

The Significance of Chinese Cultural Dissemination from The Perspective of the "Silk Road".

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Abstract: With the gradual advancement of the Silk Road Economic Belt, the cultural dissemination of the Silk Road has also become very important, and it is necessary to rely on the function of the Silk Road to spread China's excellent traditional culture and promote the development between China and the countries along the Silk Road. How to make good use of the intermediary nature of the Silk Road to spread China's culture, this paper will explain the significance of Chinese cultural communication from the cultural communication channels of the ancient Silk Road, and put forward suggestions on how to better promote the communication of Chinese culture in combination with the current era.

Keywords: Silk Road, Chinese culture, cultural communication.

1. Silk Road

The Silk Road is the earliest channel to connect East and West. The origin of this name is because the best selling on this business road is the silk we brought out in China, so it is named the Silk Road. The German geography scientist Li Xi huo fen. This economic and commerce road was originally opened by Zhang Jian from Zhang Jian in the Western Han Dynasty. At first, this channel was not opened for business, but was opened to resist foreign enemies. At that time, the Western Han Dynasty was invaded by the Huns many times, so Emperor Hanwu sent Zhang Jian to the Western Regions to meet the Dayue Family negotiations to fight against the Huns. Zhang Jian led a team of more than a hundred people to start from Changan. Unfortunately, he was uncomfortable. It didn't take long for the Longxi to encounter the Xiongnu attack and became a captive. Zhang Jian was detained in the Huns for more than ten years. During that period, he never forgot his task of traveling. In 129 BC, Zhang Jianhe relaxed by the Huns, quietly escaped from the Xiongnu area and received the help of Da Wan Wang successfully reached the Yueyue. But no one wanted to resist the oppression of the Huns, so Zhang Jian finally decided to return to the Western Han Dynasty. Although Zhang Jian's many years of envoys have not completed the mission of fighting against the Huns with Da Yue's, it has brought back the local customs information about the ancient Western regions. Discovering trade opportunities, people began to communicate in business. Since then, the Western Han Dynasty and the Tang Dynasty once again established the road of cultural exchanges between the Central Plains and the Western Regions. Zhang Jian's envoys have established the first direct exchanges with the Central Plains and the Western Regions this time.

Today's Silk Road represents a symbol, which refers to the road that China communicates with the world. Understanding the Silk Road is to see it as a path of spreading culture, religion, and technology. The significance of the Silk Road is much higher than the transactions to goods. Chinese silk, papermaking, medical and other technologies; millet, sorghum, rice and other crops are taught; grapes, wine, carrots, watermelon and other planting technologies from the West have spread. The spread of cultural and technology is the kind

of footprint, slowly, unstoppable, and even war that cannot be blocked. The cultural communication of the Silk Road is better than the exchange of other items. The Chinese culture is passed on to the West through the Silk Road, incorporated into the West elements, enriching the diversity of Chinese culture, and making China and the West more close.

2. The Spread of Chinese Culture During the "Silk Road" Period

2.1. Definition of Chinese culture

Chinese culture is also Huaxia Culture. It refers to the spiritual wealth created by the 56 people in my country and the ancestors in the long river of history. Chinese culture contains very rich content, including Chinese Confucianism, Taoism, thought, clothing culture, calligraphy painting art, governing politics, food culture, and drama and literary works. The culture of China has not only had an important impact on the Japanese and Korean Peninsula. It also had a profound impact on Southeast Asian and South Asian countries such as Vietnam and Singapore, and even the Americas. The ancient Silk Road and Xuanzang's journey to the West to seek Buddhist scriptures were both spreading Chinese culture to the West, building a bridge for cultural exchange between the East and the West, and increasing the connection and integration of various countries.

2.2. The way to spread Chinese culture under the Silk Road

The form of communication of Chinese culture under the Silk Road is mainly exchanged with envoys, commercial trade, monks travel, national migration, and book communication.

The first way to spread is to make the festival visit and exchange. In ancient my country, the interoperability between the country mainly used the ambassador, which enabled the festival to play an important bond role in the exchanges of the East and the West, especially the Tang Dynasty was particularly obvious. The role of envoys here is mainly the output and introduction of culture. They represent the image of the country. The time to stay in a country should not be too long. Therefore, he can only be used as a representative of

cultural output, and the introduction of the introduction is relatively small.

The second way is religion and monks. In ancient times, there were many religions introduced through the Silk Road. Buddhism had the greatest impact on my country. After integrating with various cultures in my country, many religions of our country were produced, such as Taoism. Foreign religions have entered our country and collided with the culture of our country. The Taoism culture in my country has also spread from the Silk Road to Western countries. While the Silk Road in history is undergoing economic exchanges, it is also accompanied by the spread of many foreign religions in China. These religions and monks have a great impact on Chinese cultural development and religious development. The spiritual beliefs of the people of all ethnic groups in China.

The third way is to migrate between nomadic people and ethnic groups. Nomadic people play an important role in the cultural exchanges of the Silk Road. The nomadic people have been integrated with Chinese culture and exotic culture. , Europe and other places. There are also some nations' migration activities on the Silk Road. They also drive the spread of culture. The migration of these nations is objectively conducive to foreign cultural exchanges on the Silk Road.

The fourth way is through books. We can't see the exotic style along the Silk Road, and we can only increase their understanding through books written by people we have visited. At that time, the books written by people from foreign travelers and countries got the situation of Eastern and Western countries. Although most of those books have been lost now, they can still know about the name of book names about communicating culture through the East and West Silk Road. Among them, Zhu Ying is Zhu Ying. "Southern Fortune"; Fang Qianli "Southern Fortune"; Pei Ge's "Western Region Map" and so on.

