The Practice Path of Cultural Communication under the "Belt and Road" Initiative: Design Based on Systematic Project

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Abstract: an important principle of building the "belt and road" is to promote the exchange and integration of different cultures. Building a cultural communication system helps us to break down the barriers in the construction of the "belt and road". There has been close cultural communication between china and countries along the road in the history. Today, new media technology has provided new forms of expression for rich cultural resources. From the perspective of systematic project, this paper divides the cultural communication system into the engineering communication module, the process communication module, the demassification communication module and the hierarchical communication module, in order to promote the cultural consensus among countries along the "belt and road".

1. Introduction

Building the "belt and road" is a major initiative put forward by general secretary Jin-Ping Xi. It is an important measure to realize the "two centenary goals" as well as the Chinese dream of the great rejuvenation of the Chinese nation, and an important way to coordinate and promote the implementation of "four comprehensives" strategic layout. To promote the stable and far-reaching development of the "belt and road" project, we nee to build it into a new road of civilization in which different culturees can exchange and integrate, barriers can be broken down and conflicts can be abandoned. We need to promote the mutual learning of different cultures, and realize the harmonious interaction and coexistence of different cultures. Cultural communication is one of the basic and important objectives of the "belt and road" initiative. In the "belt and road initiative", the core principles include, to strengthen the dialogue among civilizations, to strengthen media cooperation, to seek common points while reserving differences, to be inclusive, to coexist with each other peacefully and develop together. However, countries along the "belt and road" have different levels of economic development, complex and changeable political situations, scattered and independent cultural cognition, as well as different social customs; all of them are barriers for the cultural transmission of the "belt and road". Therefore, to promote the mutual understanding, mutual respect and mutual trust between china and people from countries along "the belt and road", and to build a three-dimensional bridge for the interaction from person to person, it is necessary to break down above barriers, and establish an integrated and win-win cultural communication system. This paper attempts to explore the construction of the cultural communication system in the "belt and road" initiative from the perspective of systematic project, so as to promote the emotional exchange and rational cognition among people from countries along the "belt and road", and achieve the mutual cultural identity.

2. Background of Cultural Communication under the "Belt and Road Initiative"

2.1 History of "the Belt and Road" and Cultural Communication

"The Belt and Road" promotes the mutual learning and interaction of civilizations. It is created under the influence of the ancient Silk Road, the maritime Silk Road and the Southern Silk Road. It has accumulated the spirit of the Silk Road with peaceful cooperation, openness and inclusiveness,

as well as mutual learning and mutual benefit as the core. It is the common spiritual wealth of countries along the road. In the face of the rich cultural resources and elements accumulated for thousands of years, we should use the new media technology to deeply dig and find valuable resources, in order to build the "Belt and Road" historical and cultural resources database and make new integration. Elements of human geography are especially important since they provide huge historical and cultural resources for the cultural communication.

2.2 Changes of Media Environment Provide New Opportunities for Cultural Communication

Rich historical and cultural resources can not automatically generate the contents needed for cultural communication. Many historical and cultural elements have disappeared, or only retained some fragments. The innovation of media technology provides new possibilities for the presentation and reappearance of these historical and cultural resources. In the era of globalization and information technology, the international communication environment has been flattened. The political and geographical constraints of media transmission have weakened. Cultural resources of various countries can be combined with new technologies such as the VR technology and the block chain in new communication scenarios; historical culture and modern science and technology can be integrated into a systematic project, so as to promote the integration of different cultures with new technologies and realize the new identity.

2.3 Applicability of Cultural Communication to the Co-Construction of "Belt and Road"

In the process of implementing the "Belt and Road" initiative, we are not only faced with the misinterpretation of powerful western media, but also bothered by the hidden worry of weak communication subjects of countries along the belt and road. In the confrontation and integration of different cultures, all parties are using various media to control audiences' perceptions, attitudes and belief. Cultural communication is a cognitive communication that transcends the traditional linear communication paradigm; it emphasizes people's acquisition, comparison and calculation of cultural products and the new formed judgment. In that process, human brains need to process cultural resources to form the new cultural consensus. Through cultural communication, the symbolic transmission of cultural resources can be realized; people along the road can deepen their understanding on cultural significance, and promote the implementation of the "Belt and Road" initiative.

