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Research on the digital communication strategy of Chinese excellent traditional culture under the initiative of “Belt and Road”

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Abstract

With the promotion of the Belt and Road “ initiative, cultural exchange and communication have become an important way to promote mutual understanding and cooperation among countries. This paper discusses the strategies and paths of the digital communication of the excellent traditional Chinese culture under the framework of the “Belt and Road” initiative, and analyzes the application status and challenges of the digital technology in the cultural communication. Through literature research and case analysis, this paper puts forward strategies such as content innovation, localized communication, adaptive communication channel selection, audience interaction and government support, aiming to provide operable theoretical and practical guidance for the international communication of Chinese culture. The research shows that the digital communication provides unprecedented opportunities for the excellent traditional Chinese culture to go to the world, but the challenges of technical, language and cultural differences still need to be overcome in the process of cross-cultural communication.

Keywords

“Belt and Road”; Chinese excellent traditional culture; digital communication; cultural strategy; globalization

基于“一带一路”倡议下中华优秀传统文化数字化传播策略研究

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摘要

随着“一带一路”倡议的推进,文化交流与传播成为促进国家间相互理解与合作的重要途径。本文探讨了基于“一带一路”倡议框架下,中华优秀传统文化数字化传播的策略与路径,分析了数字化技术在文化传播中的应用现状与挑战。通过文献研究与案例分析,本文提出了内容创新、本土化传播、适应性传播渠道选择、受众互动与政府支持等策略,旨在为中华文化的国际传播提供可操作性强的理论与实践指导。研究表明,数字化传播为中华优秀传统文化走向世界提供了前所未有的机遇,但在跨文化传播的过程中仍需克服技术、语言与文化差异等挑战。

关键词

“一带一路”; 中华优秀传统文化; 数字化传播; 文化战略; 全球化

1 引言

2013年中国提出的“一带一路”倡议,已成为推动国际经济合作与文化交流的重要战略框架。随着全球化进程的加快,文化作为国家软实力的重要组成部分,在国际间的传

播显得尤为重要。“一带一路”倡议下,中华优秀传统文化的传播不仅有助于增强文化认同感,还能促进国家间的民间交流与合作。数字化技术的兴起,为文化传播提供了全新的平台与方式,使中华文化能够在全球范围内得到更广泛的传播。研究数字化传播策略,可以为政府和文化机构在推动“一带一路”文化交流方面提供理论支持与实践指导,提升中华文化的国际影响力。

2 数字化传播与“一带一路”倡议的关系

“一带一路”倡议不仅着眼于经济合作,还重视文化的共同繁荣与交流。随着全球化进程的加速,文化在“一带一路”倡议中的作用愈加突出,特别是在促进民间交流、推

【课题项目】2024年山东省大学生创新创业训练计划项目《基于“一带一路”倡议下中华优秀传统文化数字化传播策略研究》(项目编号: S202413320033)

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