

An Analysis of the Acceptance of Fine Traditional Chinese Culture in Kazakhstan from the Perspective of Cross-cultural Communication

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Abstract: With the deepening of globalization, cultural exchanges and integration have become an important link to promote mutual understanding and cooperation between countries. The fine traditional Chinese culture is one of the oldest cultures in the world, which contains rich philosophical, ethical and artistic achievements, and has made a great contribution to the diversity of world culture. Kazakhstan is located in Central Asia, with a special geographical location and diverse cultural background, which provides a broad space and a broad audience for the spread of Chinese culture. A study of the acceptance of Kazakhstan's fine traditional Chinese culture is not only conducive to promoting friendship and understanding between the Chinese and Kazakh people, but also has a great reference for the international spread of Chinese culture.

Keywords: cross-cultural communication, traditional culture, Kazakhstan, acceptance

Introduction

As of 1 October 2024, the total population of Kazakhstan was 20,223,218, including 12,704,977 urban population and 7,518,241 rural population, indicating that Kazakhstan has a large population base and balanced urban and rural population distribution. In the first nine months of this year, the total population increased to 189,376, showing a steady population growth trend.^[1] In this context, the spread and acceptance of fine traditional Chinese culture is not only of great significance to the cultural exchanges between China and Kazakhstan, but also of great significance to the deepening and development of China Kazakhstan relations. An in-depth analysis of the recognition of Chinese traditional culture by the Kazakh people will help further promote the overseas spread of Chinese culture and promote mutual understanding and friendship between the Chinese and Kazakhstan people, which is one of the hot topics in the current society.

1. Relevant factors affecting Kazakhstan's acceptance of fine traditional Chinese culture

1.1 Geographical distance and cultural differences

Geographical distance is an important factor that restricts Kazakhstan's acceptance of fine traditional Chinese culture, and also an important factor that affects its acceptance. Although China and Kazakhstan are close neighbors in geographical location, in terms of cultural exchanges, the distance is still an insurmountable gap. Such a distance not only increases the time cost of cultural exchanges, but also limits the convenience of people's exchanges, which is not conducive to the direct spread and acceptance of Chinese culture. China and Kazakhstan belong to different cultural circles, with their own unique cultural traditions and value orientation. The differences in this cultural circle make Kazakhs have

certain psychological and cultural barriers to understand and accept traditional Chinese culture, thus increasing the difficulty of cultural communication.

1.2 Education promotion and language barrier

The acceptance of Chinese traditional culture by the people of Kazakhstan mainly depends on the promotion of education. The introduction and teaching of Chinese culture in Kazakhstan's education system directly affects the people's understanding and interest in Chinese culture. Chinese and Kazakh belong to two different language families, with large language differences, which restrict the direct spread and in-depth understanding of Chinese culture.

1.3 The frequency of cultural exchange activities

The frequency of cultural exchange activities directly affects the opportunities and depth of the people of Kazakhstan to contact the fine traditional Chinese culture. Frequent cultural exchange activities such as art performances, exhibitions and academic lectures not only give the people of Kazakhstan an intuitive understanding of Chinese culture, but also deepen their understanding and recognition of Chinese culture in the interaction and exchange^[2]. On the other hand, if there is a lack or lack of cultural exchanges, Kazakhstan's understanding of Chinese culture may be limited to one side of the media and books, and it is difficult to form a comprehensive and profound understanding.

2. Strategies and suggestions for improving the acceptance of fine traditional Chinese culture in Kazakhstan

2.1 Strengthening cultural exchange activities

To improve the acceptance of fine traditional Chinese culture by the people of Kazakhstan, the most important strategy is to strengthen cultural exchanges. It is necessary to regularly hold cultural festivals such as the Spring Festival and the Mid Autumn Festival, to show the customs, food and art performances of traditional Chinese festivals to the people of Kazakhstan, so that the Chinese people can feel the strong charm of Chinese culture. It can hold cultural exhibitions such as calligraphy, traditional Chinese painting and national clothing, and use visual art to show the profound cultural heritage of China^[3]. At the same time, it can also encourage Chinese and Kazakh artists to strengthen exchanges and promote mutual understanding and respect between Chinese and Japanese cultures in the form of art creation and exhibition. In addition, the China Kazakhstan cultural center can also serve as a platform for long-term cultural exchanges, regularly holding cultural lectures, workshops and other activities, so that the Kazakh people can better understand Chinese culture. This series of cultural exchange activities can not only enhance the friendship between the Chinese and Japanese people, but also provide continuous power for the spread of Chinese culture.

