

An Analysis of the Current Situation of the Spread of Chinese Culture in Poland—Based on Field Trips, Questionnaires, and Internet Information Statistics in Poland

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Abstract: Currently, China is integrating with the world in an all-round way, which injects new vitality into today's human development. With the deepening of global economic integration and cultural diversity, cultural exchanges between China and other countries are becoming increasingly close, and the external promotion of Chinese culture is facing opportunities and challenges. As a foreign language non common language major studying abroad, relying on social practice projects designed by the sending schools, through field visits, questionnaire surveys, and Internet information statistics, I conducted a preliminary survey of the current situation of the dissemination of Chinese culture in Poland, providing a new perspective for analyzing the issue of external promotion of Chinese culture in the post epidemic era.

Keywords: Cultural pluralism; New vitality; External promotion of Chinese culture; New perspective

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The phased achievements of the Innovation Training Program for College Students in Heilongjiang Province, "Research on Foreign Language Major Overseas Practical Training Program - Taking the Translation of Chinese Classic Stories as an Example (S202210231060)".

Some scholars have pointed out that "telling the Chinese story well is not only a major strategic issue related to China's own development and how to build a new win-win cooperation relationship between China and the world, but also a complex technical issue of how to do a good job in cross-cultural national communication and national image management under the current conditions of deepening globalization and deep interaction between Chinese and Western cultures." Poland is one of China's strategic partners in Europe, In 2016, China and Poland established a comprehensive strategic partnership. In recent years, cultural exchanges between the two countries have been frequent. The current situation of the spread of Chinese culture in Poland is a realistic reflection of China's cultural exchanges with European countries.

1. Field visit and results

From October 2022 to March 2023, field trips were conducted in libraries, bookstores, and supermarkets in the urban areas of the Polish city of Sanlian to investigate the sales and collection of relevant books and food in China. According to the urban population, Sanlian City ranks third in Poland, so the survey results are typical. It mainly inspected the Gdansk University Library, more than 20 offline bookstores in Sanlian City, and more than 10 large supermarkets. The results of the field visit are as follows:

First, the current sales and collection of Chinese related books in Poland is not good. There are more than 20 offline bookstores in Gdansk City, including an Enpik bookstore (Polish Epik) that sells a Polish language book on traditional Chinese medicine, and a world book bookstore that sells a Chinese Conversation Manual. There are only about 100 Chinese related books in the library of Gdansk University, and most of them are Chinese books.

Secondly, at present, Chinese food and festival culture are well disseminated. Nearly 60% of the larger supermarkets in Gdansk sell seasonings and food from China. As the Chinese New Year approaches, these goods are placed on shelves with elements of Chi-

nese New Year culture.

2. Questionnaire survey and results

In order to further understand the spread of Chinese culture in wave propagation, a random survey will be carried out in the main urban area of Gdansk and Gdansk University from January to March 2023 through self-designed questionnaires in Polish. The questionnaire design questions include: 1. Do you understand Chinese culture? How much do you know about Chinese culture? How do you understand Chinese culture? What do you think of Chinese culture? 150 questionnaires were sent out and 105 valid ones were retrieved, with a recovery rate of 70%. The Poles who received the questionnaire were aged 18-60 years old, including some students from the Chinese language department in Gdansk. At the same time, in-depth interviews were conducted with some people who received the questionnaire survey on relevant issues.

The results of the questionnaire are as follows:

Question 1: 72 people responded positively, accounting for 68.6% of the valid questionnaire.

Question 2: Poles aged 18-35 understand Chinese lifestyle habits, Chinese history, traditional festivals, food, music, drama, literature, and martial arts. There are many aspects to understand but the level is shallow. Poles aged between 36 and 60 mainly understand Chinese history. The areas of understanding are very few and shallow.

Question 3: Poles aged 18-35 mainly learn about Chinese culture through the Internet (including official media websites, private websites, and social media), television, newspapers, news, and books. Poles aged between 36 and 60 mainly use books, movies, and television.

Question 4: About 50% of Poles who understand Chinese culture believe that Chinese culture is ancient and interesting, while the rest have no views on Chinese culture.

3. Internet information statistics and results

On March 22, 2023, statistics on China and Chinese culture were conducted on Google, Bing, Szukaj. onet. pl, and Youku. Google and Bing are the two most commonly used Internet search engines in Poland, with a usage ratio of 98.83% (2022 data). ONET is one of the most influential local search engines in Poland, while Youku is the main social media in Poland. Therefore, the survey data of the four websites are representative.

