

# Chinese Book go globally Under the Belt & Road

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**Abstract:** The implementation of the "Belt and Road will bring new opportunities to Chinese books' go globally strategy. The market of it will be extended, the mode of it will be enriched and the structure of it will be optimized. In the progress of the strategy, we must pay high attention to some practical issues, such as the immature of book markets of countries along the road, inadequate preparation of domestic publisher, and the deficiency of supporting mechanism and so on. The whole society should realize that books in the "Belt and Road" strategy is a significant political, economical and cultural issue. The government should build the specific supporting mechanism and the relevant publishers should enhance professional ability, so as to form a proper situation that a Chinese book fully enter the book market of countries along the road.

**Keywords:** Chinese Book, Go globally, The Belt & Road.

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## 1. Introduction

There are more than 60 countries and regions along the road, covering more than 4 billion people. Currently, the Belt and the Road strategy has been accepted by most countries and all work is implemented as planned. The implementation has brought new opportunities and challenges to Chinese books which tend to enter the go globally strategy. Given that culture is the footing stone, Chinese publishers should develop coping strategy, accelerate promotion in countries along the road and promote culture exchanges.

## 2. The New Opportunity of Chinese Books Under the Belt and Road Strategy

### 2.1. The Market Will Be Further Extended

China's books trade is gradually improving, but it is in a long-term deficit. On the one hand, the share of Chinese books going abroad is small and declining. Taking 2014 as an example, the total export volume is 1465.75 million copies, and the total price is 5060.59 million dollars. Compared with the previous year, the quantity decreased by 15.64% and the amount decreased by 2.99%. The export share only equals 5% of domestic share. On the other hand, the overseas market region of export of books is relatively limited. China's books distribution channels covers more than 180 countries and regions, but when it comes to market, our main books export are Japan, the US, the UK, French, German, Australia, Canada, Korea, Singapore, Malaysia, Hong Kong and Taiwan. Areas with the same background or more Chinese are the main regions of Chinese book. Of all the area, East Asia almost accounts for 70% market.

The Belt and Road strategy is beneficial to helping Chinese book to enter the market of countries along the road and improve the straits of slow expansion of domestic books in overseas markets. Culture communication is the basement of the strategy. Countries in the strategy made it clear that we need further cultural communication. As the result, books, the important carrier of culture promotion, will play a significant role in it. Though China has deep cultural relationships with countries in the strategy, countries in the strategy have been

the culture marsh lands in long terms. Under the Belt and Road strategy, the common culture and its value will promote the sales of books and varieties of Chinese books.

### 2.2. The Modes of Going Globally Will Be Further Enriched

The go globally strategy of Chinese books has always been dominated by export of paperback and copyright output. But this mode has an obvious disadvantage: paperback is easy to be exported but the profit of this mode is limited. And after the copyrights are sold to overseas publishers, domestic publishers will totally lose the copyright. Consequently, it is hard to estimate whether the corresponding effect will be generated by books.

The Belt and Road strategy is propitious to promote Chinese books enter overseas markets in various ways and further enrich the mode of Chinese books going globally. The Belt and Road strategy is political cooperation, cultural exchange and economical cooperation. After the implementation of the Belt and Road strategy, the direct and indirect investment of government will be more active, culture will be the important investment area. It can be predicted that with the in-depth development of the "Belt and Road" strategy, in addition to the aforementioned two basic publishing modes, in the publishing and distribution of Chinese books in countries along the Belt and Road, international cooperative publishing and distribution with publishers in countries along the Belt and Road, direct publishing by establishing publishing and distribution institutions in countries along the Belt and Road, and targeted digital publishing by establishing relevant publishing websites will become the new publishing normal.

### 2.3. Chinese Books "Going Global" Model Will Be Further Enriched

Our country publishes more than one hundred thousand kinds of books every year, the variety is not small, but mainly, it is the publication facing the domestic market, the domestic market share of the larger politics, law, economy, science and technology and other types of books are issued abroad very few. The structure of overseas book publishing is in a state of serious imbalance. In recent years, the content of Chinese

book export is mainly Chinese traditional culture. Including Qigong, traditional Chinese medicine, folk customs, etc.[2]

The "Belt and Road" strategy is conducive to promoting the popularity of all kinds of Chinese books in countries along the route, and further optimizing the structure of China's "going global" books. The "Belt and Road" strategy is proposed and advocated by China, and China will play the most important role in it. In this context, countries along the route and even other countries and regions will set off a wave of in-depth understanding of China. Accordingly, all kinds of books in China will have huge demand potential, and books related to China's political, economic, cultural and social undertakings will become the best tool for the outside world to understand China, and such books will also become bestsellers in China's going global books in the new era, and occupy a considerable proportion.

### **3. Chinese Books Entering the "Belt and Road" Under the New Opportunity**

"One Belt And One Road" for the Chinese book brought new opportunity to go out, but at present, China's process of countries along the books into remains to be speeding up, the Chinese book comprehensive trend along the country's challenges with new attitude is still there.