For example, the "China Kazakhstan Cultural Week" can be held every year in turn to provide an important platform for cultural exchanges between China and Kazakhstan. During the China Kazakhstan cultural week, China can hold traditional cultural exhibitions such as Beijing, Kunming, books and paintings. Through on-site performances, interactive experiences, explanations and other forms, Kazakh people can feel the breadth and depth of Chinese culture in close quarters. At the same time, Kazakhstan can also show its national culture through Dongbula, national dance and handicrafts, so that the Chinese people can better understand Kazakhstan's culture. Through this form of cultural exchange, it can not only enrich the spiritual and cultural life of the Chinese and British people, but also promote the mutual reference and integration of Chinese and British cultures. Holding cultural exchange activities such as the China Kazakhstan cultural week can not only enhance the friendship and understanding between the Chinese and Kazakh people, but also lay a solid foundation for Kazakhstan to promote the fine traditional Chinese culture.

2.2 Media and publication promotion

The promotion of media and publications is an effective way to improve the acceptance of fine traditional Chinese culture by the people of Kazakhstan. To strengthen cooperation with mainstream media in Kazakhstan, TV, radio, newspapers, networks and other channels can be used to regularly launch special reports on Chinese culture and expand the visibility and influence of Chinese culture in the local place^[4]. In addition, a number of books, picture albums and

audio-visual products reflecting the fine traditional Chinese culture should be translated and published, and distributed in Kazakhstan, so that local readers have a deeper understanding of Chinese culture. At the same time, encourage publishing units of both sides to strengthen cooperation, publish books and periodicals for cultural exchanges between China and Kazakhstan, promote cultural exchanges between China and Kazakhstan, and enhance cultural exchanges between China and Kazakhstan. At the same time, through social media, network platforms and other platforms, the website of Chinese culture can be opened, and relevant content can be released regularly to attract more Kazakhstan people to pay attention to and understand Chinese culture.

For example, the electronic library of Chinese culture can be built, with the main purpose of compiling classic works, historical stories, folklore and so on in the fine traditional Chinese culture into e-books, which are open to the people of Kazakhstan free of charge through the Internet. These e-books should cover literature, history, philosophy, art and other aspects, so that Kazakhstan people have a comprehensive and systematic understanding of the essence of Chinese culture. In order to ensure the quality and readability of the contents of the e-book library, experts from China and Kazakhstan can be invited to work together to ensure that the translation is accurate and the notes are detailed. At the same time, it can also cooperate with Kazakhstan libraries and schools to establish an electronic library for the public to consult and use. In addition, a series of books and picture books introducing the fine traditional Chinese culture can be published in physical bookstores, online bookstores and other channels. Through the combination of pictures and texts, the charm and characteristics of Chinese culture are vividly displayed, attracting the attention and purchase of Kazakhstan people. Through the promotion of the publication "Chinese culture electronic library", it can effectively transmit the fine traditional Chinese culture to the people of Kazakhstan, and improve their cultural awareness and acceptance.

2.3 Cultural tourism integration

Strengthening folk exchanges and cooperation is the fundamental to promote the recognition of Kazakhstan's fine traditional Chinese culture and the driving force for its development. We should encourage and support non-governmental organizations, social groups and volunteers in China and Japan to carry out cultural exchanges, hold cultural lectures, art exhibitions, sports meetings and other activities, and promote Chinese culture with folk forces. The "China Kazakhstan people to people and cultural exchanges and cooperation mechanism" can be established to provide a cooperation platform and policy support for non-governmental organizations of both sides, and promote the normalization and institutionalization of bilateral non-governmental exchanges^[5]. At the same time, artists, scholars, entrepreneurs and other people from all walks of life of the two countries should be encouraged and supported to visit each other and enhance mutual understanding and friendship in face-to-face exchanges. We can make full use of Internet, social media and other platforms to build a cultural exchange community between China and Kazakhstan, and provide convenient channels and platforms for cultural exchanges between China and Kazakhstan. In this way, we can stimulate the strong interest of the people of Kazakhstan in Chinese culture and lay a solid mass foundation for the wide spread of Chinese culture in the world.

