

The Innovative Ideas and Steategies of Cross-Cultural Communication Along "Belt and Road"

YANG Shisheng^{[a],*}

^[a]The Department of Foreign Language, Shandong Jiaotong University, Ji'nan, China.

*Corresponding author.

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Abstract

In the multicultural international environment, "Belt and Road" should take the ultimate caring spirit of the value community and the destiny community as the core, and take the idea of peace, openness and tolerance to guide the solution of cross-cultural conflicts in reality, to eliminate misinformation of China's "Marshall doctrine" or "neocolonialism". The Belt and Road's cross-cultural communication needs to innovate the form of cross-media communication, actively use the concept of omnimedia communication, adopt the form of multimedia expression, more use of audio and video, website, mobile phone WeChat and other communication methods, to transmit information instantly. High-quality cross-cultural communication needs the support of high-quality talents. Cross-cultural communication talents should not only have a good foreign language proficiency, but also have a keen ability of cross-cultural perception and understanding.

Key words: Cross-cultural communication; The Belt and Road; Innovation

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INTRODUCTION

The construction of "Belt and Road" needs to attach great importance to cross-cultural communication factors, which can not only provide good public opinion support for the related infrastructure construction, but also helps to promote the construction of "Belt and Road" destiny community. The cross-cultural communication along "Belt and Road" needs to have innovative thinking, better play the communication potential of "go out" enterprises and businessmen. And we should also focus on strengthening interpersonal communication and organizational communication while strengthening mass communication. In a micro-communication era characterized by cross-media and all-media, the cross-cultural communication along "Belt and Road" should adapt to the trend of communication technology change and make full use of WeChat platform. Good cross-cultural communication results are based on solid cross-cultural empirical research. Under the circumstance that cross-cultural communication of "Belt and Road" relies more and more on interpersonal communication and enterprise communication, it is extremely necessary to train excellent cross-cultural talents.

1. THE IMPORTANCE OF INNOVATING NEW IDEAS IN CROSS-CULTURAL COMMUNICATION

Cross-cultural communication is information exchange and share between individuals, organizations or countries from different cultural backgrounds. In the long history of human development, the formation of civilization derives from re-integration of a group of different cultures into a more advanced new cultural one after continuous conflict, reference and integration. The history of cultural evolution in the world shows that culture always advances in such a continuous harmony and integration of twists and turns.

This phenomenon is also confirmed by several times of national fusion in Chinese history. It can be said that cross-cultural exchange is the eternal and inevitable of history and reality. Especially today, with the globalization of information, human exchanges have crossed the regional barriers and shared all the achievements of the evolution of human civilization. The implementation of the "Belt and Road" strategy will provide a realistic guarantee for more frequent information exchange and sharing among different countries and different cultural groups, thus opening a more convenient new way of communication, which will contribute to human creative ideas to collide and produce in a wider historical space.

"Belt and Road" is a diplomatic practice innovation in which China's diplomacy moves toward "striving for success" in order to achieve the interlink in facilities connectivity, smooth trade, capital financing, policy communication and popular sentiment in the countries along the route. Among them, popular sentiment is vital, which can provide spiritual protection for the material level and the policy level. The current project of "Belt and Road" is facing negative international public opinion, such as China's restoration of the "Chinese imperial system" and the Chinese version of the "Marshall Plan", which will affect the construction of a mutual understanding among the people. To promote the construction of "Belt and Road", we should attach great importance to the coexistence and integration of multiple civilizations, and effectively avoid and deal with possible incidents of cross-cultural conflict. Cross-cultural understanding and communication are of great significance in international communication. The conflict between modern China and the outside world was first manifested in the clash of civilizations. In 1793, Macartney's visit to China showed the collision between the two civilizations. Macartney's visit to China did not achieve the purpose of opening China's ports of trade because of cultural differences such as the dispute over etiquette. In 1840, Britain opened China's doors with opium. Huntington's theory of clash of civilizations even argues that "in this new world, the most common, important and dangerous conflict is not between social classes, between the rich and the poor, or between other economically divided groups, but between peoples belonging to different cultural entities".

