



# The Current Situation and Strategy of the Dissemination of Excellent Traditional Chinese Culture to Kazakhstan

**Jiacai Liao**

YiLi Normal University Kazakhstan Research Center, Yining 835000, Xinjiang, China

DOI: 10.32629/jher.v5i5.2954

**Abstract:** As an important part of China's long history and splendid civilization, the excellent traditional culture of China carries a wealth of ideological essence, cultural connotation and artistic expression, and has a profound impact on the spiritual life and values of the Chinese people. With the increasingly close exchanges and cooperation between China, Kazakhstan, and other countries, the dissemination and exchange of traditional Chinese culture internationally have also attracted more attention. This paper aims to explore the current situation and corresponding strategies of the dissemination of Chinese excellent traditional culture in Kazakhstan, effectively promote the dissemination of Chinese traditional culture in Kazakhstan, enhance the understanding and friendship between the two peoples, and inject new impetus into the development of China Kazakhstan relations.

**Keywords:** Chinese traditional culture, Kazakhstan, current situation of dissemination, strategic analysis

## 1. Introduction

China and Kazakhstan, as important countries along the Silk Road, have close economic and cultural exchange relations. With the proposal and implementation of the "the Belt and Road" initiative, exchanges and cooperation between China and Kazakhstan have entered a new historical period, in which cultural exchanges are an important part [1]. The dissemination of excellent traditional Chinese culture overseas not only helps to enrich and enhance China's international image, but also promotes friendly exchanges with countries such as Kazakhstan and further develops bilateral relations. In addition, with the acceleration of globalization and the popularization of information technology, cultural exchange is no longer limited by geography and time, and the forms and channels of dissemination of traditional Chinese culture in Kazakhstan are becoming increasingly diverse and rich. This article conducts an in-depth analysis of the current situation of the dissemination of excellent traditional Chinese culture in Kazakhstan, explores its influencing factors, acceptance level, and dissemination effects, and proposes corresponding dissemination strategies and countermeasures, in order to provide theoretical support and practical guidance for promoting cultural exchanges and cooperation between China and Kazakhstan.

## 2. Overview of Excellent Traditional Chinese Culture

The excellent traditional Chinese culture is a rich cultural heritage accumulated over thousands of years in China, covering a wide range of profound thoughts, ethics, arts and social systems. It was formed by the Chinese people in the long-term historical development, and has become the spiritual pillar and cultural symbol of Chinese society through generations [2].

Chinese traditional culture emphasizes the state of etiquette, pays attention to interpersonal relationships and social order. The traditional etiquette system covers aspects such as weddings, funerals, banquets, and visits, reflecting the values of respect and humility. Meanwhile, family culture plays an important role in traditional Chinese society, emphasizing the continuity of the family and the responsibilities and obligations of family members; Traditional Chinese literature, represented by poetry, lyrics, and music, expresses ideas and emotions through words and has extremely high artistic value. Traditional art forms such as painting, calligraphy, music, and dance also carry rich cultural connotations. In addition, traditional techniques, such as tea art, porcelain production, silk weaving, etc., reflect the intelligence and industrious spirit of the Chinese people.

## 3. Analysis of the influence of excellent traditional Chinese culture on the dissemination in Kazakhstan

### 3.1 The Influence of Cultural Differences and Similarities

The dissemination of excellent traditional Chinese culture in Kazakhstan is influenced by both cultural differences and

similarities. On the one hand, as two countries with different cultural backgrounds, China and Kazakhstan have significant differences in their values, customs, traditions, and other aspects. For example, China's emphasis on filial piety, etiquette, and loyalty may not be equally important in Kazakhstan, and some cultural characteristics of Kazakhstan, such as nomadic culture and grassland folk songs, are not well known in China, which hinders the dissemination of traditional Chinese culture in Kazakhstan. It is necessary to deeply understand the cultural characteristics of Kazakhstan and adjust communication strategies accordingly to enhance its acceptance and influence in the local area. On the other hand, although China and Kazakhstan have different histories, religions and traditions, they also have similarities, such as attaching importance to the family, respecting the traditions of elders, treating guests warmly and hospitably, etc., which provides the basis and convenient conditions for the spread of Chinese traditional culture in Kazakhstan. By emphasizing cultural similarities, we find resonance points, narrow the psychological distance between the people of China and Kazakhstan, enhance mutual understanding and recognition, and use Kazakhstan's own cultural resources and characteristics to connect and integrate with Chinese traditional culture to create more attractive and acceptable forms and contents of communication.

