

# *Research on the Path of Improving the International Communication Efficiency of Chinese Traditional Culture under the Background of Cultural Globalization—Taking “Fu” Culture as an Example*

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**Abstract:** General Secretary of the CPC Central Committee has made important instructions for the propaganda of ideological and cultural work, which clearly puts forward that we should focus on strengthening the construction of international communication capacity and promoting the exchange and mutual learning of civilizations. This study, taking Chinese excellent traditional culture, "Fu" culture, as an example, analyzes how to improve the international communication efficiency of Chinese excellent traditional culture under the background of cultural globalization from the aspects of cultural content innovation, image construction and communication channels.

## 1. Introduction

Under the background of world cultural agitation, promoting Chinese excellent culture to the world is related to the construction of Chinese cultural power and the great rejuvenation of the Chinese nation. However, the cultural communication of various countries in the world is influenced by their way of thinking, values, history and culture, and there are differences among them, and even the cognition of some basic concepts and categories is also very different. It is bound to face many challenges to carry out the external communication of Chinese culture.

In order to make the Chinese story be told well, the external communication of Chinese excellent traditional culture should create a cultural brand with outstanding national color. The "Fu" culture is the endogenous culture of the Chinese nation. From the origin of the word "Fu", blessing activities, the theory of five "Fu" to the concept of struggle and happiness in the new era, it runs through the development of Chinese civilization and has profound cultural connotation and strong communication tension.[1]

## 2. Adhere to Upholding Fundamental Principles and Breaking New Ground

"Fu" culture is not only the gene culture of the Chinese nation, but also the concrete embodiment of the beautiful spiritual and cultural construction called for by the beautiful life in the new era. For cultural communication, only by upholding integrity can we not lose ourselves and our direction, and only by innovation can we grasp The Times and lead The Times. Upholding fundamental

principles and breaking new ground, that is not only the distinctive theoretical character of the Thought on socialism with Chinese Characteristics in the new era, but also the focus of promoting the development of cultural undertakings.[2]

## **2.1 Sticking to the Cultural Stand, Grasp the Correct Direction of Communication**

To grasp the right direction is to integrate the underlying tenets of Marxism with China's realities and the best of its traditional culture is finally transformed into the common ideals and pursuits of mankind. At the same time, we must strengthen the confidence in the spread of civilization, deeply understand the outstanding continuity of Chinese civilization, scientifically understand the development of Chinese civilization, and accurately grasp the concept of Chinese civilization. The subject of communication must realize that only based on China's 5000 years of splendid and glorious history of civilization can we truly understand the historical inevitability, cultural connotation and unique advantages of the Chinese road.[3]

Concretely speaking, The concrete narrative, such as with vivid cases, detailed data, rich practice, clarify the broad and profound concept of civilization of the Chinese nation and understand the course of the Communist Party of China in promoting the inheritance and development of Chinese culture, explain the essence of Chinese culture and enhance the affinity and pertinence of Chinese expression.[4]

## **2.2 Achieve High-quality Creative Transformation and Innovative Development of "Fu" Culture**

First, in terms of content, it improves the level of contemporary interpretation research, and excavates the cultural elements that are interlinked between ancient and modern times and shared by China and foreign countries. It combines with the daily life, mainstream aesthetics, value concept and spirit of the times in contemporary China, and integrates with folk culture, food culture and landscape culture. For example, the overseas spread of "Fu" tea, the common meaning of "Fu" culture in the Spring Festival, and the modern value of Zhu Xi 's ' virtue and happiness.[5]

Secondly, in form, with the help of digital media, improve the cultural communication matrix, identify a unique perspective, and expand the supply of quality products. It is necessary to display the stories behind Chinese culture in virtual reality, give full play to its multi-point and multi-directional interactive communication. In the process of communication, we should establish a media-integrated communication thinking, capture the needs of foreign audiences to understand China and Chinese culture, and suit the remedy to the case through strategies such as optimization algorithm recommendation, so as to promote the digital sharing of Chinese cultural resources in the world. For example, during the World Heritage Conference, Three Lanes and seven alleyways in Fuzhou used multimedia technologies such as sound and electricity, combined with Fujian opera performance and intangible cultural heritage display to show the charm of "Fu" culture to the world.

