

On the Significance and Path of Strengthening the International Communication of Chinese Excellent Traditional Culture

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Abstract: Chinese excellent traditional culture has a long history, contains the ethical virtues of the Chinese nation to build an ideal human society, and is the cultural origin of the concept of building a community with a shared future for mankind. Deepening the study of the important significance and practical path of the international dissemination of Chinese excellent traditional culture is of great practical significance for people all over the world to truly and comprehensively understand China, understand China, understand and support the correct development path chosen by the Chinese people, and unite the majestic power to create a better world.

Keywords: Important Significance Path of International Communication; Chinese Excellent Traditional Culture

Introduction

The research results of Chinese civilization have a long history, extensive and profound, Chinese civilization exploration project and other major projects, which demonstrate the human history of one million years, the cultural history of 10,000 years and the history of civilization of more than 5,000 years. The thoughts of "harmony in the world", "harmony is the most important", "kinship, benevolence, good neighbor" and "harmony Wanbang" fully demonstrate the traditional ethical virtues in Chinese excellent traditional culture for the construction of an ideal human society. Strengthening the international dissemination of Chinese excellent traditional culture is to enable the people of all countries in the world to have a more comprehensive and objective understanding of China today, to identify with the Chinese wisdom, Chinese plan and Chinese strength provided by China to the construction of a community with a shared future for mankind, and to agree with the Chinese path, Chinese spirit and Chinese value chosen by the Chinese people themselves. Chinese Dream, who supports China in building a socialist modern and powerful country and realizing the great rejuvenation of the Chinese nation, is of great importance.

1. Strengthening the international dissemination of Chinese excellent traditional culture will help people all over the world to understand China more comprehensively and objectively

The great changes that have not occurred in the world for a hundred years are accelerating their evolution, and the world environment is becoming increasingly complex. World hegemonism and the countercurrent of power politics ignore the fate of mankind and the historical trend that the people of the Republican world want peaceful development. They continue to stage an end to madness and become public enemies of the common value of all mankind in peace, development, fairness, justice, democracy, and freedom in the world, bringing disasters and unpredictable risks to the people of all countries in the world. In the face of what happened to the world and what should we do about the times, the Chinese Communists with Xi Jinping as the core put forward a new concept of building a community with a shared future for mankind, and provided the Chinese wisdom and Chinese plan of "building a lasting peace, universal security, common prosperity, openness, tolerance, clean and beautiful world." In the face of what has happened to the world and what we should do about it, The Chinese Communists put forward a new concept of building a community with a shared future for mankind, It has provided Chinese wisdom and solutions for "building a world of lasting peace, universal security, common prosperity, openness, inclusiveness, cleanliness and beauty." The cultural and philosophical basis of this important concept is derived from the excellent

traditional culture of China, which has been accumulated for more than 5,000 years. Therefore, strengthen the excellent transmission of China The international dissemination of unified culture has taken the initiative to publicize and promote to the people of the world the Chinese people's view of the universe, the world, society, and morality contained in the excellent Chinese traditional culture, so that the people of the world can more comprehensively and objectively understand the history of China, the new era of China, the Chinese people, the Communist Party of China, and the Chinese nation. It will enable the people of all countries in the world to more deeply understand and endorse China's original heart and vision of building a community with a shared future for mankind, and become more willing to join hands with the Chinese people in promoting the building of a community of human destiny, safeguarding the common values of all mankind and building a better world.

2. Strengthening the international dissemination of Chinese excellent traditional culture will help the people of all countries to better understand the correct development path chosen by the Chinese people

Under the historical background of economic and information globalization, with the opening up of China's reform and opening up, the door is getting bigger and bigger. More and more people from all over the world come into China, understand China and fall in love with China. Most of them are introducing a prosperous, beautiful, harmonious and responsible China to the people of the world and their own countries. However, due to the influence of some western media on distorting reports on China based on political manipulation and ideological prejudice, the people of Western countries do not fully understand the reality of China yesterday and today, which leads to the emergence of unreasonable and unspeakable situations in China from time to time. Therefore, by strengthening the international dissemination of Chinese excellent traditional culture, we should take the initiative to translate and introduce to them classical masterpieces, dramas, poems, fables, contemporary ideological and cultural works, and current political news, which can fully embody the ideological virtues of Chinese excellent traditional culture and the spirit of the Chinese nation. So that they can have a more true and comprehensive understanding of China's road, Chinese spirit and Chinese value, a deeper understanding that China has always been a builder of world peace, a contributor to global development and a defender of the international order, and a deeper understanding of "only if the world is good can China be better." The profound connotation of "China is better, the world is better," so as to better understand and support the Chinese people's independent choice of the extremely correct road of socialism with Chinese characteristics tested by history and practice, to better understand and support the Chinese people in establishing and perfecting the socialist system with Chinese characteristics in accordance with their own reality, and to better understand and support the advanced culture of socialism with Chinese characteristics inherited, carried forward and created by the Chinese people We can more consciously stand on the side of justice and progress and voluntarily support Chinese Dream, who has made unremitting efforts to build a socialist modern and powerful country and realize the great rejuvenation of the Chinese nation.