The countries along "Belt and Road" have a multicultural background, so the cooperation and interaction in material and spiritual aspects may lead to cross-cultural conflicts or promote cross-cultural integration, which depends on the enhancement of the ability of cross-cultural understanding and communication in China. At present, our international communication pays less attention to cross-cultural factors. General Secretary Xi Jinping put forward "innovating the way of propaganda abroad" and "making efforts to create a new concept, new category and new expression" and emphasizing the innovation of international

communication. Therefore, as a diplomatic innovation practice, the initiative of "Belt and Road" calls for cross-cultural communication innovation.

Traditional international communication emphasizes the central role of mass communication in foreign media, and pays less attention to interpersonal communication and organizational communication. This tendency needs to be reflected and corrected in the construction of "Belt and Road". In the process of "going out" of Chinese enterprises, the interaction and communication of Chinese and foreign cultures move from discourse level to practical level. Cross-cultural communication and communication rely more and more on interpersonal communication and organizational communication, especially in the micro-communication environment, the communication changes characterized by immediacy, individuality and interaction will provide good technical support for interpersonal communication and organizational communication. Compared with mass communication, interpersonal communication and organizational communication will have a stronger sense of scene, interactivity and intercommunion, which can better promote cross-cultural communication.

2. EMPIRICAL INVESTIGATION: "BELT AND ROAD", THE CORNERSTONE OF CROSS-CULTURAL COMMUNICATION

"Belt and Road" involves more than 70 economic and trade cooperation zones in more than 60 countries in Asia, Europe and Africa, with a population of 4 billion and a total economic volume of about US \$21 trillion, which accounts for 63% and 29.4% of the world. The countries along "Belt and Road" have great differences in the level of economic development, political system and religious culture. Whether it is infrastructure investment or "going out" for Chinese enterprises, there will be differences in product standards, tariff standards, legal system standards and cultural practices. Cultural differences, if improperly handled, may cause tension between Chinese companies and local society. This requires us to strengthen the field investigation, especially the investigation of religion, culture, customs and habits of the countries along the line, and to be highly sensitive to different religious cultural taboos.

We need to strengthen the investigation and research on the management culture of the countries along "Belt and Road". For example, the work style of the western countries embodies individualism, while the oriental culture embodies collectivism. Western enterprise structure embodies flat structure and bottom-up decision, while Chinese enterprise structure is hierarchical and top-down decision-making. In the concept of time, Europe and the United States care more about punctuality, but Spain, Italy, Greece, Mediterranean and other countries

have more loose concept of time. Western countries deal with problems directly, while China deals with them indirectly. In some countries in East Asia, companies pay workers longer hours, while in countries such as Mexico, wage increases cause workers to work fewer hours. In the process of interaction with local countries, Chinese enterprises need to be highly sensitive to the local management culture, treat and manage differently according to specific situations, and use localized thinking to achieve localized management.

The construction of "Belt and Road" needs to understand and identify cultural differences, which is the premise to improve the effect of cross-cultural communication. To this end, the author suggests to carry out the construction of cross-cultural case base about "Belt and Road". First, we can search the existing academic literature and network resources, collate relevant cross-cultural differences, conflicts and fusion cases. Second, in order to maintain the dynamic and fresh nature of the case bank, more importantly, we need to strengthen interviews with Chinese personnel stationed abroad, "going out" business businessmen, and people working and studying in countries along "Belt and Road", and to fully explore their experiences and cross-cultural cases around them. Third, we also need to establish relevant communication platforms and mechanisms to stimulate cross-cultural exchanges of staff and businessmen in the countries along the route, and mobilize them to provide real cases of cross-cultural conflict and integration.

3. VALUE CONCERN: THE CORE OF INTERCULTURAL COMMUNICATION

"Belt and Road" not only provides material public goods such as AIIB, Silk Road Fund, but also public goods in value level. As former US President Richard Nixon put it: "our call does not come from our wealth or our military power. It is from our thoughts. " We should be on guard against the view that "Belt and Road" is regarded as an economic level of capital, infrastructure projects or industrial exports, and strive to promote it as a kind of social development and the communication of value concepts abroad. If China's value concern cannot be well disseminated to the outside world, if the idea of peace, openness and tolerance, and the ultimate caring spirit of the community of values and the community of destiny won't guide the solution of the cross-cultural conflict in reality, the construction of "Belt and Road" is easy to be misinterpreted as China's Marshall Doctrine or neocolonialism.

