

# On the Construction of China's International Discourse Under the Background of High Quality Development of the Belt and Road: Taking the Dissemination of Chinese Red Literature in Vietnam as an Example

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## Abstract

The investigation of the dissemination of Chinese red literature in Vietnam in the context of high-quality development of the Belt and Road is not only an objective need to spread the core values and cultural essence of the CPC, but also an essential part of promoting cultural integration between China and countries along the Belt and Road. The current research on the dissemination of the Belt and Road and Chinese red literature in Vietnam not only requires a systematic interpretation and in-depth elaboration of the Belt and Road initiative from the theoretical level, but also promotes the dissemination of Chinese red literature in Vietnam from the practical level. Its purpose is to create a red culture with the core values and spiritual essence of the CPC, promote regional cultural exchanges, regional political mutual trust, and regional civilization mutual learning between China and countries along the Belt and Road, so as to strengthen international communication capacity building, comprehensively improve international communication efficiency, and achieve the great development and prosperity of socialist culture with Chinese characteristics.

**Key words:** International Discourse; Chinese Red Literature; The Belt and Road; Vietnam

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## INTRODUCTION

Red literature is an important material carrier of historical and cultural resources of the CPC, and also the source of spiritual strength of CPC people. China and Vietnam are good neighbors and friends linked by mountains and rivers, good comrades and good partners who share common aspirations and common destiny. The geographical advantages and institutional similarities make China and Vietnam natural partners in jointly building the Belt and Road.

At present, with the smooth implementation of the Belt and Road, we should give full play to the function of red literature as an important part of the spiritual and cultural treasure house of the Chinese nation, build a red culture with the core values and spiritual essence of the CPC, promote regional cultural exchanges, regional political mutual trust, and regional civilization mutual learning with countries along the Belt and Road, promote the spread of Chinese red literature in Vietnam, and realize the great development and prosperity of socialist culture with Chinese characteristics.

Based on the Chinese red literature and the Belt and Road initiative, this paper focuses on the necessary conditions, important foundation and realization path of the spread of Chinese red literature in Vietnam under the Belt and Road background, aiming to build a red culture with the core values and spiritual essence of the CPC, and promote the improvement of international communication ability and international communication efficiency.

## ON THE CURRENT STATUS AND TRENDS OF RESEARCH

In recent years, research on the Belt and Road and the construction of China's international discourse has become the focus of academic attention. Scholars mainly discussed the basic path, basic methods and important values of the Belt and Road and China's international discourse power construction.

Jiang Chaoli analyzed the international discourse of the Belt and Road and believed that at present, the Belt and Road construction has reached broad consensus with relevant heads of state and government under the active leadership and promotion of the national high-level. The Belt and Road Initiative has not only received positive responses from countries along the Belt and Road, but also entered a new stage of practical cooperation and achieved fruitful results. In the process of promoting the construction of the Belt and Road, China firmly holds the international voice. At the same time, the western countries represented by the United States deliberately misread the Belt and Road. They claimed that the Belt and Road Initiative was the Chinese version of the "Marshall Plan", which made the Belt and Road Initiative encounter a dilemma of international discourse. The article pointed out that at present, we should enhance the international discourse power of the Belt and Road and enhance the international influence of the Belt and Road. This is not only an important measure to solve the dilemma of international discourse encountered by the Belt and Road, but also a key to promote the construction of the Belt and Road.

From the perspective of global governance and economic development, Long Xiaonong pointed out that China creatively proposed the initiative of jointly building the Belt and Road based on the consideration of coping with the world's unprecedented changes in a century. Although this initiative has encountered challenges such as counter globalization, geopolitical conflicts, discourse traps in western countries, and internal risks along the Belt and Road, China has achieved remarkable results in the construction of specific discourse in policy discourse, academic discourse, media discourse, and all-round multi field discourse. In the future, we should adjust policy discourse to form a discourse balance, compete for the discourse power in the academic field, accelerate the improvement of the international communication economic discourse system, and explore new areas of cooperation based on economic hard power. Only in this way can we truly explore new paths to enhance international economic discourse power, thereby injecting more positive energy and certainty into global governance and economic development.

