

Study on the Strategies of International Propagation of Chinese Filial Piety Culture Against the Strategic Background of “Belt & Road” Initiative

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Abstract. Chinese filial piety is the core content of Chinese culture. It reflects the Chinese people's way of thinking and values, and conveys the beautiful feelings of the Chinese people. Therefore, the international propagation of Chinese filial piety is an important part of the international communication of Chinese culture. On the basis of combing the historical development and limitations of the international communication of Chinese filial piety, the author puts forward the strategy of international propagation of Chinese filial piety against the background of “Belt & Road” strategy, including enriching the connotation and form of filial piety culture international propagation and exchange and cooperation, and establishing a grand “national platform of global propagation of Chinese filial piety culture”, telling the stories of Chinese filial piety, spreading the Chinese culture of filial piety, understanding the Chinese filial piety culture and promoting the teaching of Chinese as a foreign language.

Keywords: “Belt & Road” Initiative; Chinese filial piety culture; international propagation; strategy; research.

1. Introduction

The “Belt and Road” is a strategic decision made by the Chinese government under the new economic form in the new era. The “Belt and Road” is an economic trade road and a road for cultural communication, which is of great significance to the international spread of Chinese culture. The implementation of the “Belt and Road” strategy is to achieve world peace and development and the balance of regional development. We should explore and innovate the new perspective of Chinese culture on the basis of in-depth investigation of the needs of target audiences to enhance the influence of Chinese culture.

2. Current Situation of Chinese Filial Piety Culture’s International Propagation

With the continuous development of Chinese politics and economy, more and more foreign friends want to learn about Chinese culture. In recent years, the state has also paid more and more attention to the exchange and dissemination of culture, and has introduced the promotion of Chinese teaching as a foreign language. China hopes to promote friendship with other countries through cultural communication and eliminate misunderstandings caused by different cultures. The Chinese filial piety culture is the core content of Chinese culture, which reflects the Chinese people's way of thinking and values, and conveys the Chinese people's good feelings. Therefore, the international propagation of Chinese culture should bear the brunt of the external dissemination of Chinese filial piety culture.

The profound and long-standing Chinese culture has always displayed its charm in the international communication strategy implemented in China. The Chinese culture has made many achievements in various aspects. The cultural and economic trade volume has increased year by year, and various Chinese cultural activities have enjoyed worldwide reputation. But behind the gratifying achievements, Chinese culture still has some pressures and difficulties in the process of international communication. In the “Belt and Road” strategy, traditional and modern, through the holding of academic seminars, books as media, teaching Chinese as a foreign language and spreading Chinese

filial piety culture through the Internet, all reflect its limitations. Therefore, it is necessary to explore the international communication strategy of Chinese filial piety culture.

3. Chinese Filial Piety Culture's International Propagation Strategies

3.1 Establishing a National Platform for "Global Propagation of Chinese Filial Piety Culture"

In international trade and communication, culture has a unique advantage and plays a special role. Its status and infrastructure are in the same position in the interconnection. Therefore, on the basis of investigation, research and integration of national cultural infrastructure construction along the "Belt and Road", we will strengthen the construction of cultural communication, exchange and cooperation infrastructure, especially the interconnection of the Internet, and accelerate cultural innovation, investment and financing. The trading platform is the core to promote the construction of cultural communication service platforms such as trade and resource distribution, heritage protection and utilization, and provide basic support for promoting the in-depth development of cultural communication and exchanges between countries along the route. At the same time, according to the characteristics of cooperation and exchange of cultural resources of the country, a national cultural industry cooperation development platform of different value forms should be constructed in the process of capital aggregation. On this platform, Chinese Filial Piety Culture should be widely disseminated and play an active role in the development of the cultural industry.

3.2 Enriching the Connotation and Form of Filial Piety Culture Communication , Exchange and Cooperation

The key to the "One Belt, One Road" cultural communication and exchanges and cooperation lies in discovering, promoting and spreading the Chinese culture. In addition to cultural publishing such as book publishing, academic conferences, cultural performances, and film and television exchanges, we must also vigorously expand educational exchanges and other humanities communication. In the new field we will deepen the new content, build a new platform, and innovate a new form of communication and exchange and cooperation. It is necessary not only to dig deep into the human resources of countries along the belt, but also to carry forward the humanities tradition, to focus on the trend of global integration and the development of human civilization, to open up new avenues and to create new situations, The propaganda will build an equal cultural foundation in two-way interaction.

3.3 Telling the Story of Chinese Filial Piety and Spreading the Culture of Chinese Filial Piety

The world wants peace, the people want peace, the country wants development, and society needs progress. This is the trend of the times. China's "One Belt, One Road" initiative is to seek global common development. "As the initiator and advocate of the 'Belt and Road' construction, China should build an image of a civilized country with profound historical heritage, multiculturalism and cultural diversity." In the international communication of Chinese filial piety culture, we tell the stories of Chinese filial piety Chinese characteristics, showcase Chinese style, spread Chinese filial piety culture, and shape China's image. At present, socialism with Chinese characteristics has entered a new era. The development of Chinese filial piety culture and international communication will surely solve the global social crisis and human contradictions, improve the exchanges and cooperation of the international community, promote the reform of the global governance system, and contribute China's wisdom and China's Program to the world.

3.4 Comprehending the Chinese Filial Piety Culture and Promoting the Teaching of Chinese as a Foreign Language

The best way to spread culture is to experience it. You can feel it deeply when you experience it yourself. Inviting foreign students to celebrate traditional festivals with filial piety culture, such as

Mid-Autumn Festival, Spring Festival, Double Ninth Festival, etc., can make students really realize the true existence of filial piety culture in folk life. Mid-Autumn Festival is a festival of family reunion, making moon cakes and tasting moon cakes with students, introducing the custom of Mid-Autumn Festival, letting students know that Chinese people value family reunion, and that the perfect moon symbolizes the reunion of the people, and that the children will try to return to their parents and accompany them. The Spring Festival is a grand festival for the Chinese. Every family will hang on to the genealogy and ancestor worship. It is conditional to spend the Spring Festival with the students. As the festival of the elderly, the Double Ninth Festival highlights the respect for the elderly in Chinese culture and educates people to love the old and respect them. In fact, almost all festivals in China are related to family reunion, because Chinese people attach great importance to family ethics, and the influence of filial piety culture is far-reaching. People of all festivals hope to spend time with their families. In the teaching of Chinese as a foreign language, the part that explains the customs of the festival can be infiltrated into the interpretation of the filial piety culture so that the students can feel the embodiment of the filial piety culture in the folk life and daily life. In addition, among other cultural factors, teachers can infiltrate into filial piety culture, such as Peking Opera, paper cutting, and drama. There are many contents about filial piety. This kind of infiltration is more acceptable to students.

4. Summary

The international propagation of Chinese filial piety culture plays an important role in the great rejuvenation of the Chinese nation and is an important channel for enhancing the understanding of trust and all-round exchanges between the countries along the Belt and Road.

However, under the "One Belt, One Road" strategy, both traditional and modern Internet communication have shown their limitations and shortcomings. Therefore, enriching the connotation and form of filial piety culture communication, exchange and cooperation, and establishing a grand national platform of cultural global communication about Chinese filial piety", telling the stories, spreading the culture, understanding the culture of Chinese filial piety, and promoting the teaching of Chinese as a foreign language are all important strategies for the international propagation of Chinese filial piety culture.

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