"Belt and Road" is involved in the construction of railway, port and other large-scale infrastructure, and the quality of the project is an important lifeline of the construction of "Belt and Road". In the environment of "value vacuum", which is generally existing in the

absence of core values, some Chinese enterprises and businessmen have taken the "bean curd" project abroad, which is extremely worrisome and needs to be on high alert. For example, some Chinese businessmen who do business in Muslim countries have a weak moral sense, as they cannot "keep concubines" in the local areas, they bring some Chinese women there to serve them, which has had an extremely bad effect in Islamic faith countries. In the process of China's "going out", how to rebuild China's value system has become a more urgent problem.

At present, the cross-cultural communication along "Belt and Road" more stays at the stage of superficial communication, such as tourism culture, food culture, etc., which insufficiently touches the deep level of cross-cultural communication of emotion. The nature of enterprises and businessmen is to pursue profits. However, the enterprise culture with high value and concern spirit is the engine and compass for the internal development of enterprises. It is also a disinfectant to avoid profit-seeking, profit-benefit imbalance and market failure. Therefore, "going out" enterprises and businessmen need the nourishment of "soul chicken soup" and cultivate the sense of social responsibility which is full of love and charity spirit while pursuing profit value.

The theory of cultural hierarchy holds that culture is divided into three levels: surface (external intuitive), middle (social norms and values) and core (the basic hypothesis of cultural existence). The outward communication of Chinese culture by Confucius Institutes is limited to the surface culture such as calligraphy, martial arts, paper-cut and so on. It is difficult to touch the middle and core layers of Chinese culture. Confucius Institutes attract a lot of people from the middle and lower strata of the local society and fail to reach the local elite effectively, which makes it unable to effectively spread the Chinese values.

Many foreigners reported that the exchange of views with the Chinese often remained in the exchange of views on specific matters, lacking the sharing and blending of values and feelings. Christian, Islamic and other religious groups can establish an emotional community and a community of values through worshipping, studying scriptures, or fellowship, reading scriptures and sharing experiences and feelings in life with each other.

However, there is a lack of a communication mechanism between Chinese people to share value and spiritual level, which may lead to the division of value and alienation of emotion. The Confucian and Taoist cultures in China have a strong spirit of value questioning, which requires us to innovate in the form of exchange of value care and to establish some communication mechanisms among small groups between Chinese classical culture and philosophy of life. It inspires participants to study the traditional Chinese thoughts such as Confucianism, Taoism and Buddhism in combination with their personal

experience, and to explore the continuity of tradition and culture, the argument of righteousness and benefit, and the contemporary peace, development, openness and tolerance.

The Confucius Institutes along “Belt and Road” and Chinese businessmen particularly need to share and exchange traditional culture and the spirit of the Silk Road, the organic link of the fate community, and the participation of local people, gradually making it the bond of the value and emotional interaction of local people.

4. THE CROSS-MEDIA INTEGRATION: CROSS-CULTURAL COMMUNICATION TO CREATE NEW WAYS

At present, China’s external communication form has some faults, such as single style, the boring content, insufficient awareness of audience, and deficient cooperation consciousness in domestic and foreign media. Therefore, we should combine Chinese cultural value concept to spread while spreading Chinese brand. The spread of Chinese products and brands requires cross-cultural awareness, consideration for others, and concern for the audience’s different cultural situations. The Silk Road, co-produced by China Central Television (CCTV) and Japan’s Broadcasting Association (NHK), is a typical case of successful cross-cultural communication. The producer catered to the aesthetic needs of the Japanese audience and produced the Japanese version of the Silk Road. NHK also used a comprehensive marketing strategy, opened an exhibition hall to display related photos and objects, and held a press conference, to display large-scale posters in public places such as the streets of Tokyo. This set off a strong “Silk Road fever” in Japan. At the “Silk Road Film and Television Bridge International Cooperation Summit Forum”, held in August 2014, the China International Film and Television Show concluded a documentary co-production project, such as “Maritime Silk Road”, “Silk Road Economic Belt”, “Amazon-Amor River in Asia”, etc. This will take an important step for “Belt and Road” film and television works in Chinese-foreign cooperation.

The cross-cultural communication along “Belt and Road” needs to innovate the form of cross-media communication and integrate the multimedia communication forms such as text expressed by keywords, images expressed by visual features, video and audio by space-time characteristics. China should actively use the concept of omnimedia communication, adopt multimedia forms of expression, more use of audio and video, websites and other means of communication.

