

Cultivation of Cultural Confidence of International Communication Professionals under the Belt and Road Initiative

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Abstract: With the proposal of "One Belt and One Road" new Silk Road cooperation initiative, China's international communication will be comprehensively promoted to establish a good national image, strengthening the country's cultural soft power has become an important subject we face. But in digital media in the modern era, we face a multipolar, cultural diversity and the Chinese characteristic expression of endogenous ambiguity, spread a lot of cases showed that many of China's foreign reporting communication effect is very poor in other countries, it is affecting my Chinese international communication process and the quality is still led to the field of international BBS "west west weak" unbalanced pattern, China's "international voice" needs to be enhanced. How to cultivate a new generation of international communication professionals has become an important problem we have to face. In order to solve the problem of cultivating cultural confidence of international communication professionals under the belt and Road Initiative, this paper adopts the method of online questionnaire survey to study 180 students from universities majoring in international journalism in 2019. Through the online questionnaire survey data of 180 international journalism college students, 130 of them do not know their future employment direction, 83 percent of them have not got the Certificate of Cet-6.

1. Introduction

Since the reform and opening up, with the continuous growth of China's economy, the international status continues to improve, the establishment of a good national image of China is particularly critical. International communication is an important way to display national image, national comprehensive strength and national soft power. To enhance international exchanges, China has established the China International Exchange Plan, the first of which was launched Currently, China is in the second five-year plan of its international exchange program, and more progress is being made.

Many scholars at home and abroad have studied the cultivation of cultural confidence of

international communication professionals under the "Belt and Road" initiative. The Belt and Road Initiative proposed by the Chinese government is gaining international consensus, with more and more countries seeing it as a way to jointly explore new mechanisms of international economic governance. At the same time, with the crisis of neoliberalism, economic globalization has also arrived at a crossroad. In particular, opposition to globalization continues and finding new ways to promote global development is a major challenge. In this context, more and more political elites and scholars believe that the Belt and Road Initiative has opened up a possible new path of globalization, in which inclusive globalization is worth exploring [1]. Zhang Y virtual water trade is a new perspective to explore the belt and Road Initiative. From the perspective of virtual water, agricultural trade with China is definitely good for both countries along the Belt and Road and China [2]. Although there are many discussions on the cultivation of cultural confidence of international communication professionals, there is still no perfect education system and no completely correct path. Therefore, it is very important to strengthen the cultivation of cultural confidence of international communication professionals.

Many Chinese media are prone to excessive display of ideological and political ideals in their external communication. Many international media only pay attention to the purpose rather than the effect, which has a strong purpose, but does not play a positive role, bringing negative effects. It will be more effective for us to improve the cultural quality of our international communication major based on the political concept of "The Belt and Road" and bring the international communication major to a new stage.

2. Cultivation of Cultural Confidence of International Communication Professionals under The Belt and Road Initiative

2.1 Research on the Cultivation of Cultural Confidence of International Communication Professionals under the Belt and Road Initiative

(1) To establish more friendly international relations

The Ministry of Foreign Affairs decision, all the way from 16 countries in central and eastern Europe, the concept of the study opened a new chapter in China, in China and eastern Europe in the field of economy, trade, culture, education and so on integrated communication is becoming more and more along with the advancement of Chinese "area" strategy implementation, greatly promote the study of central and eastern Europe to explore space. We can create more initiatives like the Belt and Road initiative to open up barriers between China and the world [3-4].

(2) The training mechanism and content of journalism and communication specialty are insufficient, and the educational facilities of science and communication specialty in universities are backward

In recent years, the major education of science communication in Chinese universities has made great progress mainly in discipline setting, specialty content and training mode. However, at present, the science communication specialty and the talents it cultivates can not adapt to the social development and the public's demand for knowledge, and there is still a big gap and gap with the general scientific literacy of the public in China and European and American countries. There is a general gap between urban and rural areas in China's public cultural quality, and there is also an overall gap between cities [5-6].

(3) Lack of well-rounded teachers

Journalism is not only a social discipline, but also a technical discipline. Practitioners should not only reserve writing knowledge, but also master photography, photography and other

technologies as the basis of professional interview skills. However, traditional journalism education pays more attention to the explanation and teaching of theoretical knowledge, which makes teachers pay more attention to teaching learning ability and scientific research level, but seldom pay attention to practical ability. As a result, teachers lack the motivation to understand enterprises, leading to the lack of "double-qualified" teachers [7-8].

2.2 Development trend of Research on Cultivation of Cultural Confidence of International Communication Professionals under the Belt and Road Initiative

The transformation of knowledge production mode of journalism and communication and the development trend of journalism and communication education as a professional discipline have been strengthened. In modern society, the public's demand for news communication is increasing. Therefore, improving the professional education system, increasing the professional direction and cultivating students are the main contents and internal needs of science communication education in colleges and universities in China.

(1) Continuously improving the education system of news communication

With the popularization of mass media and the vigorous rise of mass culture, the public's demand for news knowledge is increasing. In modern society, with the development of national education and the gradual improvement of public cultural literacy, the public's demand for scientific and technological knowledge is also increasing. However, when it comes to news communication, China is not only short in equipment investment, but also in the number of communication talents. This has also played a great role in promoting the establishment of this major in China's universities. In recent years, the number of journalism education majors in Chinese universities is not only increasing, but also has a tendency to increase [9-10].

