International Communication Path of Chinese Minority Culture

Yang Liu[1,a,*], Chao Liu[2,b]

[1]New Era University College, Kajang, Selangor, Malaysia
[2]Perdana University, Wilayah Persekutuan, Kuala Lumpur, Malaysia
[a]lena0898@163.com, [b]18789563333@163.com,
*Corresponding author

Abstract: For a long time, China has been concerned about the external dissemination of ethnic minority culture, enhancing the power of national ethnic culture through dialogue, exchange, and other means of cultural dissemination among different ethnic groups. The influence of China's traditional culture with exotic characteristics in the international community has gradually increased, reflecting China's long history and culture, which plays an important role in increasing the creativity of Chinese ethnic culture and the great rejuvenation of Chinese culture. Therefore, this article analyzes the shortcomings of the dissemination of traditional Chinese culture and the importance of international dissemination, and explores the current path of Chinese ethnic minority culture in international dissemination. It is found that the dissemination degree of national characteristic culture under modern communication means is about 8.8% higher than that of national characteristic culture under traditional communication means, indicating that the new communication path can effectively spread China's diverse traditional culture and promote the international development of different traditional culture.

Keywords: Chinese Minorities, International Communication, National Culture, Communication Path

1. Introduction

Many ethnic groups are distributed in provinces such as Yunnan, Guizhou, Guangxi, Tibet, and Mongolia in China. Their cultures have their own unique characteristics, forming the essence of the long history of the Chinese nation and becoming precious assets of Chinese civilization for thousands of years. Today, online media platforms are developing faster and simpler, becoming new tools for broadcasting, television, and modern media to disseminate information. In ethnic minority areas, new electronic media is undoubtedly an advantageous means of disseminating ethnic minority culture, enabling many people to experience and integrate into different ethnic cultures.

Traditional ethnic culture has unique cultural value. In China, a country with ethnic diversity and different minority cultures exhibit their unique charm, and many experts have conducted multiple studies on this topic. Trung Nguyen Sy analyzed the current situation of traditional culture and pointed out that in the education system of universities, the education of ethnic culture is not given much attention, and the status of national traditional culture in the university education system should be improved [1]. Habibi Habibi believed that ethnic identity should be established based on the intellectual and cultural values of the local ethnic group, in order to promote cultural exchange and integration among ethnic groups, as well as ethnic unity [2]. Meloche Alysha believed that creativity is usually explored from a Western led perspective, and should recognize the cultural creativity of China's own ethnic minorities. He also introduced the innovation of Chinese Uyghur ethnic culture on the internet [3]. SUN Chenchen believed that in the era of increasingly prominent interaction between globalization and nationalization, it is necessary to stick to the spirit of traditional Chinese culture and cultivate a cosmopolitanism vision of the integration of global culture and local national culture [4]. Xue Eryong examined the education policies related to the integration of ethnic minority populations in contemporary China, and suggested building a new system of integrated and open ethnic education, strengthening the awareness of unity and integration education, and enhancing the two-way nature of ethnic integration [5]. Although ethnic culture has its own unique cultural charm, the dissemination of traditional culture in education, tourism, and other fields is greatly hindered due to the lack of innovation and creativity.

In the face of the development trend of globalization in many aspects of the world, the internationalization of traditional culture has become an important part of national development. When spreading traditional national culture, many methods and ways are worth learning. Kyle M. Woosnam studied how tourists gain knowledge and perspectives on ethnic minorities through tourism, which can transform their attitudes towards ethnic minority destinations [6]. Nam Taewoo's ethnic culture has a good anti-corruption effect on regulating e-government, so it is necessary to enhance the regulatory effect of ethnic culture through cross international research [7]. Qionglei Yu explored how British travelers in China adapted to Chinese culture, paying special attention to their food and media consumption choices, which has reference significance for the dissemination of Chinese minority culture [8]. Li Jiatao believed that China's "the Belt and Road" initiative provides an important incentive for Chinese enterprises to accelerate their pace of internationalization, and used the unique culture of different ethnic groups in Xinjiang Uygur Autonomous Region of China to recommend the internationalization process of national culture communication [9]. Tolibjonovich Madumarov Talantbek studied the facts related to the lives, scientific activities, and sociopolitical perspectives of great Central Asian thinkers and politicians living in the Eastern Renaissance period, which has important reference significance in the international communication of national traditional culture [10]. Harjatanaya Tracey Yani conducted a study on diversified education for ethnic minorities in China, and found that Indonesian teachers adopt a diversified educational stance to promote the education and spread national culture [11]. In terms of the external dissemination of ethnic minority culture, scholars conduct research through various aspects such as foreign tourists, foreign travelers, and external education, in order to promote the pace of international dissemination of ethnic minority culture.

