

THE INTERNATIONAL COMMUNICATION OF BASHU CULTURE UNDER THE BACKGROUND OF “BELT AND ROAD”

Ting Qin*, LiHua Jia
Xihua university, Chengdu 610039, Sichuan, China
Corresponding Author: Ting Qin, Email: 1254922734@qq.com

Abstract: As an important part of Chinese civilization, Ba Shu culture has a long history and unique charm, and its international dissemination is of great significance in the context of “Belt and Road”. This study aims to explore how to promote Ba Shu culture to the world stage through innovation and collaboration. The study points out that the current dissemination of Ba Shu culture is mainly realized in three ways: first, cultural innovation, i.e., in-depth excavation and modernization of traditional cultural elements to develop more attractive cultural products; second, digital dissemination, with the help of the Internet, Big Data, Artificial Intelligence and other technologies, to break the limitations of time and space, so as to enable the Ba Shu culture to disseminate to the rest of the world in a wider and more rapid manner; and third, regional collaboration. The third is regional collaboration, which strengthens cultural exchanges and cooperation with countries and regions along the “Belt and Road” to form a synergy of cultural promotion. These three approaches are complementary and mutually reinforcing, and together they will contribute to the international dissemination of Ba Shu culture, giving it new vigor and vitality in the new era, and playing a positive role in promoting cultural exchanges between China and foreign countries and enhancing cultural soft power.

Keywords: Belt and Road; Ba Shu culture; International communication; Cultural innovation

1 INTRODUCTION

The “Belt and Road” is a major international strategic plan made by China to promote economic cooperation and cultural exchanges among countries along the route. As an important part of Chinese civilization, Ba Shu culture has a profound history and unique cultural charm. In the context of the “Belt and Road” strategy, promoting the international dissemination of Ba Shu culture can not only enhance China's cultural soft power, but also promote cultural exchanges with the countries along the route. Therefore, this study focuses on the international communication strategies and paths of Ba Shu culture in the “Belt and Road” strategy.

Ba Shu culture has a long history and unique charm. Ba Shu culture is a regional culture in the Sichuan Basin of China, with Ba culture and Shu culture as the main body, including the common culture of various ethnic groups in the basin. Ba Shu culture has obvious regional characteristics and is an important part of Chinese culture. During the Paleolithic era, the Ba Shu region was already home to the activities of the ancestors, and is one of the birthplaces of Chinese civilization. In particular, the discovered Sanxingdui and Jinsha cultures have amazed the world; Li Bai, the “Poetry Immortal” of the Tang Dynasty, grew up in Ba Shu; Du Fu, the “Sage of Poetry”, lived there for a long time; and the “Three Su” of the Song Dynasty were famous for generations to come. The literature and art of Ba Shu have left a heavy mark in the history of Chinese civilization. The multi-ethnic humanities, humanistic landscapes, geographic environment and gastronomic culture of Ba Shu attract the attention of the world. The long history and cultural heritage of Ba Shu, the famous Sichuan cuisine, and the unique natural scenery provide rich materials and a solid foundation for the international dissemination of Ba Shu culture.

2 LITERATURE REVIEW

Ba Shu culture shows multi-dimensional academic value and application potential in animated movie and wine research. Chen et al.'s study focuses on the integration of local cultural elements in animated films, which is considered an important way to realize the creative transformation and innovative development of local culture. Because of its distinctive features and rich connotations, Ba Shu culture has become a favored target for creators of animation films. However, the current works, such as “The Descent of Nezha” and “Kung Fu Panda”, mostly focus on “experiential elements” such as Ba Shu dialect, scenery and dishes, and there are problems such as a single list of elements and misinterpretation and misuse of elements [1]. In this regard, combining domestic and international classic cases, digging deep into the elements of Ba Shu culture to build character stories, grasping the pulse of the times to innovate character stories, and conveying the spirit of Ba Shu around character stories will provide a practical path for animated films to inherit and innovate the culture of Ba Shu, and to tell a good Chinese story. At the same time, Zhou's study of the Ba Shu wine industry found that the academic community is currently focused on the identification of the origin of wine, the development and evolution of the statement as well as the local representative of the wine industry on the individual study, while the regional distribution and dissemination of the study is relatively scarce. Through the excavation of historical materials such as Bamboo Words, Zhou found that during the Ming and Qing Dynasties, the wine culture in the land of Ba Shu had been widely spread and widely distributed, with Jincheng as the center, radiating to the surrounding area to form a ring-shaped distribution of the drinking culture circle. Its culture spread mainly through

commercial behavior and the poetry of literati [2]. This shows that both the use of cultural elements in animated movies and the study of Ba Shu wine industry are exploring how local culture can be inherited, innovated and developed in different fields, which provides rich academic perspectives and practical paths for the diversified presentation and value excavation of Ba Shu culture.