### **3.2 The role of media and communication technology**

With the rapid development of information technology, the role of media in cultural communication has become increasingly prominent. Through the Internet, social media and other modern communication tools, Chinese traditional culture can be spread to every corner of Kazakhstan in a more direct and extensive way. Video, audio, pictures and other forms of multimedia communication make Chinese traditional culture more vivid and appealing and help to attract the attention of the Kazakh people [3]. With the help of professional media teams and creative talents, we present in a more creative and modern form, adapting to the aesthetic and consumption habits of contemporary young people in Kazakhstan. We produce films, documentaries, cultural programs, and other forms to deeply explore the connotation of traditional Chinese culture, making it closer to the lives and emotions of local audiences, and enhancing the attractiveness and influence of cultural dissemination. However, information overload, fragmented dissemination channels, and issues with information authenticity can reduce the effectiveness of the dissemination of traditional Chinese culture in Kazakhstan. Therefore, disseminators need to carefully choose media communication strategies, pay attention to content authenticity, depth, and professionalism, to ensure that traditional Chinese culture maintains its original flavor and profound connotation during the dissemination process.

### **3.3 Government Policies and Cultural Support**

Government policies play a guiding and supportive role in cultural dissemination, and have a direct and far-reaching impact on the dissemination of traditional Chinese culture in Kazakhstan. Government policy support provides a legal and stable environment for the dissemination of traditional Chinese culture in Kazakhstan. By formulating relevant laws, regulations, and policy documents, it guarantees and supports the dissemination of traditional Chinese culture, safeguarding its legitimate rights and development space in Kazakhstan. For example, establishing cultural exchange funds and providing funding for cultural exchange projects can provide necessary economic support and policy guarantees for the dissemination of traditional Chinese culture in Kazakhstan. Promote the spread of traditional Chinese culture in Kazakhstan by promoting cultural exchanges and cooperation, actively organize and support cultural exchange activities between China and Kazakhstan, including cultural festivals, art exhibitions, academic seminars, etc., and promote folk cultural exchanges and interactions between the two countries.

## **4. The current situation of the dissemination of traditional Chinese culture in Harbin**

### **4.1 Introduction and dissemination of cultural elements**

With the deepening of cultural exchanges between the two countries, traditional Chinese culture has gradually become embedded in local society in Kazakhstan, demonstrating diverse dissemination channels. Firstly, it is achieved through cultural activities and artistic performances. Holding art exhibitions, concerts, dance performances, and other activities related to traditional Chinese culture provides opportunities for Kazakhstani people to intuitively experience Chinese culture. Specific art forms, such as traditional Chinese painting, music, dance, etc., showcase rich cultural connotations to Kazakhstani audiences and have attracted widespread attention and interest. Secondly, Chinese language learning has become a trend, with more and more Kazakhstani people choosing to learn Chinese to gain a deeper understanding of Chinese culture through language communication.

### **4.2 Acceptance level of traditional Chinese culture in Kazakhstan**

The acceptance of traditional Chinese culture in Kazakhstan has been influenced by various factors, and overall

shows a gradually increasing trend. Firstly, as the relationship between China and Kazakhstan continues to strengthen and cultural exchanges deepen, the Kazakhstani people have shown a strong interest and curiosity in traditional Chinese culture. Especially among the younger generation, their enthusiasm for traditional Chinese culture is increasing, and they actively participate in activities such as Chinese language learning and traditional Chinese art performances, demonstrating a positive attitude towards Chinese culture. Secondly, there are cultural similarities between China and Kazakhstan, which makes traditional Chinese culture more easily accepted and understood in Kazakhstan, integrating with local culture and enhancing its dissemination effect.