The Silk Road cultural tourism route can be opened, and the silk road carries rich historical and cultural heritage and stories. Relying on the Silk Road, we can develop cultural tourism routes such as "Xi'an - Dunhuang - Hami - Almaty", so that Kazakhstan tourists can feel the extensive and profound Chinese culture in the tourism process. In the tourism route, tourists can be arranged to visit historical sites, cultural landscapes, folk villages, etc., and appreciate the massiness and unique charm of Chinese culture in the field investigation and experience. At the same time, tourists can also be organized to experience traditional Chinese culture, such as learning calligraphy, making ceramics and tasting Chinese dishes, so that tourists have a deeper understanding of Chinese culture in practice. To improve the quality and attractiveness of cultural tourism, we must strengthen infrastructure construction and improve the quality and level of tourism services. At the same time, it should strengthen cooperation with Kazakhstan's travel agencies, jointly promote the construction of the Silk Road cultural tourism route, and attract tourists from Kazakhstan to visit China. Through the development and promotion of the Silk Road cultural tourism route, it can not only promote the tourism cooperation and exchange between China and

Kazakhstan, but also provide a new platform and carrier for Kazakhstan to promote the fine traditional Chinese culture.

2.4 People to people exchanges and cooperation

Strengthening folk exchanges and cooperation is the fundamental to promote the recognition of Kazakhstan's fine traditional Chinese culture and the driving force for its development. It is necessary to encourage and support two non-governmental organizations, social groups and volunteers to carry out cultural exchanges, hold cultural lectures, art exhibitions, sports meetings and other activities, and promote Chinese culture with folk forces. Secondly, the "China Kazakhstan people to people and cultural exchanges and cooperation mechanism" can be established to provide cooperation platforms and policy support for civil organizations of both sides, and promote the normalization and institutionalization of bilateral civil exchanges^[6]. Encourage and support artists, scholars, entrepreneurs and other people from all walks of life of the two countries to visit each other and enhance mutual understanding and friendship in face-to-face exchanges. At the same time, we can make full use of the Internet, social media and other platforms to build a cultural exchange community between China and Kazakhstan, and provide convenient channels and platforms for cultural exchanges between China and Kazakhstan. In this way, we can stimulate the strong interest of the people of Kazakhstan in Chinese culture and lay a solid mass foundation for the wide spread of Chinese culture in the world.

The China Kazakhstan friendship family project can be carried out to connect the people of China and Kazakhstan in the way of "forming a pair" and carry out long-term friendly exchanges and cooperation. In such a family, members can understand each other's language, culture, customs, etc., and enhance each other's understanding and recognition of each other's culture in daily interaction and communication. In order to promote the smooth implementation of the China Kazakhstan friendly family plan, exchange activities such as family visits, cultural experiences, festivals and celebrations can be carried out. Chinese and Kazakh family members can enhance mutual understanding and friendship through exchanges of life experiences and cultural stories. At the same time, such families can also be encouraged to exchange experiences and feelings with others through the network platform, attracting more people's attention and participation. Through exchanges and cooperation in China Kazakhstan friendship family project and folk art, sports, education and other aspects, friendship and understanding between the Chinese and Kazakh people will be further promoted, and the spread and spread of Kazakh excellent traditional culture will be promoted. At the same time, through these non-governmental exchanges and cooperation, China Kazakhstan relations can be further promoted to a higher level and better development, and the friendly exchanges between the two peoples can be better promoted.

3. Conclusion

To sum up, a study of the acceptance of Kazakhstan's fine traditional Chinese culture is conducive to deepening cultural exchanges between China and Kazakhstan, as well as the spread of Chinese culture to the outside world. In the future, with the in-depth development of China Kazakhstan relations and the implementation of the "Belt and Road" strategy, it is entirely reasonable to believe that the fine traditional Chinese culture is more widely spread in Kazakhstan and even in the world. This can not only enrich the spiritual and cultural life of the people of Kazakhstan, but also contribute wisdom and strength to the construction of Chinese culture and promote the construction of a community of shared destiny for mankind.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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