Thirdly, the cultural carrier, should launch "Fu" cultural and creative products, form a cultural communication ecosystem, form cultural industry and integrate them into local development, large-scale events, scientific and technological achievements, and cultural projects for foreign students. For example, Fujian Agriculture and Forestry University held a cultural activity with the theme of "Fu" culture in combination with scientific and technological achievements and activities, as well as the construction of a park with the theme of happiness culture.[6]

### **3. Pay Attention to Localized Communication, Enhance the Affinity and Appeal of "Fu" Culture**

Only around the most vivid cultural practice can we do a good job in cultural communication. Overseas publicity has transnational, cross-cultural and cross-linguistic characteristics. Therefore, the accurate transmission of "Fu" culture is particularly important for improving the international communication efficiency of "Fu" culture. However, in the context of the world's multiculturalism, there are some problems in Chinese cultural communication, such as lack of attraction in content, lack of innovative means, and lack of wide range of communication.

#### **3.1 The Leading Role of People-to-people Diplomacy**

There is an old Chinese saying that People-to-people friendship is the cornerstone of sound state-to-state relations, and heart-to-heart communication holds the key to deeper friendship. It focuses on the role of international students, exchange students, overseas Chinese and other groups in cultural exchanges between China and foreign countries and the dissemination of Chinese culture. Cultural communication should make full use of the advantages of international education in universities, adhere to the two-pronged approach of cultural integration and allegation of fact, so that they can become the overseas communicators of "Fu" culture.

As "walking cultural symbols", overseas Chinese such as students and Chinese businessmen are the enablers of the overseas spread of Chinese culture. Relying on the wide distribution of overseas Chinese, language advantages, local life experience and other characteristics, we can fully tap and use the Chinese cultural genes carried by them to promote the positive spread of Chinese culture. In addition, in the process of cultural transmission, overseas Chinese should be guided to tell the story of Chinese civilization well through the outward form of daily living habits and dress. For example, the Fujian Provincial Committee of the Zhigong Party hired 62 overseas Fujian expatriates from 32 countries as overseas propagandists of "Fu" culture in 2023. In this way, they can actively play their own advantages abroad, and vigorously spread the "Fu" culture.

#### **3.2 Focus on the Local Perspective**

As an important measure to break the deadlock of cultural communication and enhance the appeal of Chinese civilization, "Localized" communication has great practical value. Cultural communication should be combined with local conditions, serve the local people, and enhance the affinity and effectiveness of cross-cultural communication from the perspective of excavating the cultural integration points of both sides. For example, the "happy grass (mushroom-grass technology)" of Fujian Agriculture and Forestry University has made great contributions to poverty alleviation and foreign aid. It should be based on the content of mushroom-grass technology to do a good job in the dissemination of Chinese culture.

The localized communication of Chinese culture should make full use of the power of overseas Chinese media. Overseas Chinese language media is a traditional channel and an important bridge to spread Chinese culture, promote exchanges between China and foreign countries, and contact overseas Chinese. It includes newspapers and publications, network media and so on, the latter one, as a medium that beyond time and space, connects users around the world into a large cultural circle. Therefore, the use of media should focus on the production of rich and colorful cultural content, and adopt attractive ways of expression, pay close attention to China's development, and promote the innovation of interactive discourse expression. For example, in-depth research on bilingual publishing should be carried out to effectively refute the distorted reports of Western media and safeguard China's image in international public opinion.

### **3.3 Give Full Play to the Advantages of Domestic and Foreign Location Resources**

Cultural accurate dissemination should make use of geographical characteristics to build the mother position of "Fu" culture research and overseas dissemination in the southeast coastal area of China, so as to expand the dissemination from point to area. Internationally, it focuses on the areas along the "Belt and Road", Southeast Asia, overseas Chinese companies, project bases, Chinese schools overseas and so on. At the same time, the existing advantages are used to set up "Fu" culture reading base, art center, experience center and so on. Only in this way can the precious spiritual and cultural wealth of "Fu" culture be transformed into a powerful driving force to enhance the influence of Chinese civilization and building the community of human.