### **4.3 Communication Effect and Influence Fields**

The dissemination effect of traditional Chinese culture in Kazakhstan is gradually emerging, involving multiple fields, and building an important bridge for cultural exchange and understanding between China and Kazakhstan. Firstly, the dissemination effect of traditional Chinese culture in Kazakhstan is reflected in the cultural field. Through art performances, cultural exhibitions, and displays of traditional handicrafts, Chinese traditional culture has attracted widespread attention in Kazakhstan. It not only provides opportunities for Kazakhstani people to glimpse the beauty of Chinese traditional culture, but also encourages local residents to conduct deeper research and understanding of Chinese traditional culture. Secondly, the dissemination of traditional Chinese culture in Kazakhstan has an impact on the field of education. The rise of Chinese language learning and educational exchange programs between Chinese and Kazakh universities provide opportunities for Kazakh students to understand Chinese culture, not only strengthening language skills but also deepening their understanding of traditional Chinese culture, laying the foundation for cultural inheritance and development.

## **5. Communication Strategies of Traditional Chinese Culture in Kazakhstan**

### **5.1 Strengthening cultural exchange and cooperation projects**

Firstly, establish a cultural exchange platform. By building a cultural exchange platform between China and Kazakhstan, we aim to provide a broader stage and convenient channels for cultural exchange between the two countries. Secondly, strengthen the planning of cultural cooperation projects. On the basis of cultural exchange, China and Kazakhstan jointly plan and implement a series of specific cultural cooperation projects, covering multiple fields such as art, education, tourism, and cultural industries. Thirdly, strengthen the establishment and improvement of cultural exchange mechanisms. Establish a cultural exchange mechanism, set up specialized cultural exchange departments or institutions, responsible for coordinating cultural exchange and cooperation affairs between the two countries, and provide a more systematic and sustainable cultural exchange platform. Fourthly, strengthen the exchange and cultivation of cultural talents. By implementing measures such as the China Kazakhstan Cultural Talent Exchange Program and establishing cultural scholarships, we aim to promote interaction and exchange of cultural talents between the two countries, strengthen cooperation and common development in the cultural field, expand the depth and breadth of cultural exchanges between China and Kazakhstan, cultivate professional talents familiar with Chinese and Kazakh culture, and inject new vitality and momentum into cultural dissemination. Fifth, pay attention to grassroots cultural exchanges and friendly exchanges among the people. By supporting grassroots cultural groups and folk art exchange activities, we aim to promote friendly exchanges between the people of China and Kazakhstan, and enhance mutual understanding and trust.

### **5.2 Promoting Language Education and Culture**

The promotion of language education and culture aims to enhance the understanding and identification of traditional Chinese culture among the people of Kazakhstan through language learning and cultural exchange. Firstly, promote Chinese education. By offering Chinese courses in schools, language training institutions, and other places, we provide opportunities for Harbin students to learn Chinese, enhance their language abilities, and gain a deeper understanding of Chinese history, culture, traditions, and values through language learning, thereby enhancing their awareness and respect for traditional Chinese culture. Secondly, strengthen the construction of the Chinese language teacher team. By training and recruiting excellent Chinese language teachers, we aim to improve our teaching level and professional competence, ensuring the quality of Chinese education is enhanced. Fourthly, utilize modern technological means. Through the Internet, social media and other platforms, online Chinese education and cultural promotion activities are carried out to spread Chinese traditional culture to a wider range of Kazakh people. With the help of mobile applications, websites, online courses and other tools, learners can learn Chinese anytime and anywhere, understand Chinese culture, and improve their interest in and awareness of Chinese traditional culture. Fifthly, organize cultural exchange delegations to visit China, allowing Kazakh students to personally experience the cultural atmosphere and way of life in China.

### **5.3 Promoting Media Communication and Digital Platform Construction**

Promoting media dissemination and digital platform construction is an important strategy to strengthen the dissemination of traditional Chinese culture in Kazakhstan. Firstly, by broadcasting Chinese programs, introducing Chinese culture, and reporting on cultural exchange activities between China and Kazakhstan on traditional media such as television, radio, and newspapers, traditional Chinese culture can be directly transmitted to the people of Kazakhstan, enhancing their understanding and interest in Chinese culture. Secondly, with the help of the Internet and digital technology, we will create Chinese learning websites, cultural exchange platforms, online museums and other digital platforms to provide Kazakh people with more convenient and rich ways to understand Chinese traditional culture, provide Chinese learning resources, Chinese cultural knowledge, traditional art appreciation and other content, meet Kazakh people's needs for learning and exploring Chinese culture, and promote the spread and inheritance of Chinese traditional culture in Kazakhstan. Finally, pay attention to content richness and diversity. In the process of spreading traditional Chinese culture, we carefully plan and produce cultural products with rich content and diverse forms based on the cultural characteristics of Kazakhstan and the interests and needs of the people. Through cultural exhibitions, art performances, traditional handicraft exhibitions and other activities, we present a more diverse and three-dimensional image of Chinese culture to the Kazakhstani people, guiding them to deeply understand and experience the charm of traditional Chinese culture.