Wang Yiwei believes that the construction of international discourse power is closely related to cultural soft power. In particular, the contradiction between

the world's growing demand for international public goods and its backward supply capacity makes the Belt and Road Initiative provide objective conditions for improving China's cultural soft power and building China's international voice. At the same time, the Belt and Road Initiative is multiplying China's scale advantage, latecomer advantage, historical and cultural advantage through institutional advantage, and transforming it into structural power and institutional discourse power, promoting China's rise and making it a new world leading country.

Ding Yi said that the proposal and practice of the Belt and Road Initiative provided an important opportunity for China to build its international voice. On the one hand, the proposal and practice of the Belt and Road Initiative provide an important platform for China to spread abroad and enhance its international influence. On the other hand, the proposal and practice of the Belt and Road Initiative can promote the world's understanding of China. In the face of the current dilemma of international discourse, we should strengthen the overall strategic layout and design the Belt and Road international discourse strategy in a multi-dimensional way. At the same time, we should further improve the construction of the external discourse system and gradually promote the innovation of the Belt and Road international discourse. In addition, we should further promote the construction of an international communication platform and the dissemination of international discourse along the Belt and Road. In summary, from the perspective of the opportunities and challenges in constructing international discourse power, in the context of the complex international situation, we have a responsibility to enhance our national discourse power, establish an open, inclusive, and responsible national image, continuously enhance our national discourse power, consolidate our existing international status, and better promote the construction of international communication capacity.

## HISTORICAL CONDITIONS, THEORETICAL FOUNDATIONS, IMPLEMENTATION PATHS, AND IMPORTANT SIGNIFICANCE

The report of the 20th National Congress of the CPC proposed to promote the high-quality development of the Belt and Road, adhere to the equal emphasis on bringing in and going out, follow the principle of joint consultation, joint construction and sharing, strengthen the opening and cooperation of innovation capabilities, and form a new pattern of comprehensive opening up with interaction at home and abroad, and two-way economic cooperation between east and west. At the same time, we should actively promote international

cooperation along the Belt and Road, create a new platform for international cooperation, and add new impetus to common development. In the practice of the Belt and Road Initiative, China and countries along the Belt and Road and around the world continue to deepen cooperation and exchanges in various fields, promote political communication, facility connectivity, smooth trade, financial integration and people to people connectivity with practical actions, expand the space for open economic development, accelerate a large number of infrastructure connectivity, and deepen people to people and cultural cooperation in various fields.

According to statistics, in the past decade, China has been Vietnam's largest trading partner for many consecutive years. Vietnam is China's largest trading partner in ASEAN and the fourth largest trading partner in the world. The bilateral trade volume between China and Vietnam has exceeded 200 billion US dollars for two consecutive years, and the bilateral trade volume in the first 10 months of this year reached 185.1 billion US dollars. Small scale border trade and border trade are becoming increasingly active, and exports of agricultural products such as durian from Vietnam to China have increased significantly. According to statistics from the General Administration of Customs of Vietnam, the export value of fruits and vegetables from Vietnam to China reached 3.18 billion US dollars in the first 10 months of 2023, a year-on-year increase of 165%.

As of June 2022, China has invested in 3372 projects in Vietnam, with a total investment of 22.31 billion US dollars. China ranks sixth out of 139 countries and regions that have invested in Vietnam. Chinese investment projects are distributed in most provinces and cities of Vietnam, concentrated in border provinces, coastal areas, and densely populated cities, absorbing a large amount of local labor.

In 2022, China and Vietnam issued the Joint Statement on Further Strengthening and Deepening the Comprehensive Strategic Partnership between China and Vietnam, which again emphasized that both sides agreed to actively promote the docking of their development strategies, accelerate the negotiation and signing of the cooperation plan between the two governments to promote the joint construction of the Belt and Road initiative and the "Two Corridors and One Circle" framework, carry out production capacity cooperation, carry out infrastructure construction and connectivity cooperation, and complete the review of the planning of the old street Hanoi Haiphong standard gauge railway as soon as possible.