At present, the external communication has entered the era of micro-communication, the instant transmission of information through the mobile phone WeChat with a strong personality and interactivity, and the content

of communication presents a short and fragmented characteristics, suitable for fast-food reading. Therefore, the countries along “Belt and Road” should make full use of WeChat tool in cross-cultural communication. Current WeChat is increasingly international as the communication platform of foreign public. WeChat supports instant translation of text, pictures and documents into English, Japanese, French, Spanish, German, Russian and other languages. It supports 18 languages in addition to Chinese, including Polish, Portuguese, Korean, Malay and Indonesian. WeChat is now ranked first on the App Store in 27 countries and will play an increasingly important role in China’s external communication.

In the context of microcommunication, enterprises and individuals have become the main body of cross-cultural communication. Cross-cultural communication should give full play to the communication potential of enterprises and individuals. According to CCTV’s “Detailed Interpretation of Community of Destiny” program about “Belt and Road”, Beijing flies 58 routes every day to the countries along “Belt and Road”. In 2015, An average of 87000 tourists travel to and from “Belt and Road” “every day. These people will become the main body of cross-cultural communication, so their cross-cultural communication literacy and ability is very important.

5. TALENT TRAINING: THE SUPPORT OF INTERCULTURAL COMMUNICATION

Cross-cultural communication along “Belt and Road” depends more and more on the “bottom-up” communication from “going out” enterprises and businessmen, and more on interpersonal communication and organizational communication. High-quality cross-cultural communication needs the support of high-quality talents. Cross-cultural communication talents should not only have a good foreign language proficiency, but also have a keen ability of cross-cultural perception and understanding.

Cross-cultural communication requires the cultivation of “four quotient” talents, that is, intelligence quotient (IQ), emotional quotient (QE), adversity quotient (AQ) and spiritual intelligence quotient (SQ) are all high.

First of all, the need to cultivate complex talents with High IQ. Along the Silk Road, more than 50 countries have signed services outsourcing and other economic projects with China in varying degrees. We need not only to develop the language communication ability of cross-cultural communication talents, but also to improve their cross-cultural understanding, communicative skills, business skills and the level of knowledge in their field of expertise.

Secondly, it is necessary to cultivate high EQ personnel for cross-cultural communication. They need

good ability to think for others, cross-cultural perception, understanding and analysis. In the context of cross-cultural conflict and cross-cultural negotiation, it has a good ability of psychological regulation and adaptation.

Thirdly, it is necessary to train cross-cultural communication talents with high AQ. "going out" individuals will inevitably encounter cross-cultural shocks, produce cross-cultural shocks, bring psychological depression, and need to be well groomed and adjusted. This requires a strong counter quotient, which can effectively deal with complex problems and get out of frustration as soon as possible.

Finally, it is necessary to train talents of cross-cultural communication with high SQ. SQ is embodied in the insight and comprehension of human mind, it must have good self-reflection consciousness and ability, and the ability to communicate with foreigners in the field of mind and religion and culture.

It is necessary to strengthen cross-cultural training in the cultivation of the four-commerce talents. The government needs to provide good service platform and system support for cross-cultural training. Enterprises should teach the values, ethics, customs, laws and regulations of foreign cultures in an all-round and systematic way, improve the staff's understanding and cultural sensitivity of foreign cultures, and guide them to understand and respect cultural differences, which thus will reduce cultural conflicts and improve their ability to resolve them.

The cultivation of cross-cultural talents needs to fully tap the talents of ethnic minorities in China, and better train the talents of ethnic minorities such as Russian, Uzbek, Hui, Mongolian, Kazakh, Uygur, Tajik, etc. Let them use their own language and cultural advantages in promoting cross-cultural exchanges with "Belt and Road" countries so as to play an active role in the intermediary bridge.

CONCLUSION

Belt and Road's strategy is an important development strategy for China to meet the needs of international

and domestic social and economic development. In this process, cross-cultural communication is an important link, which relates to the quality and speed of Belt and Road's strategic construction. We must fully understand the rich and colorful cultures of the countries along the route, innovate the way of cultural exchange in our country, and strengthen the cultural exchange team, so that we can fully understand the existing problems and obstacles in cross-cultural communication, and put forward corresponding strategies in a targeted way.

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