Under the background of rapid development of science and technology, cultural communication has ushered in unprecedented opportunities. Chen's study focuses on the current situation of Ba Shu culture communication in the new media environment, and finds that the development of science and technology has not only enriched the subject of communication, expanded the channels and forms of communication, but also significantly improved the effect of cultural communication. Through an in-depth analysis of the communication of Ba Shu culture in the new media environment, Chen proposes a series of optimization strategies, including making full use of the communication advantages of the new media platform, integrating the communication resources, as well as innovating the presentation form of Ba Shu culture with the help of the new media technology, and focusing on the excavation and refinement of the cultural symbols, so as to optimize the existing communication environment [3]. These strategies aim to promote the communication of Ba Shu culture in the new media environment into a new stage, so that its far-reaching value can be fully realized. Meanwhile, Zhang and Huang's study analyzed in depth the dissemination of Ba Jin's literary work *Home in Russia*, *Japan* and *Germany* from the perspective of translation geography. Their study shows that the element of human geography plays a crucial role in the dissemination process of the work [4]. This study not only reveals the reasons for the different dissemination effects of *The Family* in different countries, but also provides a brand-new perspective for the overseas dissemination of Ba Shu culture as well as the international promotion of Chinese culture. Together, these two studies provide valuable theoretical support and practical guidance for the dissemination and development of Ba Shu culture, and help to further enhance the influence and international status of Ba Shu culture.

The "One Belt, One Road" initiative has effectively promoted the spread of Chinese culture, including Ba Shu culture, by strengthening cultural exchanges, promoting cultural soft power, and fostering an international shared cultural space. The "One Belt, One Road" initiative has strengthened China's cultural self-confidence and promoted global harmony and community of destiny through cultural exchanges [5]. The "One Belt, One Road" initiative can effectively spread Chinese folk culture abroad, highlighting the need for effective communication strategies and solving current problems in international communication [6]. The "One Belt, One Road" initiative effectively spreads Chinese culture, enhances China's soft power in Asian countries along the route, and is conducive to China's economy and image building [7]. "The Belt and Road Initiative aims to spread Chinese culture and civic values, promote modern China, and reduce stereotypes of its worldview and lifestyle [8].

3 IMPORTANCE OF RESEARCH

As an important strategy for China's all-round development, the "Belt and Road" initiative is not only a dream of "going out" in science and technology and economy, but also a dream of "going out" in culture. As an important part of Chinese civilization, Ba Shu culture, with its long history and unique charm, has an indispensable role in the construction of the "Belt and Road".

First of all, the international dissemination of Ba Shu culture can enrich the cultural resources of the "Belt and Road". It has a long history and unique charm, covering many fields such as literature, art, folklore, food, etc. For example, Ba Jin's literary works, Sichuan Opera, Shu embroidery, hot pot culture, etc. These cultural elements not only have a deep heritage, but also have strong regional characteristics and attraction. By spreading Ba Shu culture in the countries along the "Belt and Road", it can provide more diversified cultural experiences for the people in the countries along the route, promote exchanges and integration of different cultures, and make the "Belt and Road" not only a link for economic cooperation but also a bridge of cultural exchanges.

Secondly, Ba Shu culture has a high degree of recognition and cognition in the countries along the Belt and Road, and can become a bridge for cultural communication between the two sides. Its unique cultural symbols and elements have a certain influence in the international arena, such as the giant pandas and Dujiangyan, etc. These cultural symbols are not only representatives of Ba Shu culture, but also symbols of Chinese culture. Taking these cultural symbols as an entry point, it is easier to arouse the interest and resonance of the people of the countries along the routes, thus promoting deeper cultural exchanges and cooperation, and enhancing mutual understanding and friendship among the people of the countries.

In addition, promoting the international dissemination of Ba Shu culture can help to enhance the understanding and recognition of Chinese civilization among the residents along the routes. Culture is the bloodline and soul of a nation. Through the dissemination of Ba Shu culture, people in the countries along the routes can more intuitively feel the depth and origin of Chinese civilization, and enhance their sense of identity and closeness to Chinese culture. Such cultural identification will further promote people-to-people communication, create a favorable humanistic environment for the construction of the "Belt and Road", and promote the in-depth development of economic cooperation.

In addition, the international dissemination of Ba Shu culture is of great significance in enhancing the international influence and soft power of Chinese culture. In the era of globalization, cultural soft power has become an important part of a country's comprehensive strength. By displaying the unique charm of Ba Shu culture on the international stage, it can enhance the attractiveness and competitiveness of Chinese culture, shape China's open, tolerant and diversified cultural image, and make positive contributions to the global dissemination of Chinese culture.

Finally, from the perspective of regional development, the international dissemination of Ba Shu culture can promote exchanges and cooperation between Ba Shu region and countries along the “Belt and Road” in various aspects, such as economy, culture and tourism, and bring new opportunities and impetus to regional economic development. At the same time, it also helps to strengthen cultural exchanges and collaboration between the Ba Shu region and other regions, and jointly promote the inheritance and innovation of Chinese culture.