The international spread of ethnic minority cultures is an important way to promote multicultural exchanges, which helps to enhance the cultural self-confidence and cultural identity of ethnic minorities, thus promoting the exchange of global civilizations. This article is based on the drawbacks of traditional national culture dissemination models and the importance of international dissemination of traditional national culture. Through modern and diverse dissemination methods, the excellent culture of Chinese ethnic minorities is internationalized, thereby promoting the diverse ethnic minority culture in China to enter the international stage, creating unique ethnic cultural symbols, and promoting the development of ethnic minority tourism.

2. Traditional Minority Culture Dissemination Mode

One builds ethnic villages and creates a brand of the Federation of Literary and Art Circles. Although most ethnic minority cultural landscapes have not yet been fully developed, building ethnic minority villages, carrying out tourism activities, and creating ethnic minority brands can better spread these cultures. By integrating ethnic costumes, cuisine, dance, and architecture into a small ethnic landscape park, this intensive ethnic village would become a unique tourism brand, not only enhancing local economic income, but also making positive contributions to local social development.

By constructing new online media, creating grassroots internet celebrities, and utilizing various communication channels such as network technology to promote and promote grassroots internet celebrities, the development and popularization of this network technology provide favorable conditions for the promotion of China's national culture, and promote China's network development while changing and utilizing network technology. With the development of new media, the cultural dissemination methods of ethnic minorities have undergone tremendous changes. Different groups of people can freely express their opinions, thereby broadening the horizons of ethnic minority residents and forming a strong social public opinion, which has sparked more grassroots internet celebrities. As a result, ethnic minority residents have more opportunities to showcase their national culture. With the development of self-media, many people are paying attention to the daily lives of ethnic minorities, including their families, religions, traditions, and the culture of ethnic minority residents. This emphasis on ethnic minority residents has to some extent promoted the development of their ethnic culture.

3. Importance of International Dissemination of Chinese Ethnic Minority Culture

With the commercial exchanges between different regions, cultural and artistic exchanges are becoming increasingly frequent. Culture is regarded as the core of a country, which can inspire unity and cooperation among different regions and bring unique values to this society [12-13]. China's ethnic minority culture not only represents its uniqueness, but also brings rich value to the world. In 2001, UNESCO issued the "Declaration on Cultural Diversity", reaffirming the importance of culture. As the

survival of organisms depends on other species, cultural diversity is also indispensable. The diversity of culture is considered a common property of humanity [14-16], and China's national culture has become an important symbol internationally with its unique ethnic cultural characteristics.

Although China's minority cultures have made some progress, there are still many challenges, especially the fine traditional cultures among them, whose international influence, expression, and dissemination are still low and cannot meet the common pursuit of diverse global civilizations or the international status of Chinese civilization. Through in-depth exploration, it is possible to better promote the international dissemination of the traditional culture of Chinese ethnic minorities, let the idea of "soft power" take root, and expand China's international status, making China truly a civilized country. This is not only a historic challenge for China, but also an indispensable cause.