Enter the term «Chinese culture» in Polish in Google and Bing. Google and Bing have 18800000 and 91300 results, respectively, while Ounai has 21000000 results. Enter the term «China» in Polish in Youku, and the top nine video hits by viewers are 1.63 million, 1.21 million, 800000, 560000, 490000, 450000, 410000, 390000, and 370000, respectively.

The results fully illustrate that there are many websites or videos on the Internet and social media that introduce China and Chinese culture, and different websites or videos have different interpretation angles. Taking Google search results as an example, some websites comprehensively introduce China and its culture. For example, travelplanet. pl mainly introduces China's ethnic groups, religions, traditional Chinese medicine, martial arts, scenic spots, and historical sites. There are also special websites that introduce Chinese culture, such as some economic and trade websites (such as trade.gov.pl, national-geographic.pl, businessinsider.com. pl, etc.), which respectively introduce Chinese table manners, the traditional virtues of Chinese punctuality and respect for the elderly, and Chinese business culture, including negotiation precautions and communication etiquette. There are also websites (such as prawnity. pl) that introduce Chinese law; There are also websites (such as youtube. pl, filmweb. pl) that introduce Chinese literary and artistic works or handicrafts. There are also websites (such as web. swps. pl) that introduce unique Chinese culture, such as «face saving» culture. There are also many websites selling Chinese goods (such as hurt-idea.pl, lego.com, amazon. pl).

Some official websites of Polish universities (mainly Confucius Institutes and Chinese majors) feature the activities related to Chinese culture held by the university, such as the official website of Yagelong University to promote the activities of Chinese Culture Day held by the Confucius Institute of the university, including expert lectures, calligraphy practice, learning Chinese and weaving Chinese knotting. There are also activities of the Warsaw University of Science and Technology to introduce its Chinese Culture Festival, including holding lectures on Chinese culture, poetry and music performances, traditional clothing fitting activities, as well as introducing Chinese tea ceremony, religion, diet, film and television dramas, books, operas, martial arts, dialects, scenic spots, etc.

4. Research conclusions and recommendations

First, most Poles are interested in China and Chinese culture. These people range from middle school students to the elderly, with significant differences in age span and personal life experiences, fully demonstrating that China's influence on Europe has continued to increase over the past 40 years, and also indicating that there is a good civil foundation for carrying out foreign publicity of Chinese

culture.

Secondly, although the promotion of Chinese culture in Poland has reached a certain scale, it is still in its infancy. Currently, the Internet is a new force in the dissemination of Polish culture. Most Poles who want to learn about China and Chinese culture mainly rely on the Internet to retrieve relevant information, while other media have relatively insufficient publicity efforts, especially Chinese literary and artistic works and books, which have little influence in Poland. This indicates that the ways and means of promoting Chinese culture to the outside world urgently need to be improved.

Thirdly, the effect of Chinese cultural communication on the Internet is unsatisfactory. Currently, information or videos introducing China and Chinese culture on the Internet are mainly released by foreigners, and some media or individuals have serious subjective tendencies, especially social media. Many information and materials are released with greater randomness, or lack of depth of research, there are misunderstandings, and even malicious defamation and wanton speculation. Therefore, the external promotion of Chinese culture should make full use of convenient and fast modern media, and should actively control the right to speak.

Fourth, in terms of the promotion effect of Chinese culture, direct communication between Chinese people and foreigners (including social media) has the best effect and is more three-dimensional, while the dissemination of literary and artistic works is strong, because artistic creations leave a deeper impression on people, but relatively speaking, cultural related professional books can interpret Chinese culture more professionally, so the promotion is more comprehensive and in-depth.

Fifth, at present, Chinese culture plays a very important role in the dissemination of Confucius Institutes in Poland. Many Polish people who are interested in Chinese culture have experience of learning Chinese or participating in activities related to Chinese culture. However, the scope of influence of Confucius Institutes is relatively limited. Therefore, relying on teaching Chinese as a foreign language and adopting more effective ways to expand the scale and scope of publicity is one of the more direct and effective methods of foreign publicity.

Conclusion:

The promotion of Chinese culture to the outside world requires the efforts of the whole people. Therefore, the state encourages all sectors of society to actively participate in the promotion of Chinese culture. This requires not only every cultural worker, but also every Chinese college student in the new era, especially foreign language majors, to carry forward the spirit of ownership, exert their own advantages, and actively participate in the external dissemination of Chinese culture. Colleges and universities use the opportunity for students to study abroad to organize and carry out overseas professional internship activities. Students can directly demonstrate the higher cultural literacy of contemporary Chinese people, and can also actively promote Chinese culture. This is a very effective way of promoting culture to the outside world.

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