3. Theories and the Systematic Project of Cultural Communication

At present, China has established multilevel cultural exchange mechanisms with some countries along the "Belt and Road". In the history, we also conducted in-depth media cooperation with many of these countries. But there are still some obstacles and barriers. The effective implementation of cultural communication is a systematic project, rather than the partial improvement of some modules. Therefore, we should first analyze the meaning of cultural communication, and then find methods to build the systematic project of cultural communication.

3.1 Theoretical Review: the Meaning of Cultural Communication

Cultural communication refers to the cultural process in which cultural carriers such as thoughts, consciousness and ideas spread from one region to another. Its purpose is to promote different regions to interact and integrate, to seek common points and reserve differences, in order to form cultural consensus. According to James Carey, culture is communication. They are symbiotic and cannot exist independently; "communication and culture are inseparable". Cultural communication includes the contents and knowledge of politics, sociology, economics, communication and other fields. When ordinary people searching, judging and analyzing relevant information, the threshold of access is high. Misunderstandings brought by stereotype images and halo effects always exist. The focus of cultural communication should be changed from acquaintance to cognition. It is a network structure of multilateral communication, with cyberspace as the main battle position. When cultural communication is carried out for audiences from the "Belt and Road" countries and regions,

mining the culture and knowledge under the appearance of cultural interaction becomes the "commanding point" of communication.

3.2 Transformation of Frame of Cultural Communication Paradigm

The basis of building the "Belt and Road" cultural communication system is the transformation of communication paradigm. The "Belt and Road" cover more than 60 countries in Asia and Europe, and there are "two-way stereotypes" between countries. We should implement the decentralized cultural communication paradigm, change from the overwhelming "bombing" of information to "accurate attacks", build a comprehensive and real cultural symbol system, and highlight emotions and visual symbols in the narrative strategy. The transformation of communication paradigm needs systematic organizational design and data technology support, in order to strengthen the predictability and interaction of communication, and grasp the characteristics of regions and countries along the road. The communication technology equipment can be purchased, but only a few people can use limited equipment to spread rich culture and knowledge information on the site of cultural interaction, which requires specialized training and practice. In the interaction of different civilizations, high-quality information is needed to meet the cognitive needs of audiences and achieve good communication effects. Therefore, the cultural communication project carried out under the "Belt and Road" initiative is a systematic project, which needs to be operated through systematic and scientific theories, rather than strengthening or improving certain units.

4. Construction of the Cultural Communication System

From the perspective of system organization theory, there are interaction and coupling functions in the information network world. Interaction refers to units in the system and the interaction between them. Cultural communication system is a kind of complex interaction relationship. Communicators try to exert influence on the audience; the decoding mode and channel of the audience also affect the production of information. Coupling means that in the construction of the cultural interaction information dissemination system, in addition to considering the internal functions of single units, we also need to consider different units as a whole, and pay attention to the role of each unit and their relations. Therefore, in order to realize the mutual coupling of cultural communication in countries along the "Belt and Road", the cultural communication system is divided into four parts, namely the engineering communication module, the process communication module, the demassification communication module and the hierarchical communication module.