4. Communication Methods of Ethnic Culture

With the rapid growth of the Chinese economy and the continuous promotion of "going global" and "diversified integration", the content of "going global" would become more diverse, more suitable for the needs of contemporary society, and more suitable for the actual situation of "diversified integration". In a more unique way, the spirit of "going global" would be integrated into the content of "diversified integration", making it a unique and charming international cultural exchange platform, as shown in Figure 1.
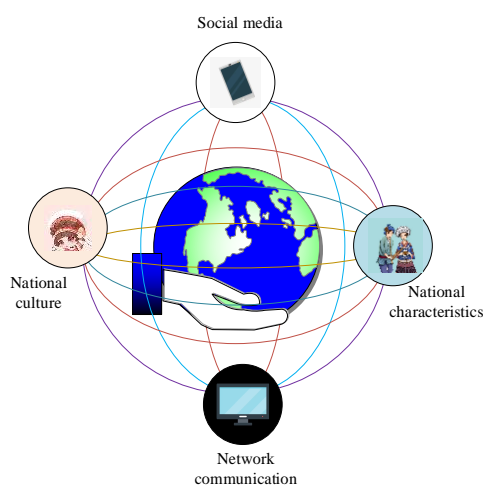

Figure 1. International communication of ethical cultures in China

The multi-ethnic culture is communicated and disseminated mainly through tourism, education and intangible cultural heritage [17-19]. A new saying is that China is taking various measures to enhance the international reputation of the Chinese nation and continuously expanding its cultural coverage. These measures include conducting cultural exchange activities, organizing characteristic celebration activities, and launching classic works such as "Harmony but Differences, and Coexistence of Diversity", which would continue to promote the great rejuvenation of the Chinese nation and strive to integrate the excellent culture of the Chinese nation with the world. On this basis, one should respect the exotic cultures of other countries while developing culture. For example, traditional Chinese philosophy emphasizes dialectical, comprehensive, and profound historical concepts, while traditional American philosophy emphasizes rational, objective, and profound practical significance. Therefore, efforts need to be made to provide Chinese style cultural products and services full of Chinese elements, so that more consumers can understand China's traditional culture and enhance China's image as a civilized and powerful country.

Through the comprehensive promotion of the government, China's ethnic minority culture has been effectively displayed to the world and a comprehensive dissemination mechanism has been established. This mode of communication includes both cultural propaganda and cultural diplomacy. They are related to each other like a stream, drawn by the government, complementing each other and eventually converging into a spectacular Yangtze River. By actively promoting a series of international promotional activities such as the "Sino French Cultural Year", "Sino Russian Cultural Year", "Chinese Cultural Festival", and "Perceiving China", the international influence of minority cultures has been comprehensively enhanced, allowing their international influence to reflect both popular characteristics

and growing international influence, thereby achieving their long-term international influence.

By utilizing modern advanced science and technology, China can broaden the perspective of the Chinese nation in multiple fields, enhance its national characteristics, broaden its sphere of influence, enhance its global visibility, and enhance its profound global influence. China should actively promote cultural exchange among the Chinese nation, strive to make the global Chinese nation feel the unique charm of the Chinese nation, and enable the global Chinese nation to gain a sense of pride in the culture of the Chinese nation. The Chinese people yearn for a more abundant spiritual and cultural life, which is the foundation of international communication and cooperation. It not only reflects the international influence of a country, but also reflects the soft power of a major country. Through comprehensive and in-depth international cultural exchanges, people continuously broaden the international perspective of Chinese culture, deepen the international understanding of Chinese people, expand international cooperation of Chinese culture, continuously enhance the international status of Chinese culture, play a positive role in China's globalization, and build a new pattern of international socialism with Chinese characteristics.

5. Path of International Cultural Spread

The international spread national culture refers to the international dissemination and promotion of ethnic minority culture through various channels and methods to promote cultural exchange and the integration of diverse cultures. Therefore, diversified dissemination methods are used for the international dissemination of ethnic minority culture, as shown in Table 1 for details.

Table 1. International communication paths of Chinese minor cultures

Route of transmission	Way	Specific activity
Cultural festival activities	By participating in international cultural festivals, the unique forms of cultural expression of ethnic minorities are displayed	Such as dancing, music, painting, handicrafts and so on.
Tourism promotion	Tourism platforms are used to promote and display the natural scenery, history, culture and folk customs of ethnic minority areas to international tourists.	Tweet the customs and customs of ethnic minorities on the tourism platform.
Cultural exchange program	International academic seminars and cultural exchange programs are used to promote the exchange and integration of ethnic minority cultures with international mainstream cultures.	Participate in international cultural exchange projects, and spread minority cultures in the process of project exchange.
Network communication	Through the Internet and social media, they demonstrate to the international community the unique charm of ethnic minority cultures and convey their spiritual connotations and values.	Encourage netizen to spread national culture through Twitter and other external networks.
Film and television works	Through the production of film and television works with cultural characteristics of ethnic minorities, the unique charm and development process of ethnic minority cultures are shown to international audiences.	Produce films, videos or advertisements about the local customs and practices of ethnic minorities.

