

Strategies of "Harmony" Culture Communication in the Process of Cross-Cultural Communication in the Context of Chinese Language Teaching

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Abstract: The word "harmony", as an important category of the classical philosophy of the Chinese nation, always shines with the brilliance of simple truth in the long tunnel of time and space. The research purpose is to study the strategy of "harmonious" cultural transmission in the process of cross-cultural communication of Chinese teaching in the context of the Belt and Road Initiative. Science, ethics, pedagogy and other disciplines as the theoretical basis, adhere to the principle of the unity of history and logic, the unity of theory in practice, combined with reality and reality, studied the process of cross-cultural communication in Chinese teaching in the context of the "Belt and Road" "harmony" culture communication strategy. The research results found that the research results found that there are various ways to spread the "harmony" culture. We are more important to establish cultural confidence, seek common ground while shelving differences to win cultural identity, and fundamentally spread the "Harmony" culture.

1. Introduction

"Harmony" is the core of traditional Chinese culture and one of the important topics in the exploration of Chinese classical philosophy. Confucianism, Taoism, and Buddhism all take advantage of this. The harmony of society proposed the physical application of rites and harmony; Taoism started from the relationship between subject and object, the relationship between object and self, and pursued the harmony between man and nature. The starting point of Zen is the relationship between reason and desire, mind-body relationship, the pursuit of "ruling the mind" and "liberation" of people, highlighting the harmony and balance of the human inner world.

The "Belt and Road" strategy is a macro strategy of China's opening up and development. It is a cross-border cooperation concept with mutual benefits and win-win as the fundamental goal. As a result, there has been closer cultural exchanges and cooperation [1-2]. Chinese "harmony" culture has a complete ideological and theoretical system. It not only inspires people to obtain peace, well-being and happiness, but also guides people to the ideal state of perfection. In the context of the Belt and Road Initiative, the study of the strategy of "harmonious" cultural transmission in the process of cross-cultural communication in Chinese teaching presents even more important practical significance [3-4].

Based on the Belt and Road Initiative, this paper studies the beauty of the "harmony" culture in the process of cross-cultural communication in Chinese teaching, the strategies of cross-cultural communication, the problems encountered in the process of cross-cultural communication, and the solutions and strategies. This article first elaborates on the "harmony" culture, points out the problems of cross-cultural communication in the current Belt and Road background.

2. Method

2.1 The Beauty of "Harmony" Culture

(1) Harmonious beauty of unity of opposites

1) The Beauty of "Heaven and Man"

In Chinese traditional culture, the meaning of "Tian" is double, sometimes referred to as "Emperor Jade Emperor", which is the result of the ruler's long preaching of "Destiny" in order to maintain his rule [5]. Chinese traditional culture attaches great importance to adapting to the sky, which is, conforming to the laws of nature [6]. Chinese "harmony" culture has always advocated being close to nature, paying attention to nature, and using nature reasonably. As for natural resources, we not only see its "economic value", but more importantly, recognize the "ecological value" of natural resources.

2) The beauty of society and joy in human relations

The Chinese "harmony" culture advocates "cultivate one for the sake of others," and through self-cultivation, self-improvement, self-improvement, and harmonious life, in order to promote mutual respect and trust between people, thereby achieving social stability and development [7]. Social harmony, that is, the harmony of human relations, is the main goal pursued by the Chinese "harmony" culture. It can be seen that "harmony" is the universal pursuit of the Chinese nation and the only way to reach a beautiful state. "Harmony" is a symbol of beauty in the hearts of the Chinese.

(2) The beauty of neutralization

1) The beauty of stability and balance of "no less than nothing"

Confucius said, "The virtue embodied in the doctrine of the Mean is of the highest order. But it has long been rare among people." Emphasizing the way to deal with contradictions is to be just-right, and insist on the unbiased golden way [8]. Zhongyong, as the methodology of the Chinese "harmony" culture, requires that the problem must be handled properly. It must not be in place or excessive. Too much or too bad will cause material changes. "Better than nothing" is the best.

2) Keep the "degree" and achieve the win-win beauty

To deal with all kinds of complex contradictions and conflicts, we must pay attention to the sense of proportion and "degree" [9]. In the process of handling problems, resolving contradictions, and resolving disputes, we must not only adhere to fairness and justice, but also have to adapt to principles that do not violate principles to enter a beautiful state of win-win situation.