3. The main ways to strengthen the International Communication of Chinese excellent traditional Culture

General Secretary Xi Jinping pointed out: "tell a good Chinese story, spread a good Chinese voice, and display truth, stereoscopic, and A comprehensive China is an important task to strengthen the building of China's international communication capacity. We must strengthen the top-level design and research layout, construct a strategic communication system with distinct Chinese characteristics, and focus on improving the influence of international communication, the appeal of Chinese culture, the affinity of Chinese image, the persuasion of Chinese discourse and the guidance of international public opinion. "this has pointed out the direction and path for us to strengthen the international dissemination of Chinese excellent traditional culture. The author believes that in order to strengthen the international dissemination of Chinese excellent traditional culture, we should do a good job in the following four aspects.

Firm "four confidence". Strengthening "road self-confidence, theoretical self-confidence, institutional self-confidence and cultural self-confidence" is the "root" and "soul" of strengthening the international dissemination of Chinese excellent traditional culture. The reason why China's excellent traditional culture can glow with vitality in the 21st century makes the world marvel and admire it, It is precisely because the Chinese Communists have combined the basic principles of Marxism

with China's reality, combined the basic principles of Marxism with China's excellent traditional culture, adhered to and developed the path of socialism with Chinese characteristics, and innovated and developed the theory of socialism with Chinese characteristics. It is precisely because the Chinese Communists, represented by Xi Jinping, combine the basic principles of Marxism with the reality of China, combine the basic principles of Marxism with the excellent traditional culture of China, adhere to and develop the road of socialism with Chinese characteristics, innovate and develop the theory of socialism with Chinese characteristics. We have adhered to and improved the socialist system with Chinese characteristics, flourished and developed socialist culture with Chinese characteristics, and created "two miracles" of rapid economic development and long-term social stability. China's socialist superiority has been fully demonstrated, China has been constantly entering the central part of the international arena, and its influence between countries has been continuously enhanced. This provides us with the foundation of "standing up" and enhances the confidence of "going out" for us to strengthen the international dissemination of Chinese excellent traditional culture.

Strengthening policy guidance. If the party and the government can formulate policies and opinions to strengthen and support the international dissemination of Chinese excellent traditional culture. The dissemination of policy opinions is an important traction for encouraging and supporting Chinese excellent traditional culture to strengthen international communication. It can fully mobilize the positive factors in all aspects of society and give full play to the remarkable advantages of our country in focusing our efforts on major events, which is conducive to the construction of a systematic inter-country communication system of Chinese excellent traditional culture, which integrates talents, resources, platforms and technologies, and can further concentrate resources and efforts to promote the promotion of Chinese excellent traditional culture to the people of all countries in the world. And establish a long-effect and normal international communication mechanism of Chinese excellent traditional culture, lay a solid foundation for Chinese excellent traditional culture to "go out, play a role, and gather strength", lay a smooth road for the people of all countries in the world to study and learn from Chinese excellent traditional culture, and create a broad stage for our country to work together with the people of all countries in the world to build a community of human destiny.

Strengthening the training of talents. The cultivation of first-class international communication talents is an important support to strengthen the international communication of Chinese excellent traditional culture. On the one hand, to construct the training system of international communication talents in an all-round way, it is necessary to teach in the people. In the education system, international communication courses, specialties and training are offered to enhance the confidence and awareness of Chinese students in spreading Chinese excellent traditional culture to the world, to improve the training quality of international communication professionals and to strengthen their participation. The power of international communication. On the other hand, we should focus on the construction of a cooperative research system for international communication work. After strengthening the in-depth study of the characteristics and ways of cultural communication in the world, we will focus on the cultivation of high-level talents who can promote the localization and development of Chinese excellent traditional culture. At the same time, we should pay attention to the construction of an international talent training system dominated by foreign students. We should vigorously develop international education, attract and support students from all over the world to study in China, and infiltrate their hearts with the wisdom, virtue and charm of Chinese excellent traditional culture, so that it can become an important force for the voluntary dissemination of Chinese excellent traditional culture. And then further enhance the attraction, appeal and influence of Chinese excellent traditional culture among the people of all countries in the world.

To build a strong communication platform. Building a strong international communication platform is an important carrier to ensure the effectiveness of the international dissemination of Chinese excellent traditional culture. First of all, it is necessary to build a strong international communication platform for Chinese excellent traditional cultural media, and to tell Chinese stories, spread Chinese voices, and convey China's positive energy to the people of all countries by building an all-media matrix that integrates mainstream media with self-media. Secondly, it is necessary to build a strong translation and publishing platform for Chinese excellent traditional culture, encourage and support Chinese and foreign experts to tell Chinese stories with excellent translated works that integrate Chinese and foreign languages, and through the translation and publication of leaders' works, party and government documents, national conditions reading materials, and culture. Classics,

etc., introduce China to the people of all countries in the world, guide them to understand China, understand China, and support China, which advocates peaceful development. Thirdly, it is necessary to build a strong international exchange and cooperation platform for Chinese excellent traditional culture. On the one hand, we should persist in "going out" and encourage and support traditional cultural elements that can represent the essence of Chinese excellent traditional culture and the spirit of the Chinese nation to display and popularize to all countries in the world. On the other hand, we should take the initiative to "please come in," actively create opportunities to invite people from all over the world to study and exchange visits to China, zero distance experience and perception of excellent Chinese traditional culture, and have a deeper understanding of three-dimensional, comprehensive, and real China.

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