(2) The trend of interdisciplinary education is strengthened

As a multidisciplinary specialty, journalism and communication education needs multi-disciplinary cooperation, but there are still many problems in journalism and communication education in China. In addition, management inertia also affects the training effect of journalism and communication education to a great extent. Interdisciplinary training can not only control the characteristics and training effect of management discipline, but also improve the breadth of students' ability and professional vision. The talents trained by journalism and communication education in colleges and universities tend to be cross-specialized, and this trend is becoming more and more obvious [11-12].

2.3 Optimization strategies of the Research on Cultivating Cultural Confidence of International Communication Professionals under the Belt and Road Initiative

(1) Strengthen professional education practice and cooperate with media

Guiding college students to participate in scientific practice in higher education, stimulating their enthusiasm to participate in scientific and technological practice and improving their scientific quality are the inherent requirements of higher education teaching objectives. Although the implementation of science education is inseparable from university study, students should not only have the motivation and thirst for knowledge, but also develop interest, enthusiasm and interest in science. Only when students have real enthusiasm can they devote themselves wholeheartedly to their studies and the work of education be done well. To improve college students' interest in journalism practice, not only to improve students' understanding and the understanding of science, more to improve college students' understanding and the understanding of the news spread,

especially to the understanding and the understanding of news transmission, and the development of society and the news spread itself, also want to enhance their learning initiative, improve the scientific quality consciousness; In the teaching method should guide college students to think and explore, teaching method should make students study more active; It is also very important to stimulate college students' participation in science and technology practice.

(2) Expand the content of professional education and explore the method of public account participation

Under the guidance of science communication theory, university science education should not only popularize the basic knowledge of science and technology, but also expand to more in-depth content of science communication. Science education in institutions of higher learning should include the state, schools, the scientific community, teachers and academic students, the media and the public. These disciplines influence each other. The government and colleges and universities can formulate scientific education and teaching programs and designs. Meanwhile, the media and other groups can also raise questions and suggest modifications to the relevant measures formulated by the schools. Therefore, colleges and universities should further optimize and guide the public to participate in the science communication of colleges and universities through the network, improve their own professional construction, and provide talent guarantee and communication technical support for public science service.

(3) Improve the level of professional education and increase the depth of social experience

We should give priority to establishing and strengthening the promotion or opening of masters in science communication to provide short-term training for professionals in science and technology communication so as to relieve the pressure of market demand for professionals in science and technology communication. At the same time, according to the interdisciplinary characteristics of science communication, undergraduate students can give priority to the development of double-degree education, so that students can master science communication through the second degree and form reserve talents. While improving the level of professional education and professional level, social service functions should also be increased. Led by the government and under the leadership of colleges and universities, colleges and universities should give full play to their social strength advantages and widely participate in the innovation and development of public scientific services. Get first-hand scientific research materials, so that their professional constantly improve, and social change coordinated development. To achieve a partnership between government, enterprises and universities.

(4) Improve the interdisciplinary training mode and cultivate inter-disciplinary talents

Due to the diversity of China's higher education, the specific training methods are flexible and diverse, which can be established through scientific social research, and the curriculum can also be integrated by allowing students to participate in scientific research. To develop truly interdisciplinary professionals, we should not only offer courses in different disciplines, but also integrate them at the content level. In the second half of the 20th century, the development of scientific knowledge greatly enriched the proportion of social life greatly increased. In addition, the communication between different disciplines is becoming more and more convenient, and composite knowledge has become an important part of the development of countries. The demand for interdisciplinary and edge science is also developing. The transformation of the production mode of news communication makes the relationship between news communication and society more prominent. The demand for interdisciplinary talents in the research field of news communication is also great, and the number of interdisciplinary majors offered by universities is also increasing.

3. Investigation and Research on Cultivation of Cultural Confidence of International Communication Professionals under the Belt and Road Initiative

3.1 Research Methods

This paper adopts online questionnaire survey, through the investigation and research on cultivation of cultural confidence of international communication professionals under the "Belt and Road" initiative.

3.2 Data Collection

In this paper, questionnaires were distributed online mainly by Questionnaire star. A total of 180 questionnaires were distributed online. Since there was a small reward after filling in the questionnaire, the efficiency of the returned questionnaire was 100%.

3.3 Data processing and analysis

In this paper, SPSS 22.0 software was used to make statistics and analysis of the survey results, and p test was conducted. The P-test formula used in this paper is as follows:

$$p = \frac{\bar{X} - \mu}{\frac{\sigma X}{\sqrt{n}}} \quad (1)$$

$$p = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}} \quad (2)$$

Where, Formula (1) is the single population test, is the sample mean, s is the sample standard deviation, and n is the sample number. Formula (2) is the double population test, and is the two-sample variance, and is the sample size.