#### **2.1 The Influence of Countries Along the Chinese Book in the "Resistance"**

Firstly, the recognition of Chinese culture and values by countries along the routes is a gradual process, and the entry of Chinese books cannot be achieved overnight. There are a large number of countries along the Belt and Road, and their cultures and values are intertwined and even in some cases conflict with each other. Although Chinese culture has a long history, its spread has slowed down significantly over the past century, and it is difficult for countries along the belt and Road to fully recognize it in a short time. With the gradual recognition of culture and value concept, the entry of Chinese books will show an overall upward trend, but it is difficult to avoid the situation that it will be stagnant or even difficult to enter in some countries. In order for Chinese books to enter the countries along the belt and Road, it is necessary to examine and clarify the cultural values and concepts of different countries, so as to achieve a targeted goal.

Secondly, there is a shortage of translation talents for relevant languages. More than 20 languages are used in more than 60 countries along the Belt and Road, and the introduction of Chinese books into the countries along the Belt and Road requires a large number of translators who are well-versed in the languages of these countries. Translation is an information transfer between two languages in order to meet the needs of human communication. Translators use their good language skills to realize code-switching between the source language and the target language. [3]For a long time in the past, the state paid more attention to the training of language talents in major economically developed countries, while the language education in Central and South Asian countries was relatively neglected, which needs to be made up as soon as possible.

Thirdly, there is a shortage of relevant communication and distribution institutions and talents. In order to recommend Chinese books to foreign readers, we must first have professionals who can understand the needs of foreign readers

and foreign booksellers. [4]There are not enough well-known book publishing institutions and agents for foreign countries, and at present, the world's famous book publishing institutions are mainly concentrated in the United States and Germany. There are only more than 20 book distribution agencies in China, and the total number of people specializing in foreign book trade is about 100. Among them, the level is uneven, the overall professional quality is not high, and the outstanding talents who understand foreign languages, publishing business, copyright law and international trade rules are seriously lacking.

### **3.1. The National Support System for Books Entering the Belt and Road Has Not Yet Been Established**

Firstly, there are no specialized organization in charge of publishing books in countries along the Belt and Road. At present, the state has set up a leading group for the construction of the Belt and Road Initiative, which is fully responsible for coordinating relevant work. The introduction of books into the countries along the Belt and Road is a specific issue of the whole construction work, and it is also a fundamental and important issue, which requires a special and specific organization to handle its responsibility.

Secondly, there are no special fund for books to be introduced into countries along the Belt and Road. The introduction of books into the countries along the belt and Road needs a large amount of funds as backing, such as market development funds, publication funding funds, talent cultivation funds and so on. At present, there are a number of funds related to publication in China, such as national publishing fund, national Social science fund later funding, etc., but the above funds are for all fields of publications, and the total amount of funds is limited, which can not solve the problem of fund shortage of books into countries along the route.

Thirdly, there are no supporting mechanism for books to enter countries along the belt and Road. Books going out is a systematic project, the state should formulate the going out plan, and do a good job of supporting services. At present, the guide and reward mechanism, supervision and management mechanism of books into the countries along the belt and Road have not been established.

### **4. The Practice of Chinese Books Entering the "Belt and Road" Under the New Strategy**

"One Belt and One Road" is a new strategy proposed by the country, which will bring great changes to the country's politics, economy and culture, and change the world pattern to a certain extent. Under this new strategy, we must make the whole society realize the importance of Chinese books entering the "One Belt and One Road", we need to improve the ability of book related subjects to go out, and more importantly, we need to construct a special guidance and support mechanism.

#### **4.1. Promote the Whole Society to Form A Correct Understanding of Chinese Books into the "One Belt And One Road"**

Countries and book publishing and distribution entities are important subjects for books to go out, which directly

determine whether Chinese books can enter the countries along the "Belt and Road". Only when the whole society has a deep understanding of its significance can the strategy of Chinese books going out make a new breakthrough.

Firstly, the whole society should realize that the introduction of Chinese books into the "Belt and Road" is an important political issue. The cultural field is an invisible battlefield, language is the carrier of culture, is a powerful tool of cultural competition. [5]A country's books usually contain specific national political values and social concepts. Going global means that China's relevant social system and value orientation are more widely recognized and accepted, which is conducive to deepening the world's understanding of China and eliminating misunderstanding and suspicion to a certain extent, and will make the country have more and more friends. More Chinese books have been accepted by "Belt and Road" countries, which means that more countries along the routes and their people recognize China, and China's national interests will be better protected.

Secondly, the whole society should realize that the entry of Chinese books into the "Belt and Road" is an important cultural issue. Books are the carrier of culture. Going out of the world will further promote the overseas spread of Chinese culture and change the situation of the dominant western culture, which is conducive to the realization of cultural diversity. Chinese culture has a long history, and its dissemination and influence need to be further strengthened. The introduction of books into the Belt and Road will help meet the cultural needs of countries along the routes and arouse their new recognition of Chinese culture.

Thirdly, the whole society should realize that the entry of Chinese books into the "Belt and Road" is an important economic issue. Book publishing is an important category of cultural industry. The international trade deficit of Chinese book publishing industry is serious. The book market of countries along the Belt and Road is huge.