4 SUGGESTIONS FOR COUNTERMEASURES

4.1 Cultural Innovation of Ba Shu Culture

Cultural innovation is an important driver of the international dissemination of Ba Shu culture. First, create a research center for the international dissemination of Ba Shu culture to gather experts and scholars in Sichuan, Chongqing and around the world who like Ba Shu culture to study the international dissemination of Ba Shu culture. Through in-depth excavation of the origin, development, and innovation of Ba Shu culture, we will find the unique value and charm of Ba Shu culture, and lay a theoretical and material foundation for the international dissemination of Ba Shu culture. Second, expand the international circle of friends and strengthen cultural exchanges and cooperation with them. Strengthen cooperation with international academic research groups, universities and cultural organizations to introduce their advanced concepts and means to promote the innovative development of Ba Shu culture. In addition, we will strengthen international exchanges, go out to show the unique charm of Ba Shu culture, and make Ba Shu culture well-known. Thirdly, to combine Ba Shu culture with real life. Integrate the theoretical achievements of Ba Shu culture into people's cultural life, economic development and recreational activities, especially in campuses, communities and enterprises, and vigorously disseminate the traditional Chinese culture represented by Ba Shu culture, so as to continuously improve its influence and appeal. Only by integrating Ba Shu culture into people's lives can Ba Shu culture go global.

4.2 Digital communication of Ba Shu culture

Digital communication is an important means to enhance the international communication of Ba Shu culture. First, establish a digital platform to promote the international dissemination of Ba Shu culture. Build official websites and social media accounts to release real-time consulting and related information about Ba Shu culture and attract the attention of people at home and abroad. Make good use of the built platform to carry out online cultural activities at the right time to promote the real-time dissemination of Ba Shu culture. Secondly, tell the story of Ba Shu well and innovate the digital narrative. Make good use of digital technology and virtual means to present the stories of Ba Shu culture, historical celebrities and natural landscapes to the world in vivid images to enhance the attractiveness of Ba Shu culture. Integrate international cultural and aesthetic differences, and integrate Chinese and foreign cultures to create a culture with Ba Shu characteristics that is conducive to international understanding and reception. Thirdly, we will utilize multimedia means for international promotion. Produce and publish videos, audios and pictures of Ba Shu culture to attract the attention and interest of domestic and foreign audiences. Make good use of the produced audio and video to promote and publicize internationally, so as to make the popularity of Ba Shu culture higher.

4.3 Regional Collaboration of Ba Shu Culture

Strengthen the regional collaboration of Ba Shu culture to realize win-win development. First, collaborate and synergize to seek common development. Integrate the cultural resources as well as academic strengths of Sichuan and Chongqing, and work together to deepen the research and exploration. Strengthen cultural exchanges and cooperation between Sichuan and Chongqing, and jointly organize the Ba Shu Cultural Exhibition and Ba Shu Academic Annual Meeting to promote the inheritance and development of Ba Shu culture. Second, to build an international academic exchange platform to promote the prosperity of Ba Shu culture. Regularly organize international exchange activities and invite famous experts and scholars at home and abroad to discuss and exchange ideas. Strengthen cooperation with internationally renowned academic institutions to promote the innovation and development of Ba Shu culture. Thirdly, we will build a spiritual home and enhance people's cultural literacy. Taking the satisfaction of the people's demand for culture as the starting point, we will carry out in-depth work on the entry of Ba Shu culture into their homes, and improve the people's recognition of Ba Shu culture and their cultural literacy. The core essence of Ba Shu culture will be selected to perpetuate history and guard cultural heritage and cultural landmarks. In this way, we will promote Ba Shu culture to gradually penetrate into people's hearts and go to the world stage.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

FUNDING

This study was supported by the Key Research institution of Social Sciences in Sichuan Province - The Center for the Protection and Development of Local Cultural Resources 2023 general project “Research on the International Communication of Ba Shu Culture under the Perspective of ‘Belt and Road’ Construction” (No.: DFWH2023-022).

REFERENCES

- [1] Chen Haiyan, Ding Qin, Cai Yue. A Test of Ba Shu Cultural Communication in Animated Movies. *Journal of Sichuan Socialist Academy*, 2021(02): 74-78.
- [2] Zhou Xingya. Regional Distribution and Cultural Transmission of Bashu Wine from Bamboo Words. *Journal of Sichuan Institute of Technology (Social Science Edition)*, 2012, 27(01): 68-72.
- [3] Chen Wenqian. Research on the Communication of Ba Shu Culture under New Media Environment. *News Culture Construction*, 2021(22): 49-51.
- [4] Zhang Haoxu, Huang Li. The Cultural Communication of Ba Shu under the Perspective of Translation Geography--Taking Ba Jin's Work "Home" as an Example. *Translation and Communication*, 2022(02): 3-17.
- [5] Wu W, Kuai L. Cultural Confidence of Major Powers in "the Belt and Road Initiative" Cultural Diplomacy. *Journal of Sociology and Ethnology*, 2023, 5(11): 33-37.
- [6] Yang Xueyun. Research on the Realization Path of Cultural Communication under "the Belt and Road Initiative". *Academic Journal of Humanities & Social Sciences*, 2022, 5(12): 92-96.
- [7] Tritto A, Camba A. The Belt and Road Initiative in Southeast Asia: A Mixed Methods Examination. *Journal of Contemporary China*, 2022, 32: 436-454.
- [8] Winter T. Geocultural Power: China's Belt and Road Initiative. *Geopolitics*, 2019, 26: 1376-1399.