### **5.4 Planning Cultural Activities and Festivals**

Firstly, by carefully planning cultural activities such as art exhibitions, traditional music performances, dance performances, etc., we aim to showcase the rich connotations and unique charm of Chinese traditional culture to Kazakhstan. This not only provides local people with opportunities to experience Chinese traditional culture up close, but also promotes deep cultural exchanges between the two countries. Secondly, by carefully planning cultural festivals and events such as the Spring Festival celebration and Mid Autumn Festival Gala, a strong Chinese cultural atmosphere is created in Kazakhstan, attracting more local residents to participate and pay attention. This not only showcases the unique charm of traditional Chinese culture, but also provides opportunities for Kazakhstani people to integrate into Chinese culture and experience the atmosphere of traditional festivals, enhancing their interest and recognition of traditional Chinese culture. Thirdly, when planning cultural activities and festivals, it is necessary to fully consider Kazakhstan's cultural customs and folk characteristics to ensure that the activities are better integrated into the local society. Local artists and performance teams should be invited to participate, making the activities more localized and enhancing the sense of participation and identity of the Kazakhstani people. Fourthly, actively promote and advertise cultural activities and festivals through digital media and social platforms to expand the influence of the events. Through online live streaming and sharing on social media platforms, traditional Chinese cultural activities are presented to a wider audience, including those who cannot physically attend the event. Through virtual spaces, the audience for cultural activities is expanded to farther regions, promoting more people to understand, pay attention to, and participate in them. Fifth, in the planning of cultural activities, cooperation with local cultural organizations, schools, communities, etc. should be considered to jointly promote the successful holding of activities. Through cooperation, not only can we better integrate into the local society, but we can also leverage local partner resources and networks to enhance the visibility and influence of cultural activities.

## **6. Conclusion**

Chinese traditional culture is the precious wealth of the Chinese people and an important part of world culture. In the process of promoting traditional Chinese culture to the world, Kazakhstan, as an important country in Central Asia, has significant strategic importance. By strengthening cultural exchanges and cooperation between China and Kazakhstan, and increasing the spread of traditional Chinese culture in Kazakhstan, it will help to enhance the friendship and cooperation between the two peoples, promote the wider spread of traditional Chinese culture on the international stage, and make positive contributions to promoting exchanges and development of human civilization.

## **Acknowledgments**

Project source: Open Project of the Kazakhstan Research Center of YiLi Normal University, General Project Achievement "Research on the Transmission Path of Excellent Traditional Chinese Culture to Kazakhstan" (Project Number: 2023HSKSTYJYB005).

## References

---

- [1] Changjiang, Di Fenglin Cultural Reflection and the Integration of Family and Country: The International Breakthrough of Kazakh Art Films New movie, 2023, (06): 108-114.
- [2] Hu Jianqiang, Liang Yulong, Ding Xueling The Impact and Future Trends of Kazakhstan's Language Policy [J] The Silk Road, 2023, (02): 101-107.
- [3] Ni Ke Research on China Kazakhstan Sports Exchange and Cooperation under the the Belt and Road Initiative [D] Capital Institute of Physical Education, 2023.
- [4] Zhao Yuan Kazakh film in the context of the "the Belt and Road": industry and cultural observation [J] Movie Review, 2022, (Z1): 96-101.
- [5] Wei Xushan Research on Cross cultural Adaptation of Kazakh Students Studying in China under the Background of the "the Belt and Road" [J] Journal of Ningxia Normal University, 2022, 43 (12): 102-106.
- [6] Xu Xiangmei Cultural Cooperation between China and Kazakhstan: History and Significance Russian Journal, 2022, 12 (04): 105-119.

## Author Bio

Jiacai Liao, born in May 1990, male, Han ethnicity, Chongqing native, master's degree holder, lecturer, research direction: fine arts.