and overall privatization. From the results, the countries that were treated with the Washington Consensus have barely succeeded in getting rid of the growth dilemma, and China, which combines government intervention with the market, has achieved economic growth. It can be said that economic globalization based on neo-liberal ideology has shaped the world pattern of the past 30 years, and the neo-liberal regulation of financial markets has led to the 2008 global financial crisis. Therefore, under the neo-liberal economic globalization, capital is the biggest winner, and society has paid a huge price. In this context, whether the developed countries such as the United States or the United Kingdom or the developing countries represented by China are thinking about the reform of the governance model that promotes the further development of economic globalization. In this respect, the One Belt and One Road is a useful attempt.

Since the 1980s, China has continuously participated in the process of economic globalization through gradual reform and opening-up. On the one hand, it has promoted the take-off of its own economy through the introduction of capital, technology, and management experience; on the other hand, it has gradually established a governance mechanism that adapts to economic globalization. It should be acknowledged that China's high-speed economic development has benefited from economic globalization, but at the same time, China has also made tremendous contributions to the growth of the world economy and changed the world economic landscape. At the beginning of reform and opening-up, China's gross domestic product (GDP) accounted for only 5% of the world's share; exports accounted for less than 1.5% of the world's total. By 2013, the share of China's GDP in the world has risen to 12.3%, and the share of exports has risen to 12%. Correspondingly, China became the world's second largest economy in 2010 and became the world's largest cargo trading nation in 2013. Moreover, since the global financial crisis in 2008, China's contribution to global economic growth has remained at around 30% (27.8% in 2014). Although China's economy is still large and not strong, such a huge economy (which has reached 10 trillion US dollars in 2014) is enough to become one of the major influential forces in the world. Additionally, under the trend of increasingly close economic ties among the countries all over the world, the development and changes of these large economies will inevitably have a major impact on other relevant countries. In this situation, the One Belt and One Road is China's commitment to promoting the in-depth development of economic globalization, and it is also an effort to safeguard the achievements and mechanisms of economic globalization.

The concept of the maritime Silk Road evolves from the continental Silk Road. As an important maritime channel for economic and cultural exchanges and exchanges between ancient China and countries and regions along the routes, the maritime Silk Road plays an important role in politics and diplomacy -- since its inception, it has connected the maritime veins of ancient countries in Asia, Africa, Europe and America. Along with the maritime Silk Road in the process of spreading, collision and innovation, Chinese culture has been constantly integrated with the cultures of all countries and nations in the world. Chinese culture has drawn rich and colorful cultural resources from the world while going to the world. As the core area of the 21st century maritime Silk Road, Fujian is conducive to the full play of the cultural value of southern Fujian culture, both in its positioning and its advantages in geography, popularity, cultural exchanges and economic and trade exchanges. (Zheng Jingyu, 2019:52) At the same time, southern Fujian culture is also an important soft power to build the 21st century maritime silk road. For the construction of the 21st century maritime silk road, the unique charm of southern Fujian culture is not only an outstanding

advantage of China, but also a deep source of cultural confidence. The attraction, influence and radiation of southern Fujian culture are the important embodiment of China's cultural soft power.

Under the background of the Belt and Road, tourism and economic development in southern Fujian usher in the spring. In order to win the favor of more domestic and foreign tourists, and better promote the economic boom, cultural diffusion and exchange need be closely combined with the Internet. Through information mining framework technology, more important and valuable information about web search preferences and cultural concern of the internet users can be highlighted and provided, which has a big impact on the establishment of the intelligent culture outreach platform.

2.2 The Enlightenment of Information Mining Framework

Important and valuable information can be extracted from abundant statistics through information mining framework technology and then be applied in the relevant fields, such as scientific research, business activities, biology engineering, medical treatment, education, and e-commerce to name just a few. Based on the Internet, the technology is employed to select data and analyze the depth information needed by the users. It contains Internet structure mining, content mining, and usage mining and the like. There is a process mining framework shown in figure 1, including data collection, pre-processing, mining and application.

The methods of data collection are assembled as follows. Firstly, vertical search is adopted to extract certain structure and form of website data and information, and design the extracted information into a specific structure, which facilitates data mining. Then it sets the word control table to filter the data so as to improve the accuracy. Second, a computer program, web crawler, links different levels of information with the content to form a specific network. At the same time, a control table of search terms is established to improve the efficiency of information retrieval. These two kinds are based on the computer program formed by the network automatic search method, whose speed is fast and information is large but accuracy is not satisfying. Therefore, it is necessary to collect the needed information manually.

Data preprocessing means data cleaning, integration, transformation, reduction, etc. Firstly, the cleaning of data is mainly to fill in the missing data and remove the obviously wrong data to ensure the accuracy and integrity of the data source. Secondly, data integration is the merging of data from multiple sources. Data conversion is a standardized operation process for data, such as which format of the database to take. Some data is in the form of text, and some data is in the form of text combined with video, which needs to be converted into a unified format. Finally, data needs to be whittled down, because not all data is valuable.