"Fu" culture starts from the pursuit of the deepest truth, goodness and beauty of human nature, and essentially expresses the common value goal of human beings, which makes it possible for "Fu" culture to spread widely. This necessitates that we consider China's domestic realities and international concerns, cultural connotations, and overseas demands during the communication process, while promote China's story and its voice through representations in globalised, regionalised, and more narrowly-focused contexts.

## **4. Focus on the Construction of Image of China**

A good national image can not only enhance a country's international influence and appeal, but also enhance the cohesion of its people. The external communication of culture is an important way to build a national image and an important means to enhance national culture soft power. Image of China is generated under the joint action of "self-construction" and "other-shaping".

### **4.1 Strengthen the Initiative of "Self-Construction"**

Seeking truth from facts is the living spirit of Marxism, which requires that cultural dissemination be based on facts. To tell Chinese stories well, spread Chinese culture well, and shape image of China well, which must answer the three questions of "who are we", "where are we from" and "where are we going". The process of self-construction should focus on two key points: cultural gene decoding and elucidation of epoch connotation. Chinese civilization is accompanied by the folk custom of praying for good fortune, which called "Qifu" in Chinese. The concept of well-being came into being in Five thousand years ago, and the origin of "Fu" culture emerged.

Since modern times, the Communist Party of China has always adhered to the original mission of seeking happiness for the Chinese people, and put forward the concept of struggle for happiness in the new era and other content related to the "Fu" culture. As the starting point of the Maritime Silk Road, the success of Quanzhou 's application for world heritage and the explosion of Guo-style magic paper flower songs from Fuzhou overseas, the bottom success factor is the deep decoding and reconstruction of Chinese culture.

### **4.2 The Integration and Interpretation of Chinese and Western cultures in Other-shaping**

Other-shaping is undoubtedly more important for the overseas publicity of culture. People 's livelihood should be taken as the entry point to analyze other-shaping of Chinese cultural image. The international communication of "Fu" culture should take the central element that "Fu" culture represents people's yearning for a better life as a breakthrough point and deepen the public communication consciousness. Communication environment today is a two-way communication, which is a precise communication that the audience has resonance and feeling. Cultural communication should return to people's stories, beyond regional and national divisions, which

means that it should reflect the happy life of international students, entrepreneurs, tourists and other individuals in China. From this perspective, "Fu" culture can convey the good situation of reform and opening up and social stability and development in the new era, and narrow the psychological distance between the world and China. At the same time, the exploration of resonance in "Fu" culture has become the focus of international public opinion in a way that overseas audiences can understand, make clear and accept, extracts the cultural essence of "Fu" culture with universal significance, and to present a credible, respectable and lovely image of China to the world.

## 5. Conclusion

Promoting the international dissemination of Chinese excellent traditional culture, which is an important part of the publicity and ideological work in the new era. The history, culture, system and development level of each country are not the same, but the people of all countries pursue the common value of peace, development, fairness, justice, democracy and freedom for all mankind. This is the concept guidance of civilization exchange and mutual learning, and also lays a value premise for international communication.

As an important part of Chinese excellent traditional culture, "Fu" culture has witnessed the formation of the fine character of the Chinese nation from the elaboration of "Fu" in *The Book of Songs* and *Shangshu* to the historical practice of benefiting the people in the new era, which is characterized by awareness confident, tenacity and traveled all the time. In order to improve the international communication efficiency of Chinese excellent culture, we must understand scientific world outlook and methodology of Xi's Thought On Culture well, adhere to upholding fundamental principles and breaking new ground, pay attention to localized communication, and focus on the shaping of image of China. The purpose of the external dissemination of Chinese culture is to introduce a real, three-dimensional and comprehensive China to the world, so that the communication of culture has always been committed to enhancing soft power of Chinese and cultural power construction.

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