The international spread national culture can promote the development of the cultural industry. Ethnic minority culture has unique charm and commercial value, and promoting it to the international market can not only enhance the influence and competitiveness of the cultural industry, but also promote the development and employment of related industries. It can speed up the process of globalization.

6. Communication Effect

The communication effect of traditional Chinese culture under modern and diversified communication means is studied from the four aspects of minority culture clothing, music, diet and

customs, and the data of communication effect is summarized and analyzed.

6.1 Cultural Dissemination

The cultural dissemination degree, as the most intuitive indicator of cultural dissemination effectiveness, would be surveyed before and after the use of modern communication methods, as shown in Table 2.

Table 2. Survey results of cultural communication degree before and after the option of modern communication means

Investigation aspect	Traditional means of communication	Modern means of communication
Clothing	53.4%	60.2%
Music	63.5%	70.2%
Diet	56.7%	73.4%
Custom	57.5%	62.5%

As shown in Table 2, under the dissemination of traditional means of communication, the dissemination rate of clothing, music, food, and customs of Chinese ethnic minority culture ranges from 50% to 70%, with an average dissemination rate of about 57.8%. However, under the dissemination of modern means of communication, the dissemination rate of clothing, music, food, and customs of Chinese ethnic minority culture ranges from 60% to 80%, with an average dissemination rate of about 66.6%. The dissemination rate under modern communication methods is about 8.8% higher than that under traditional communication methods, indicating that under the dissemination of modern communication methods, Chinese minority culture has been well promoted in various aspects.

6.2 Media Communication

Different media have different impacts on the international dissemination of traditional culture. Based on this, this article investigates the dissemination effects of Chinese ethnic minority culture in four aspects: clothing, music, diet, and customs under different media, as shown in Figure 2.
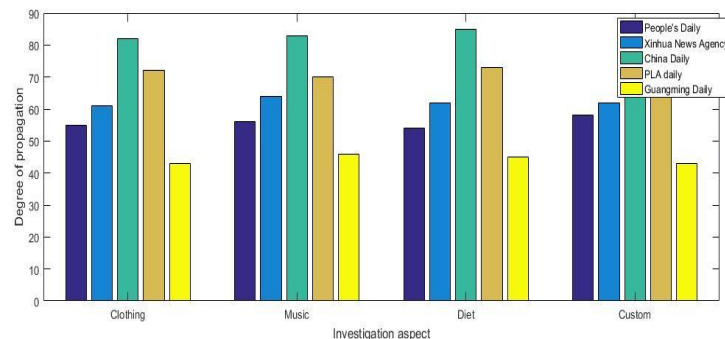

Figure 2. Survey results of communication effects in four aspects of clothing, music, die and customers under different media

As shown in Figure 2, the dissemination effects of clothing, music, food, and customs through the five media outlets, including People's Daily, Xinhua News Agency, China Daily, People's Liberation Army Daily, and Guangming Daily, can clearly be seen that the dissemination effect of China Daily is the best, while Guangming Daily is the worst. Different media have different effects on the dissemination of traditional culture. The excellent dissemination effect of China Daily can be utilized for the dissemination of Chinese ethnic minority culture, which can promote the international development of Chinese ethnic minority culture.

7. Conclusions

The international dissemination of minority cultures helps to promote cultural diversity and equality. By introducing ethnic minority cultures to the international community, it can enhance mutual understanding and respect among different ethnic groups, reduce cultural conflicts and misunderstandings. The international dissemination of ethnic minority cultures also helps to protect and inherit their cultural heritage, preventing them from disappearing due to the impact of modernization.

Therefore, this paper analyzes the shortcomings of traditional national culture communication mode, and shows the importance of national culture communication for the development of national culture. It uses modern means to carry out international communication of Chinese minority culture through different communication channels, thus improving the international influence of Chinese minority culture and promoting the development of national culture.