At present, relying on Chinese red literature resources and taking the important initiative of the Belt and Road as the carrier, promoting the development of red culture will further promote cultural exchanges and cooperation with Vietnam and realize the international dissemination of Chinese culture. Therefore, carrying out research on

the dissemination of the Belt and Road and Chinese red literature in Vietnam will be conducive to exploring the deep foundation of Chinese red culture, inheriting and carrying forward the "Silk Road", a cultural symbol with broad affinity and profound appeal, and will actively play the role of cultural exchanges and cooperation, so that Vietnam can absorb and integrate the reasonable content of Chinese red culture, promote cultural exchanges and common development between the two countries, and provide a good international environment for the Belt and Road.

Based on the above considerations, this paper takes the Marxist globalization thought and the theory of opening up with Chinese characteristics as the basic analytical framework and logical tool, stands at the height of the current reality of the spread of Chinese red literature and the characteristics of the times, and based on the practical needs of the Chinese nation's great rejuvenation of the Chinese dream, understands and grasps the lofty vision and important value of the Belt and Road initiative, recognizes and explains the high cultural self-confidence of the Belt and Road initiative, and studies and discusses the historical conditions, theoretical basis, realization path and significance of the spread of Chinese red literature in Vietnam.

The first is to study the necessary conditions for the spread of the Belt and Road and Chinese red literature in Vietnam from a historical perspective. The Belt and Road is not only a historical road, but also a peaceful development road for the integration and exchange of Chinese culture and world culture. The Belt and Road emphasizes inclusive development, open cooperation, connectivity, mutual learning among civilizations, peace and friendship. This not only helps to enhance people to people and cultural exchanges and mutual learning among civilizations of countries along the Belt and Road with culture, so that people of all countries can meet and know each other, trust and respect each other, share harmony, tranquility and prosperity, but also conforms to the needs of building a community with a shared future for mankind in the new era, and is conducive to the aspirations of human society to achieve common development.

As a historical and cultural destination with a long history and profound cultural heritage, the southeastern coastal provinces including Guangdong, Fujian, and Zhejiang are not only the earliest places in modern China to open up foreign trade ports, but also the traditional important town of the Maritime Silk Road. They are also the forefront of China's reform and opening up, with unique geographical advantages, network advantages, and cultural soft power. In addition, China has obvious advantages in red literature resources, with diverse forms of cultural carriers, extensive cultural networks, and profound historical traditions. This has laid the necessary historical conditions for formulating and implementing

the dissemination strategy of Chinese red literature in Vietnam.

The second is to build an important foundation for the innovation path of the Belt and Road and Chinese red literature dissemination in Vietnam from a theoretical perspective. The Belt and Road initiative is a correct conclusion drawn from scientific theoretical observation and analysis of current international cultural development trends, with a profound theoretical basis and cultural accumulation. The construction of the Belt and Road requires the joint efforts of the people of all countries along the line, and gives full play to the characteristics of China's cultural work, which is broad in scope, solid in foundation, and influential. Only through these efforts can we jointly build an international united front that includes all the people of countries and regions along the Belt and Road.

In combination with the current new pattern of red culture development and the practical needs of building a community with a shared future for mankind, efforts should be made to build an important basis for the spread of the Belt and Road and Chinese red literature in Vietnam. We must base ourselves on the Marxist thought of globalization and the theory of opening up socialism with Chinese characteristics, and adhere to the guiding ideology of deepening opening up to establish the theoretical basis for the spread of Chinese red literature in Vietnam.

The third is to explore the realization path of the Belt and Road and the spread of Chinese red literature in Vietnam from the perspective of practice. The Belt and Road initiative, rooted in China's profound cultural heritage, is a long-term and systematic cultural project aimed at achieving the harmonious coexistence and common development of diverse cultures of different countries and nations. Currently, the development of integrated media provides new opportunities for the external dissemination of red culture. Integrated media has the characteristics of diversity, interactivity, and immediacy, which can better meet the international community's needs for information acquisition. In the external dissemination of red culture, innovative narrative methods are essential. By breaking down traditional cultural exchange barriers, we can create more attractive and influential ways of communication. We can spread red stories in multiple languages and translate them into different languages, so that audiences from more countries and regions can understand and accept these stories.