After the earlier data acquisition and preprocessing, a unified database is generated, and then the data needs to be mined and processed. Firstly, the data to be processed is extracted from the database, then the corresponding model is selected from the model library, and the algorithm to be adopted is selected from the algorithm library, and the three are effectively combined to process the data. At present, the model library model mainly includes comprehensive equilibrium model, prediction model and structural optimization model, and the algorithms of data mining mainly include correlation analysis, cluster analysis, sequence analysis, integration mining and graph mining (Zhao Wenbin, 2012:21). In addition, to improve the overall accuracy and pertinence of data mining, it is necessary to make trial and error of mining methods continuously. Firstly, a part of data is extracted from the database as training samples. Then, an algorithm is selected from the algorithm library and a model is selected from the model library. The results of data mining will be compared with the reference set to some extent. If the results are consistent with the requirements, the formal mining will be started; otherwise, a new selection will be needed.

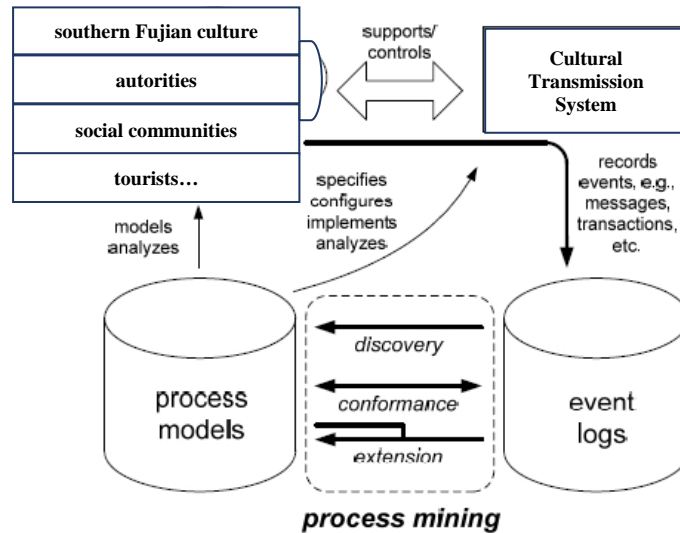


Figure 1. The Process Mining Framework

Data analysis is the core of the processing process, which is the process of obtaining effective information from big data. Only by adopting appropriate methods can we obtain effective information. The main analysis methods are: data reuse, data restructuring, data expansion, data exhaust utilization and open data. Big data analysis has formed many mature patterns, such as query analysis calculation Hbase and Hive, batch processing calculation Hadoop and Spark, stream calculation Storm and Flume, iterative calculation HaLoop and MapReduce, graph calculation Pregel and Griraph, memory calculation Dermal and Hana, etc.(Guo Bolin, 2018:7) In addition, context-aware technology and personalized recommendation technology are also applied to the construction of intelligent culture communication platform. Context - aware technology is a pervasive computing based on computer technology, network technology and sensing technology. It combines the information space composed of communication and computer with people’s physical behavior, in which the key is to perceive and obtain the context state where the user is and the change of these states. Context-aware technology is how this information is captured. The main acquisition methods include display acquisition, implicit acquisition and inference acquisition. The most important feature of personalized recommendation system is that it can provide personalized service without requiring users to put forward precise requirements. The principle of recommendation is to analyze the historical data to obtain the user’s interest, and then provide the user with the recommendation result that conforms to the interest. In the recommendation system, the user USES the front-end interface to interact with the system, and the system collects the user’s operation behavior and other information to generate logs and store them. The recommendation algorithm analyzes the data to generate the recommendation result, and then presents it to the user through the front page.

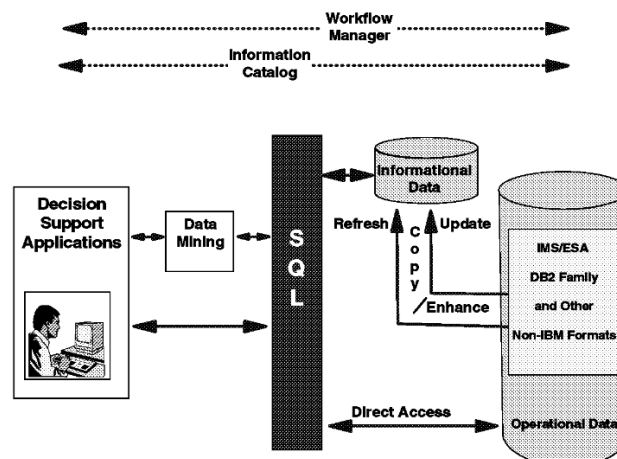


Figure 2. The Big Data Information Systematic Design and Implementation

2.3 Southern Fujian Cultural Intelligent Outreach Strategy

The international strategy of a country is an important component of its national strategy and national development strategy. From the point of definition, international strategy is a sovereign state in the field of foreign relations within a quite long period and the overall strategy, which is sovereign state using the national power in the international struggle for the interests of the state planning. Its main form of the general expression is the country's foreign strategy.