(3) The beauty of "all-embracing" in cultural exchange

1) The beauty of the fusion of national cultures

The plural occurrence of Chinese culture and the plural composition of the Chinese nation are two aspects of one thing [10]. From Qin and Han dynasties, as the ancestors continued to expand their territories, ethnic exchanges intensified, and the effects of the integration of various cultures were also brought into full play. In ancient Chinese society, farmers in the Central Plains kept learning from nomads and supplemented them with exotic cultures. Chinese culture is constantly enriched, developed, and paid for in such an interactive and dynamic process.

2) The beauty of fusion with foreign cultures

For foreign cultures, Chinese always take them friendly and treat them with generosity. All cultures that complement Chinese culture are digested, transformed, and absorbed. For other religious beliefs, most emperors of the ancient China also held positive attitudes, like, Yuan Shizu, the King of Yuan dynasty show great respect to Christianity and Islam. Yongzheng, the king of Qing dynasty, praise highly to Confucian, Buddhist, and Taoist, and what he had done made fully demonstrated the harmony of our culture. Chinese people warmly welcome the distinctive foreign culture.

2.2 Problems Existing in Cross-cultural Communication from the Perspective of the "Belt and Road" Initiative

(1) Relative independence of culture

Culture is a very complex concept. The formation of culture requires a long period of accumulation and development. On the surface, culture is a very inclusive concept. People between different cultures can also communicate and communicate. Many people of different cultures have a concept of "people share the same mind".

(2) Cultural centralism

Cultural centralism refers to the idea of measuring and comparing other cultures with their own culture as the center. Many individuals in modern culture have cultural centralism, especially when intercultural communication is conducted, people face other cultures and themselves. When there are cultural differences, this kind of thinking is usually used to view other cultural contents unconsciously. This can easily lead to cultural conflicts and make it difficult for people to accept the spread and exchange of cultures.

(3) Contradictions in cross-cultural communication caused by the concept of "priority first"

In addition to its cultural independence, it also has diversity and is the basis of cultural exchange. Cultural diversity makes cultural exchange possible. With the deepening of globalization, cultural diversity is also developing, which promotes more cross-cultural communication. However, preconception is a large shield of cultural diversity. A single, shallow level of cognition formed by an individual to the entire social group is called a stereotype, which will cause cross-cultural communication to suffer from information fragments. Stereotypes have exacerbated the formation of cultural conflicts and caused great obstacles to intercultural communication. A big difference between stereotypes and cultural independence is that the formation of stereotypes may be due to an event rather than the long-term accumulation of a culture.

3. Experiments

(1) Research ideas

With "harmony" culture as the carrier, historical development as the background, literature research, interdisciplinary research, comparative research and other methods as means, and cultural, history, communication, ethics, education science and other disciplines as the theoretical basis, adhere to The principle of unity of history and logic, theory and practice, and ideals and reality. From the perspective of the comparison between Chinese and Western cultures and cross-cultural communication, on the basis of studying the current situation of "harmony" culture in teaching Chinese as a foreign language, the relevant research results at home and abroad are combed to find out their existence and possible problems. Construct a "Her" culture transmission mode, and make the "Her" culture an important part of Chinese traditional culture. Its content helps to promote overseas traditional culture and promote the development of teaching Chinese as a foreign language.

(2) Research methods

Literature research method: study the origin and historical stages and conceptual connotation of "harmony", based on ancient classics, academic monographs, cutting-edge research results, collect historical materials, remove rough and fine, remove falseness and keep truth, and grasp the essence of the literature for my use, for the study of contemporary harmony It provides a theoretical basis for teaching Chinese as a foreign language.

Historical analysis method: Based on the study of Chinese and Western filial piety culture, this article systematically summarizes the historical process of the occurrence and development of "harmony" culture from the historical perspective, and explores the evolution of its conceptual connotation. And sum up the research results of the predecessors, find problems to solve problems, learn from history, serve today, and achieve the unity of history and logic.

Interdisciplinary research method: The use of multidisciplinary research results in culture, communication, pedagogy, ethics, etc., focusing on the two-dimensional combination of the breadth and depth of the thesis to form a systematic theoretical framework.

4. Discussion

4.1 Analysis on the Strategy of "harmony" Culture Transmission in the Cross-Cultural Communication of Chinese Teaching in the Context of the Belt and Road Initiative

(1) Analysis of "harmony" Culture Transmission Strategy in the Process of Cross-cultural

Communication

Taking historical development as the context, Literature Research, Analysis of Historical data, interdisciplinary research methods, comparative research and other methods as means, and cultural science, history, communication, ethics, and pedagogy as the theoretical basis, The analysis of the strategy of "harmonious" cultural communication in the process of cross-cultural communication in Chinese teaching under the background of the "Belt and Road" is shown in Figure 1.