References

[1] Trung, Nguyen Sy, and Vu Hong Van."Educating traditional cultural values in Vietnam Universities." South Asian Research Journal of Humanities and Social Sciences 2. 3 (2020): 210-214.

[2] Habibi Titis, Srimuda Pitana."Protecting national identity based on the value of nation local wisdom." Habibi, H. (2018). Protecting. National Identity Based On The Value Of Nation Local Wisdom. International Journal of Malay-Nusantara Studies 1. 2 (2018): 24-40.

[3] Meloche, Alysha, and Rebecca Clothey.""Be creative in whatever we do": minority culture creativity on the Uyghur internet." The Journal of Creative Behavior 55. 3 (2021): 622-635.

[4] Sun Chenchen, Deng Xinghua, Song Zongpei."Globalization and Nationalization: Cultural Identity of Traditional Chinese Sports." Journal of Physical Education 25. 5 (2018): 30-34.

[5] Xue, Eryong, and Jian Li."Top-down education policy on the inclusion of ethnic minority population in China: A perspective of policy analysis." Educational Philosophy and Theory 52. 3 (2020): 227-239.

[6] Kyle M. Woosnam, Naho U. Maruyama, Manuel Alector Ribeiro &Dongoh Joo."Explaining minority residents' attitudes of ethnic enclave tourism from general perceptions of tourism impacts." Journal of Tourism and Cultural Change 17. 4 (2019): 467-484.

[7] Nam, Taewoo."Examining the anti-corruption effect of e-government and the moderating effect of national culture: A cross-country study." Government information quarterly 35. 2 (2018): 273-282.

[8] Qionglei Yu, Dorothy A. Yen, Benedetta Cappellini, Cheng Lu Wang."From west to east: British sojourners' acculturation in China." International Marketing Review 38. 4 (2021): 671-689.

[9] Li, Jiatao, Bin Liu, and Gongming Qian."The belt and road initiative, cultural friction and ethnicity: Their effects on the export performance of SMEs in China." Journal of World Business 54. 4 (2019): 350-359.

[10] Tolibjonovich, Madumarov Talantbek."Eastern Renaissance and Its Cultural Heritage: The View Of Foreign Researchers." ResearchJet Journal of Analysis and Inventions 2. 05 (2021): 211-215.

[11] Harjatanaya, Tracey Yani, and Chang-Yau Hoon."Politics of multicultural education in post-Suharto Indonesia: a study of the Chinese minority." Compare: a journal of comparative and international education 50. 1 (2020): 18-35.

[12] Mihelj, Sabina, and Cesar Jimenez-Martinez."Digital nationalism: Understanding the role of digital media in the rise of 'new'nationalism." Nations and nationalism 27. 2 (2021): 331-346.

[13] Cleveland, Mark, Nicolas Papadopoulos, and Michel Laroche."Global consumer culture and national identity as drivers of materialism: an international study of convergence and divergence." International Marketing Review 39. 2 (2022): 207-241.

[14] Beugelsdijk, Sjoerd, and Chris Welzel."Dimensions and dynamics of national culture: Synthesizing Hofstede with Inglehart." Journal of cross-cultural psychology 49. 10 (2018): 1469-1505.

[15] Filimonau, Viachaslau, and Loredana Perez. "National culture and tourist destination choice in the UK and Venezuela: An exploratory and preliminary study." Tourism Geographies 21. 2 (2019): 235-260.

[16] Roche, Gerald."Articulating language oppression: colonialism, coloniality and the erasure of Tibet's minority languages." Patterns of prejudice 53. 5 (2019): 487-514.

[17] Wong, Jose Weng Chou, Ivan Ka Wai Lai, and Zhang Tao."Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions." Current Issues in Tourism 23. 14 (2020): 1773-1787.

[18] Kong, Peggy A., and Xiaoran Yu."Bilingual education for a harmonious multiculturalism: The importance of policy discourse for students of ethnic minority groups in China." Multicultural Education Review 11. 3 (2019): 189-215.

[19] Su, Junjie."Understanding the changing intangible cultural heritage in tourism commodification: The music players' perspective from Lijiang, China." Journal of Tourism and Cultural Change 17. 3 (2019): 247-268.