

Discussion on How Higher Education Can Help the Cultural Exchange and Inheritance among Different Countries along the “The Belt and Road”

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Abstract: Under the in-depth promotion of “the Belt and Road” Initiative, cultural exchange and inheritance among countries along “the Belt and Road” have increasingly become an important driving force to promote regional cooperation and development. As an important platform for cultural communication and innovation, higher education plays an irreplaceable role in cultural exchange and inheritance. This paper discusses the unique position of higher education in the exchange and inheritance of traditional cultures among countries along “the Belt and Road” from multiple perspectives, and put forward some suggestions for higher education to help the traditional cultural exchange and inheritance among countries along “the Belt and Road”. It’s hoped to promote cultural exchange and inheritance among different countries along “the Belt and Road” and provide cultural support for the in-depth promotion of “the Belt and Road” Initiative.

Keywords: higher education, “the Belt and Road”, traditional culture, cultural exchange, cultural inheritance

Introduction

“The Belt and Road” Initiative is an important strategic concept proposed by China to promote global economic cooperation and people-to-people exchange, aiming to enhance connectivity among countries along “the Belt and Road” and achieve common prosperity. Traditional culture is the unique spiritual wealth of each country, and it is also an important bond to enhance mutual understanding and friendship. Based on this grand blueprint of “the Belt and Road” Initiative, exchange and inheritance among traditional cultures occupy a pivotal position. As an important base for cultural inheritance and innovation, higher education should play an active role in facilitating the exchange and inheritance of traditional cultures among different countries along “the Belt and Road”.

1. The unique position of higher education in the exchange and inheritance of traditional cultures among countries along “the Belt and Road”

Since its inception, “the Belt and Road” Initiative has not only achieved remarkable results in the field of economic cooperation, but also demonstrated profound potential and vitality in cultural exchange and inheritance.^[1] In this process, as an important carrier of knowledge inheritance and innovation, higher education institutions have injected new impetus to the traditional cultural exchange and inheritance of the countries along “the Belt and Road” through rich educational resources, profound academic accumulation and unique status and role.

1.1 The source of cultural communication

In the context of globalization, cultural exchange and communication are particularly important. Institutions of higher education are important platforms for knowledge communication and cultural exchange. By offering relevant curriculum and holding academic activities, they provide strong support for the exchange and inheritance of traditional cultures among different countries along “the Belt and Road”. In the process of teaching and training of journalism and communication, students can learn the theory and practice of intercultural communication, master effective strategies and methods of cultural communication, and better promote and inherit the traditional cultures of their own countries in their future work, thereby promoting cultural mutual learning and integration among the countries along “the Belt and Road”.

1.2 Cultivating intercultural communication talents

The implementation of “the Belt and Road” Initiative needs a group of talents with intercultural communication skills as support. Through the establishment of journalism and communication, international communication and other related majors, higher education institutions focus on cultivating students’ international vision and intercultural communication skills. These talents are equipped with not only solid language foundation and journalism and communication skills, but also in-depth understanding of the cultural traditions and values of different countries along “the Belt and Road”, thus providing a powerful talent guarantee for the exchange and inheritance of traditional cultures. By means of news reports and cultural communication activities, the traditional cultures of the countries along “the Belt and Road” can be effectively introduced to the world and the exchange and communication among different cultures can be promoted.

1.3 Promoting media cooperation and information sharing

As an important carrier of cultural communication, media is also the critical force to promote cultural exchange and inheritance of different countries along “the Belt and Road”. By strengthening cooperation and exchange with international media, higher education institutions can promote information sharing and interaction among media of the countries along “the Belt and Road”. At the same time, higher education institutions can also hold media forums and cooperate in filming documentaries, providing a platform for the media of the countries along “the Belt and Road” to display their own cultures and exchange mutual ideas, so as to effectively enhance their mutual understanding and consolidate the friendship among people of countries along “the Belt and Road”, promote the intercultural communication and sharing of traditional cultures, and drive the diversified development of cultures of the countries along “the Belt and Road”.

1.4 Leading cultural innovation and development

With the promotion of “the Belt and Road” Initiative, the traditional cultures of the countries along “the Belt and Road” are facing unprecedented opportunities for development. Higher education institutions, as the important engine of cultural innovation, promote the innovative development of traditional cultures by introducing modern scientific technology and educational concepts.^[2] Students majoring in journalism and communication can utilize advanced media technology and innovative thinking to inject new vitality into the communication and promotion of traditional culture in their learning and practice process. By creating innovative cultural works and planning influential cultural activities, the modernization, transformation and upgrading of traditional culture have been effectively promoted. These methods have contributed to the cultural innovation and development of the countries along “the Belt and Road”.

2. Measures for higher education to facilitate the exchange and inheritance of traditional cultures among different countries along “the Belt and Road”

2.1 To build academic bridges for cultural exchange

As the “stronghold” of academic research, institutions of higher education should take the initiative to build bridges for cultural exchange among countries along “the Belt and Road”, actively hold academic exchange activities, and promote in-depth communication and discussions among scholars and experts from different cultural backgrounds in the process of

facilitating the exchange and inheritance of traditional cultures among the countries along “the Belt and Road”. For example, international academic conferences and cultural seminars can be held regularly, and the scholars from different countries along “the Belt and Road” can be invited to discuss their respective cultural traditions and innovative development. At the same time, cultural exchange and cooperation can be deepened through cooperative research projects and joint training. Xiamen University plays an exemplary role in this regard: By taking advantage of its location, Xiamen University actively promotes the integrated development of higher education in the countries along “the Belt and Road”, providing powerful support for cultural inheritance and innovation.