As a regional culture that is both old and open, southern Fujian culture (Minnan culture) has the dual characteristics of inheritance and transmission. It inherited the culture of Central Plains and Wuyue. It was founded by Han Chinese and aboriginals who migrated to southern Fujian. Later, they borrowed from Nanyang culture, Arab culture, and Western culture. They are compatible and amalgamated so that they can flourish and inherit. Minnan culture is broadly divided into farming culture and maritime culture. In the narrow sense, it includes architectural culture, folk culture, religious culture, folk art, clan culture and dialects. In short, Minnan culture is a regional culture with local characteristics formed in the evolution of social history, with the central plain culture as the origin, after a long period of hanization, and the integration of realistic elements in Minnan culture.

The new model of the "Internet +" cultural outreach is coordinated and compatible, whose core is mutuality and goal is to allow foreign audiences to understand and accept the legacy of southern Fujian and stimulate tourism interest. The Internet is the most direct way for foreign tourists to obtain intangible information. The "Internet + Intangible" model is the use of the Internet platform to create a new ecology of intangible cultural transmission.

Diffusion of culturally specific items, historical figures or allusions can take the form of the hyperlinks, allowing foreign readers to choose whether or not to further understand based on their interests. The craftsmanship, instrumental music, and performance are transformed into graphic and textual images that can be combined with pictures, audio, and video.

Therefore, for the further promotion of southern Fujian culture, the information mining structure can be utilized and provides relevant departments with some important and valuable information about the culture outreach. The suggestions are summarized as follows and the finalized intelligent platform is shown in figure 3.

1) The rise of the new "micro" media: the rise of archives WeChat, micro-blog, WeChat and micro-blog has opened up a new world for the archives, and has injected fresh blood into the archives propaganda work. Through this platform, the archives department can more flexibly publish a large number of archival cultural information, publish photos, video and other contents of the files, and can update the relevant content.

2) Publicity from the aspects of digital media: digital media is the future trend of the development of the multimedia, it uses documents have made relevant content is the development and utilization of archives information resources and promote good implementation of archives work.

3) From the use of internet service platform to promote: internet service platform for the archive work education provides a wide range of channels, its characteristics are also unlimited time, place with people's constraints can quickly access the archives. This will not only make the social professionals widely aware of the content, but also can make people of all ages have a certain degree of exposure and understanding of the big data file work in the background.

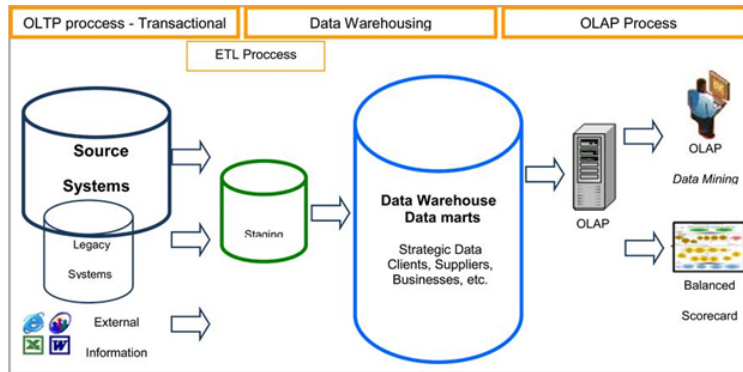


Figure 3. The Finalized Intelligent Platform

3. Conclusion

The integration of southern Fujian culture into the 21st century maritime Silk Road is an integration process in which Minnan culture and the local culture of the countries along the route and the collective memory of the local peoples permeate each other in history, and the same pursuit of cultural values is formed. Therefore, it is of great significance to inherit and innovate Minnan culture to consolidate the cultural identity of overseas Chinese by virtue of the good opportunities of the Belt and Road and the 21st century maritime Silk Road construction. The inheritance and carrying-forward of Minnan culture is exceedingly meaningful to the development of South Fujian area, but it's not easy to let the culture known and understood by the world. Language and culture are inextricably linked. It is influenced by culture and is a reflection of culture. Culture is also rooted in language. Laying the roots in Minnan dialect extremely different from the standard Chinese, southern Fujian culture also has its particularity, which hinders its overseas transmission. However, the era of Internet+ brings great opportunities. During the process of culture stepping out, local government should lead the public aesthetic taste, create the audiences' cultural needs, enhance the creativity and diversity of communication form, employ the information mining structure technology, design the intelligent transmission mode, realize the fusion with the Internet, pay more emphasis on the joint development of on-line and off-line pattern, optimize the transmitted content and build cultural confidence. Institutions of cultural units and cultural front platform at all levels, social organization and individuals make the concerted efforts from above to below and from bottom to top to project, coordinate and establish a professional and comprehensive Internet intelligent platform of Minnan culture outreach with the aim of promoting the inheritance and development of Minnan culture.

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