4.1 The Project Communication Module

The project communication module means, in the media communication system of cultural interaction, the government is responsible for the top-level design and macro strategic planning. It needs to formulate relevant cultural communication policies, guidance and incentive mechanisms, and realize the scientific and reasonable narration through cooperation with professional media institutions, self-media and communication platforms. The project communication module is the basic platform of cultural communication. We should speed up the construction of the mechanism and platform for cultural communication, exchange and cooperation, in order to provide assistance for the international cooperation of cultural industry. Based on researches of "the Belt and Road", the government should build cooperative communication frameworks as examples, promote the connectivity of infrastructure, and adopt the "leapfrog" spatial layout of "promoting work in all areas by drawing upon the experience gained on key points". We should firstly support and cultivate countries and regions with good foundation for early cooperation, with relatively developed cultural industries and with close geographical relationship. The "Belt and Road" initiative is the "chorus" of countries along the line. Cultural communication should also take "one world, multiple voices" as the communication concept, and form a diversified pattern of "polyphonic communication" through the "ensemble" and "resonance" of countries along the road. The government should set up special organizations to coordinate and communicate in this process, and employ enterprises, media, associations and non-governmental organizations to take part in the

project, so as to form a multilateral and regular mechanism for the cultural communication cooperation. At the same time, the government should also leave the space for non-governmental dialogue. It can set up a "Belt and Road" cultural communication think tank to enhance people's understanding of China and the "Belt and Road" through the "import and export" of cultural products and cultural exchange summits.

4.2 The Process Communication Module

The process communication module belongs to the micro level, aiming at specific communication strategies. Under the "Belt and Road" initiative, cultural communication should make use of new technologies to enrich the forms of presentation of communication products, integrate historical culture as well as modern science and technology into a major systematic project, expand the value chain of the international cooperation of cultural communication, and form cultural brands with Chinese characteristics. In a word, a big data integrated digital platform for regional cultures along the "Silk Road Economic Belt" should be built to present the cultural charm of the silk road. Through digital technology, the digital information of cultural heritages can be collected, stored, restored and displayed; we can provide a new platform for the interaction of different cultures. Using digital communication to break through the constraints of time and space, the matrix management can be realized through digital information collection; the rigid constraints of time and space in information acquisition can be eliminated. China itself has rich historical and cultural resources; how to effectively use these resources is the key to the implementation of the process module.

4.3 The Demassification Communication Module

The design of the cultural communication system of "the Belt and Road" should fully consider the audience. None of these countries along the road occupy the strong position in the world's communication pattern; there are misunderstandings and biases between them. The complex mutual coupling can act on unpredictable situations and cultural interactions that cannot be designed. The strategy of demassification communication is adopted, and the mutual coupling mechanism is used to realize the point-to-face and many-to-many communication paths. The audiences of "the Belt and Road" can be divided into governments, enterprises, investors and ordinary people; different information should be disseminated according to different audiences. For enterprises, we can focus on the investment environment, the investment demand and policy services along the line to provide data services for business activities. We can also subdivide audiences in different countries and regions according to geographical and human environments. For the audiences in the Middle East, they should respect the religious culture of Muslims, refuse to involve in political disputes and armed conflicts, reduce the differences and doubts of various countries and try to reach consensus through the "soft communication".

4.4 The Hierarchical Communication Module

In cultural communication, the interests of all parties are different; the intervention of some media hegemony makes the communication form even more complex. For example, Western media often interpret the "Belt and Road" as China's "Marshall Plan", which becomes an obstacle in promoting the interaction of civilizations among countries along the "Belt and Road". In face of the complex communication environment, the media should connect with each other closely and make detailed strategies to response and resist the interference of cultural hegemony and binary opposition. Generally, there are two methods. The first is centralized control, which means to control professional media institutions and propaganda institutions. The second is decentralized control, namely to distribute information to each node through independent media workers, We-media and other channels which can guide audiences' cognition. Through this two-level communication model, we can realize the coupling mechanism of cultural communication system "from point to the surface and from the surface to points".

5. Conclusion

In communication practice, these four modules are integrated with each other. At the same time, the mutual coupling of cultural communication is also related to the conscious self adaptability of people and organizations. This requires communicators and communication institutions to learn from each other, correctly recognize and adapt to different cultures, establish scientific behaviors, combine external stimulation with the internal mechanism, and combine the external knowledge of objective things with their internal understanding and perception, so as to finally realize the cultural consensus with countries along "the Belt and Road".

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