2.2 To innovate the teaching model of journalism and communication

In the process of facilitating the exchange and inheritance of traditional cultures among different countries along “the Belt and Road”, in order to cultivate communication talents with an international perspective, higher education institutions are supposed to actively explore innovative teaching models, integrate high-quality resources, and set up intercultural communication courses. On this basis, students are encouraged and supported to participate in international media exchange programs to improve their practical ability. Taking Xiamen University as an example, it actively promotes the integrated development of higher education in the countries along “the Belt and Road”. Through innovative journalism and communication teaching models, Xiamen University has established cooperation with Polish media organizations, jointly setting up cultural exchange programs, which enables students to personally experience and disseminate the traditional cultures of the two countries, it contributes new strength to enhancing people-to-people exchange and cultural exchange. At the same time, students are allowed to participate in intercultural communication practices such as news reports and cultural exchange, thus deepening the understanding and inheritance of traditional cultures, and promoting the cultural integration and common development among the countries along “the Belt and Road”.

2.3 To promote language education and cultural exchange projects

Language is an essential carrier of culture and the basis of cultural exchange. Higher education institutions should strengthen the teaching and research of languages of the countries along “the Belt and Road”, and promote the internationalization of language education. At the same time, various forms of cultural exchange programs such as student exchange, teacher visits and cultural experience are carried out to make students personally feel the charm of different cultures, enhance their understanding of different cultures, and further improve students’ cross-cultural literacy, which also provides strong force for the communication of traditional culture among countries along “the Belt and Road”. Xiamen University makes full use of its geographical location and advantages in language education resources to carry out extensive language education and cultural exchange and cooperation with the countries along “the Belt and Road”. For example, through the establishment of practice bases and other ways, international students can deeply understand and experience traditional Chinese culture and Chinese history, at the same time, the bridge can be built for the communication and exchange of traditional cultures among the countries along “the Belt and Road” in Xiamen University.^[3] This mode of combining language education with cultural exchange is conducive to promoting cultural integration and common development of countries along “the Belt and Road”.

2.4 To utilize new media technology to broaden cultural communication channels

In the era of digitization, new media technology provides a more convenient and efficient way for cultural communication. Higher education institutions should make full use of new media technologies such as social media and online video to broaden the channels and scope of cultural communication. By producing and disseminating short videos and online articles about the traditional culture of the countries along “the Belt and Road”, more people can understand and recognize the cultural treasures. Taking “the Belt and Road” online culture and art festival held by a certain university as an example, it shows the traditional music, dance, art, etc. of the countries along “the Belt and Road” through live broadcast, short video, etc. attracting a large number of audiences to participate in interaction, and effectively promoting cultural communication and exchange.^[4] It not only contributes to the inheritance and innovation of traditional cultures, but also

builds an crucial bridge for people-to-people exchange and cultural mutual learning of countries along “the Belt and Road”.

2.5 To cultivate cultural inheritors with international perspective

Higher education institutions should focus on cultivating cultural inheritors with international perspective, who possess not only deep traditional cultural knowledge, but also the ability of intercultural communication and innovation. Through the establishment of scholarships and the provision of overseas study opportunities, students are encouraged and supported to further study and research the traditional cultures of the countries along “the Belt and Road”, and become the backbone of cultural inheritance. At the same time, cooperation with cultural institutions in countries along “the Belt and Road” should be strengthened to jointly cultivate cultural talents with international perspective and inject new vitality into the inheritance and innovation of traditional cultures.

2.6 To establish a long-term mechanism for cultural exchange

It is necessary to build a long-term mechanism for higher education to facilitate the exchange and inheritance of traditional cultures among the countries along “the Belt and Road”. Relevant departments are expected to set up cultural exchange institutions, regularly hold cultural lectures, art exhibitions and other activities to promote understanding and integration among different cultures. At the same time, new media technology can be used to build online and offline cultural exchange platforms to achieve rapid cultural communication and extensive exchange. Taking Thailand as an example, Fujian Medical University helps cultivate international talents by introducing international students. During their studies in China, these international students not only gained a deep understanding of traditional Chinese culture, but also became important bridges to promote people-to-people exchange between China and Thailand. In addition, Huaqiao University has also actively served “the Belt and Road” talent training, it cultivated a large number of talents who are familiar with Chinese culture for the countries and regions along “the Belt and Road” by holding relevant training courses. These measures will help build a long-term mechanism for cultural exchange between China and Thailand, as well as promote in-depth cultural exchange and integration between the two countries.

3. Conclusion

As one of the sources of cultural communication, higher education provides strong support and guarantee for the exchange and inheritance of traditional cultures among different countries along “the Belt and Road”. By optimizing the curriculum setting and teaching content, improving the journalism and communication ability and language expression skills, and deepening the industry-university-research collaboration, higher education institutions can contribute to promoting the exchange and inheritance of traditional cultures among countries along “the Belt and Road”. In the future, with the deepening of “the Belt and Road” initiative and the continuous development of higher education, it is believed that the traditional cultural exchange and inheritance among countries along “the Belt and Road” will usher in broader prospects for development. Higher education institutions are expected to continue to leverage their own advantages, actively explore more effective paths and methods, and make greater contributions to promoting the common prosperity and development of countries along “the Belt and Road”.

Conflicts of interest

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

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