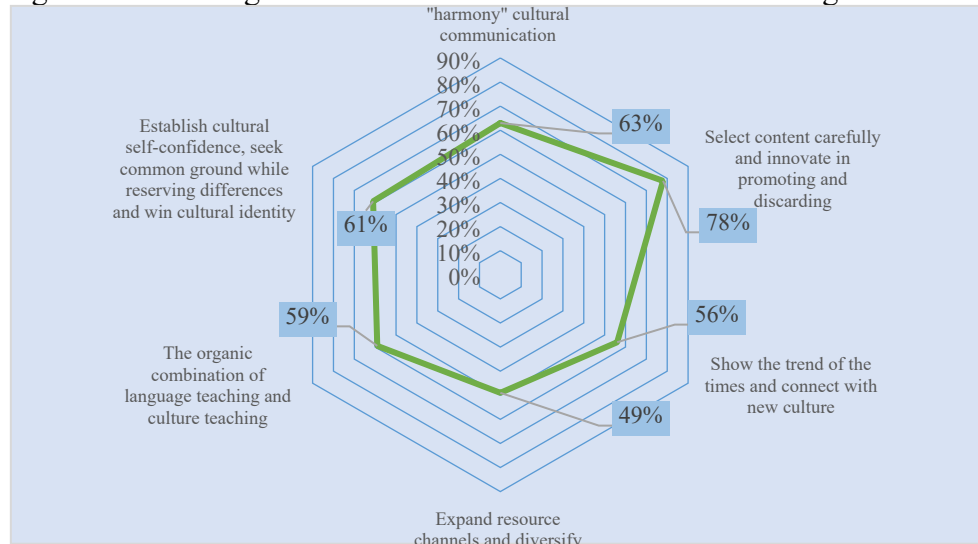


Figure1 Analysis of the "harmony" Culture Transmission Strategy in the Cross-cultural

As can be seen from Figure 1, in the process of cross-cultural communication of Chinese teaching in the context of the Belt and Road Initiative, in the process of "harmonious" cultural transmission, we give the solutions based on the data.

1) Clarify the purpose of "He" culture in TCFL

The communication of "He" culture should be clear about its purpose and orientation, otherwise it will be easy to go astray. As a gorgeous flower in Chinese cultural communication, the purpose of "he" cultural communication should be consistent with the general direction of cultural communication. Any cultural content and communication methods that are not conducive to the image of the country should not appear in the communication. The correct dissemination of "He" culture is conducive to the construction and maintenance of China's peaceful and friendly national image. We should take this as our aim in the actual communication. How to tell Chinese story well on the back ground of the Belt and Road Initiative need all the people, especially those who are teaching in abroad or doing related work know well about Chinese traditional culture, as well as make full of using it, like "He" culture.

2) Select content carefully and innovate in promoting and discarding

To show the trend of the times and connect with the new "He" culture, the social structure of contemporary China has undergone fundamental changes. Modern social production has replaced the small-scale peasant economy, and people's ideas have also changed. The "he" culture should conform to the development of the times, like filial piety. To eliminate the old negative content, carry forward the essence of traditional culture, give the connotation of the times characteristics, and form a new socialist "he" culture that conforms to the reality and shows the fashion of the times. Inclusiveness and innovation require us to constantly enhance our awareness of cross-cultural communication, seek common ground while reserving differences in the context of different cultures, and spread Chinese culture to achieve win-win progress.

3) Expand resource channels and diversify teaching methods

In the information age, there are many ways to obtain resources. Teachers should also expand channels to diversify teaching methods. Teaching materials are the basis of teaching, and teaching activities cannot be separated from teaching materials. In the age of Internet, it is a very convenient way to obtain information. Teaching Chinese as a foreign language could make effective use of it. Different from traditional internet cross-culture communication, the mass culture, particularly as it

is communicated by the mass media, like YouTube, has become a main culture spreading way, which could vividly show the life-style and living Philosophy of Chinese, such as the food video blogger LI Ziqi who has become a YouTube sensation .Li’s videos profoundly embodies the art of harmonious life of Chinese people, man and nature.