To explore the realization path of the Belt and Road and the spread of Chinese red literature in Vietnam, on the one hand, we need to make top-level design and a series of strategic plans from the macro theoretical level to vigorously promote the in-depth development of cultural exchanges and cooperation between China and Vietnam; On the other hand, we should rely on red

cultural resources, hold high the banner of socialist core values, deeply explore the implementation path of the dissemination of Chinese red literature, and work together to promote the great rejuvenation of the Chinese nation.

## DEVELOPMENT PROSPECTS AND FUTURE DIRECTIONS

In the context of the Belt and Road Initiative, the spread of Chinese red literature in Vietnam will bring us new situations, new tasks and new missions. Based on the red literature of China and in combination with the Belt and Road initiative, the following three noteworthy aspects can be found by studying and discussing the necessary conditions, important foundation and realization path of the spread of Chinese red literature in Vietnam.

Firstly, implement an outward oriented cultural development strategy and promote the innovative dissemination of Chinese red literature in Vietnam. In the process of promoting the dissemination of Chinese red literature in Vietnam, we must implement an outward oriented cultural development strategy.

We should not only promote overseas friendship through the connection of hometown, family, friendship, and interests, but also continuously expand the field of cultural work based on blood, geography, and industry. We should also focus on the dissemination of Chinese red culture and win broader development space in the world. To promote the spread of Chinese red literature in Vietnam and strengthen cultural exchanges and cooperation with countries along the Belt and Road, we must follow the policy of taking the initiative of the government, adapting to the major political and diplomatic policies of the country, adapting to the overall economic development of the country and the construction of domestic socialist spiritual civilization, and combining official and private policies.

Secondly, building a new pattern of comprehensive opening up and opening up a new era of development of socialist culture with Chinese characteristics. Promoting the formation of a new pattern of comprehensive opening up not only means expanding the scope of opening up, expanding the scope of opening up, deepening the level of opening up, but also means innovating methods, optimizing layout, and improving quality. In the new historical period, relying on the Belt and Road initiative and taking advantage of the important opportunity of comprehensively deepening reform, each region will further give play to its regional advantages, economic advantages and educational resources, strive to build a new pattern of multi-level, focused, point, line and area combination of all-round opening up, create a new image of Chinese culture in the new era, and create a new situation for the development of socialist culture with Chinese characteristics.

Thirdly, strengthen the construction of socialist core values and cultivate a Chinese red cultural industry system with modern socialist values. Globalization and modernization are holistic changes driven by multiple factors, and coordinated development is needed in areas such as economy, society, education, and culture. It is very necessary to establish a multi-level red cultural industry system with socialist modern values. It not only provides spiritual support and value orientation, but also has the value of psychological satisfaction and behavioral adjustment. It is an organic system composed of the driving force of local culture and the rich functions of subcultures, as well as the conceptual significance of rational culture, elegant culture, elite culture, and the sensory significance of emotional culture, popular culture, and popular culture.

Therefore, we must enhance cultural identity with the socialist core value system as the main content, build a united front culture, promote network culture united front, and expand cultural exchanges with foreign countries. We need to leverage the role of culture in the construction of school enterprise linkage institutions, integrate school and enterprise resources in public services, and find their respective development directions in serving the cultural industry. In short, we need to make culture gain advantages in integrating resources, achieve innovative development through strengthening coordination, and thus form a Chinese red cultural industry system with socialist modern values that is linked internally and externally and interacts up and down.

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## CONCLUSION

In the context of high-quality development of the Belt and Road, the dissemination of Chinese red literature

in Vietnam must take innovation as the dimension, and further highlight the innovative characteristics of theory and practice through the continuous deepening of external communication theory and practice. It can be said that the current research on the dissemination of the Belt and Road and Chinese red literature in Vietnam should not only systematically interpret and deeply elaborate the Belt and Road initiative from the theoretical level, but also promote the Chinese red literature to go out and go in from the practical level, so that it is truly welcomed and accepted by the destination countries and people.

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