The cultures of various countries and nationalities have combined with each other, and together have played a role in promoting the enhancement of cultural exchanges and enriching their respective cultural development in the world.

3. The Significance of the National Cultural Communication of the Silk Road

The Silk Road was the first bridge established by my country to establish a connection with Western countries. It also made a great contribution to the development of our country's culture in the back, and made a good demonstration for the spread of cultural and economy in future generations. The achievements it has established today is still important for our cultural communication, which is mainly reflected in the following four points:

3.1. Promoting East and West Cultural Exchange

The role of the Silk Road is displayed in the development of economy and culture. From the perspective of cultural communication and exchange, we have made the contribution of the Silk Road to promote my country's development.

The first is the introduction of Buddhism. There are many grotto -Buddha caves along the Silk Road. The painting and decorative items in the grotto Buddha cave are mostly reflecting the content of trade exchanges. Many sectarian

culture that Buddhism has extended from this, and the emergence of Taoism was later passed on to the West, which shows that the Silk Road is not only the spread of different cultures, but also intermediaries of different cultural exchanges. The second is the output of Confucian culture. When Buddhism was introduced, the Confucian culture in my country was also passed on to the West through the Silk Road, which had a certain impact on the Southeast Asia at the time. Finally, the mutual integration of cultural customs. The Silk Road is a road of fusion of nation. It is not only ideological culture on the Silk Road's intermediary communication belt, but also various ethnic culture such as customs and life art, including my country Music and dance, silk and clothing, poetry and opera, communication and communication of painting and calligraphy.

The ancient Silk Road gave us a good experience in the spread of Chinese culture, and also made a good demonstration for us to better spread Chinese culture. We can use modern advantages to make them better on this achievement.

3.2. Enhance the value of Chinese culture

The Silk Road was the main channel for communication between East and West at that time. With extremely inconvenient transportation, Chinese traditional culture attracted the interest of learning from all over the country and merged with local culture, expanding the scope of communication of Chinese culture. China in other countries. The status has changed. Nowadays, the cultural connection between the country is getting closer and closer. While we learn from the culture of other countries in cultural exchanges, we must work harder to develop a new era of a more competitive and influential new era. Further enhance the competitiveness of Chinese culture and extend its vitality. In this way, the connotation of Chinese culture will be more abundant while developing in depth, and the value of Chinese culture will be increased. It stands out in a large pattern of world culture and is more popular, making Chinese culture more popular all over the world.

3.3. Realize the diversity of communication channels

The Silk Road was the main channel of cultural communication at that time. After that, it gradually expanded, and there were more channels, such as the ancient tea -horse trail and today's going global strategy. Chinese cultural communication should innovate on the basis of drawing, not limited to a single communication channel, and realize the diversity of communication channels. In today's background, Chinese culture has been recognized by the world. When China 's railway construction, economic and trade, and culture cooperate with other countries internationally, they also adhere to the principles of integrity. In terms of education, my country takes the Confucius Institute as a better dissemination of culture, focusing on Chinese culture education of foreign students, and facilitating cultural exchanges in depth. In terms of cultural exchanges, foreigners are encouraged to travel to stimulate their interest and enthusiasm for Chinese culture. In terms of mutual assistance and co -construction, help other friendly countries to build infrastructure, and timely help the required help. Therefore, when establishing friendly relations with other countries, we must seize the opportunity and spread Chinese culture.

3.4. Respect the differences in the culture of different countries

my country's cultural history has a history of 5,000 years. It has a certain impact on the historically on Vietnam, Laos, and Japan, and South Korea in neighboring countries. It has a deep cultural exchange with multiple countries along the Silk Road. Chinese culture has a strong tolerance, and has played a different role in different countries and regions. Our culture integrates with local culture into a new culture based on respect for local culture. The culture of other countries has come to our country. In this way, for example, Buddhism came to our country and was loved by us and made Taoism. World culture is diverse. Therefore, today's Chinese cultural communication must be based on respect for cultural differences.

Any kind of culture is unique. The diversity of world illiterate is due to the existence of cultural differences, so we must respect this objective law. Chinese cultural communication needs to respect the differences in the culture of each other and actively carry out cultural exchanges. The spread of Chinese culture can not only conduct interconnection at the national level, but also pay attention to foreign spread in fields such as cultural exchanges and civil exchanges.

4. Summarize and Suggest

The Silk Road has a significant impact on the spread and exchanges of Chinese culture, and also provides a good reference experience for the spread of our new era. So, today, how should cultural exchanges be more closely integrated to better strengthen national cultural communication?

We want to tell Chinese stories internationally. Based on the actual national conditions of our country, the cultural roads and traditional Chinese excellent culture were spread, innovating the Chinese cultural roads, and the rapidly transforming the vitality and advantages of the continuous innovation and development of the Chinese road into an international discourse influence. By actively participating in

the formulation of international discourse issues and discourse rules, improve the expression of international discourse, guide international discourse direction, strengthen international discourse spread, occupy international discourse highlands, and make Chinese voices in relevant international events. It has made great contributions to the world to the world, the opportunities brought about by China's development, and the world's significance of China's excellent culture to expand China's international influence to spread Chinese culture.

In short, the Silk Road is an opportunity for the spread of Chinese culture. We must innovate it on the basis of historical communication, continue to push it to the center of the world, and spread my country's excellent traditional culture. In the present era, we will improve my country's international status system and promote cultural exchanges and integration between my country and countries.

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