4) The organic combination of language teaching and culture teaching

Language teaching is the basis and carrier of culture teaching, language teaching is also inseparable from culture teaching. Without learning culture, language is difficult to learn, and the communicative purpose of language learning is difficult to achieve. The connotation of "He" culture is very rich, but it is not enough to explain it in special courses. Teachers need to infiltrate it in daily language learning, so that students can understand "HE" culture gradually. Whether it is language teaching or culture teaching, in the practice of teaching Chinese as a foreign language, it is indispensable and permeated with each other. In language teaching, teachers should have cultural consciousness, make language teaching permeate culture teaching, and culture teaching promotes language teaching.

5) Establish cultural self-confidence; seek common ground while reserving differences and win cultural identity

Cultural self-confidence is different from cultural inferiority and cultural conceit. Cultural self-confidence is based on cultural consciousness and correct understanding and grasp of one's own culture. It is a correct mentality and firm belief. China has experienced a historical period of cultural conceit and cultural inferiority. Today's China should be a culture confident China. Chinese as a foreign language classroom is not a one-way cultural output, but a two-way cultural exchange. Teachers should master the role transformation between communicators and receivers, and adjust strategies in time according to the situation.

(2) Strategies for the Spread of "harmony" Culture in the Communicative Classroom of Chinese Teaching

Teacher firstly should expand teaching resource channels and diversify teaching methods, select teaching materials carefully and innovate promoting and discarding, like TELL ME MORE and METHOEDE CHINOIS edited by Professor Wu Yongyi, these two sets books using true life situations according to French cognition combined with Chinese traditional culture, which is a great reform of the teaching material base on “harmony” culture. The research and analysis on the strategy of "harmony" culture transmission in Chinese teaching culture communication classroom are conducted. As shown in Table 1.

Table 1 "He" Culture Communication Solution Table

Serial number	The question raised	Resolution strategy
1	Cultural independence	Improving the cross-cultural teaching ability of Chinese teachers
2	Cultural centralism	Effective selection of message content
3	Contradictions in cross-cultural communication caused by the concept of "princes first"	Scientific use of media

As can be seen from Table 1, there are various strategies for the cultural diffusion of "harmony" in the Chinese teaching culture communication classroom. Helping students to form a cross-cultural communication consciousness, strengthening cross-cultural communication in the classroom, We could take the following measures.

1) Improve the cross-cultural teaching ability of Chinese teachers

The culture of different countries and regions should be studied and understood as widely as possible in order to help understand the behavioral characteristics of students and the guiding

ideology that produces certain behaviors. Only by knowing one another can Chinese teachers grasp the scale and effectively resolve the cultural differences in the classroom.

2) Effective selection of message content

"HE" culture communication should be integrated into the classroom teaching process, not for communication. In the classroom teaching process, when related content is involved, cultural content is naturally drawn, like when talking about the word "festival", we can draw many traditional Chinese festivals, such as the Spring Festival and Mid-Autumn Festival; teacher can explain it separately before a certain festival. Meanwhile custom culture can also be taught. At the same time, as far as the Spring Festival is concerned, there is actually a big difference between North and South China. For example, most northerners are used to eating dumplings, while some southerners eat rice cakes, which means that year by year.

3) Scientific use of media

The ultimate goal of Chinese teaching is to cultivate students' cross-cultural communication skills. Using mass media or internet recourses to create online courses or realize Chinese culture surfing even language learners in different places outside of China, like what the food blogger Li Ziqi has showed on YouTube which we mentioned above. Chinese teachers, no matter professional teachers or local teachers should making teaching design according to native learners' culture background, teaching students according to their aptitude and learning habit. UCLIOE Confusion Institute's Mandarin Excellence Programme is an effective and successful creative programme which uses both media to build online courses and learner tracking to help student improve Chinese, besides it also using immersive teaching to help students apply it in true situations for exchange of ideas as well as communication.

5. Conclusions

"Harmony" is the core of Chinese traditional culture. Chinese "harmony" culture has a complete ideological and theoretical system. This article studies the cross-cultural communication strategies and the problems of cross-cultural communication in the context of the Belt and Road Initiative. Cross-cultural communication strategies have been studied. The proposal of the "Belt and Road" strategy has brought new approaches to cross-cultural communication in China., in the process of dissemination, we should understand the issue of cultural dissemination, adopt appropriate cultural dissemination strategies, and effectively promote the development of China's cross-cultural dissemination cause.

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