4. Investigation and Research on Cultivation of Cultural Confidence of International Communication Professionals under the Belt and Road Initiative

4.1 Understand the Employment Orientation of Journalism and Communication Major in Universities

In order to effectively understand the cognition of contemporary college students majoring in journalism and communication on their future employment situation, a simple questionnaire survey was conducted on the personal situation of 180 undergraduates majoring in news broadcasting in 2019. The survey questions and results are shown below.

Table 1: Question 1" Population distribution

	Not at all clear	Don't know much about it	Generally clear	More clear	Very clear
The number of	20	60	51	22	27

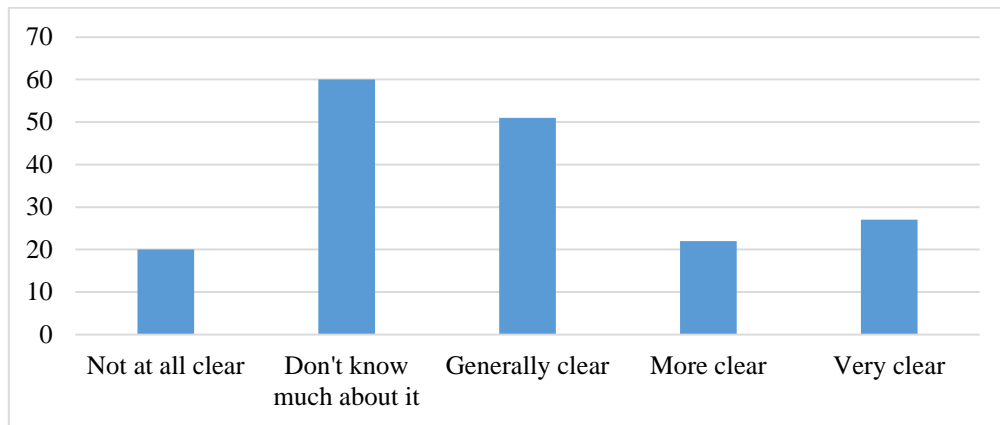


Figure 1: "Question 1" Population distribution

As can be seen from Figure 1, only 49 people are quite clear about their employment situation, and more than 131 people are confused about their future employment direction. It can be seen that although students choose this major, but the future employment direction and employment situation, do not understand. Therefore, the initiative of "One Belt and One Road" may not be a bright road for journalism and communication majors. Teachers should share current employment information with students in addition to setting goals to meet the needs of talents in the society in the normal teaching process.

4.2 Number of College Students who Passed Cet-4 6

Table 2: "Question 2" Distribution of measuring points

	Are not through	Through the level 4	Through level 6
The number of	23	126	31

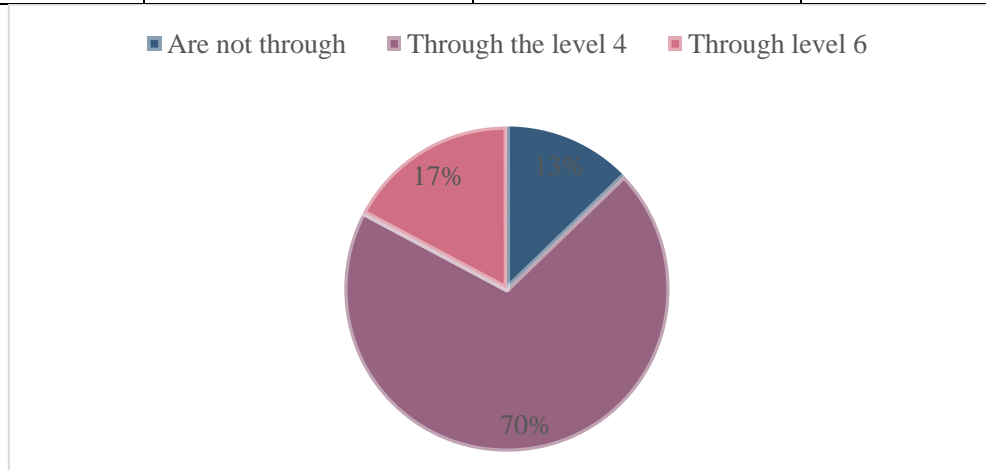


Figure 2: "Question 2" Distribution of measuring points

From figure 2 you can see, only 31 180 passed level 6 English test, most people just passed the English test level 4, and 23 people didn't pass, this to the development of international news communication is a very serious problem, which means that there are a lot of people are not up to standard internationalization level of a practitioner, It also calls on all students, as international

journalism and communication majors, to keep up with the trend of international development and become qualified talents majoring in international journalism and communication of the "Belt and Road" Initiative, which is also confident in the face of the world.

5. Conclusions

With the improvement of China's international status, comprehensive national strength and the proposal of "One Belt, One Road" and other strategic ideas, it marks China's arrival on the world stage. Yes, we want to tell more "good stories" about China, highlight the image of China as a confident, peace-loving and vibrant society, and use three-dimensional and comprehensive presentation methods to win more opportunities for China to speak. Our efforts to promote the concept of "peaceful rise" and the path of peaceful development have gained wider understanding and support. China has a high level of international communication, and there is still a lot of room for improvement to enhance the international credibility of major Chinese media.

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