## **4.2. Cultivate and Enhance the Ability of Relevant Subjects in Books Entering the "Belt And Road"**

Firstly, cultivate and enhance the relevant writing and translation skills of authors and translators. Countries along the belt and Road have special culture and education, and their cultural expression and readers' reading habits are obviously different from those in China. It is obviously difficult for authors and translators to achieve better results when they use the domestic customary ways to write and translate. Authors and translators should take the initiative to enhance their relevant capabilities and integrate into the broad book market of the "Belt and Road" initiative. They should deeply understand the special cultural expression requirements of relevant countries and try their best to adapt their works to local needs. The state and relevant publishing and distribution institutions should also organize regular training and exchanges, so that more and more Chinese authors and translators can understand the culture of countries along the belt and Road, so that books can gain local recognition faster.

Secondly, foster and improve the relevant publishing ability of domestic book publishers. On the one hand, domestic publishers should strive to make book publishing fit the actual needs of countries along the belt and Road. Publishing has high technical requirements, and domestic

publishers should constantly learn new publishing technology to enhance the hard power of occupying the book market of the countries along the belt and Road. Publishing also has special requirements on the format. There are great cultural differences between countries. Therefore, domestic publishers should better understand the format design and publication format requirements of the countries along the belt and Road, so as to localize the publication format as soon as possible. On the other hand, domestic publishers should also strengthen exchanges and cooperation with countries along the belt and Road. Through the cooperation and exchange with the publishers of the countries along the belt and Road, understand the publishing requirements of the target countries, accelerate the entry into the publishing market of the target countries and expand the market share.

Thirdly, to cultivate and improve the ability of domestic book distribution agents. On the one hand, domestic book distribution agents should have an in-depth understanding of the book market in the countries along the line and construct the book sales chain. Book distribution agents have strong regional characteristics, whether to enter the target market, domestic book distribution agents need to work hard to establish a suitable local distribution and sales system. On the other hand, the domestic book agency publishers should take the initiative to cooperate with counterparts from countries along the route. Local book agents have comparative advantages in the book market of the country where they are located. Cooperation with domestic distribution agents can not only further expand the market share of book sales, but also build their own distribution and sales network.

### **3.3 Construct a Special National Support System for Chinese Books to Enter the "Belt and Road"**

Developed countries government finance generally tight, even so, they are also spare no effort to support the publication to encourage its culture to go out, its generous and generosity is surprising. [6]Our country should draw lessons from foreign practices, construct books into the "One Belt and One Road" special support system, set up special institutions to be responsible, establish special fund support, provide all-round services.

Firstly, establish a special working group to take charge of the work related to the integration of culture into the Belt and Road Initiative. The established leading group for the construction of "The Belt and Road" is the highest decision-making and coordination body, focusing on the overall work, and it is impossible to focus on the cultural books into the "the Belt and Road" specific affairs. The introduction of culture into "the Belt and Road" is of great significance, but the affairs are trivial and need to be coordinated by specialized agencies. It should be considered to set up a specific working group under the leading group for the construction of "The Belt and Road", whose members should include relevant departments of foreign affairs, culture, publicity, finance, taxation and so on. It should be responsible for formulating the development plan for the introduction of books into "the Belt and Road", issuing support, incentive and guidance measures, and supervising the implementation.

Secondly, establish a special financial and tax funding system for Chinese books to enter the "Belt and Road". Books entering the "Belt and Road" is related to culture and politics, and the specific going out is completed by market players. In this process, it needs to be guided by economic methods. On the one hand, it is necessary to establish the "One Belt and

"One Road" book publishing special fund to pay authors and translators' contribution and translation fees, and appropriately subsidize publishing houses' publishing costs. On the other hand, tax breaks are needed for books to join the Belt and Road Initiative. For publishers, when books enter the countries along the "Belt and Road", they will be exempted or reduced from the tax burden to form the comparative advantages of books entering the countries along the road.

Thirdly, establish a whole-process service system for Chinese books to enter the "Belt and Road" countries. The entry of books into the "Belt and Road" requires a large number of specialized talents and market development. It is necessary to strengthen the training of creative talents and translation talents to enhance their understanding of the relevant culture and expression of the Belt and Road countries. The ability training of publishing talents should be strengthened to make them understand the publishing requirements of relevant countries as soon as possible. It is necessary to strengthen the training of book publishing and distribution agents to make them familiar with the book market of relevant countries as soon as possible. The state should strengthen the foreign exhibition of Chinese books in "One Belt and One Road" countries, and carry out targeted book exhibitions to promote more countries to understand Chinese culture and Chinese books.

## 5. Conclusion

"Going out" of books is a great event related to national cultural security and economic development, and the country, book publishing and distribution subjects and the whole society should form a unified understanding of this. "One Belt and One Road" is a major development strategy proposed by the country in the new era, and the exchange of books among countries is an important content of the strategy. China should

seize the opportunity to bring more books to countries along the "One Belt and One Road". In the face of the huge new market, the Chinese book publishing industry should seize the new opportunities and challenges, actively face them, and take the initiative to improve personal ability. The state should introduce relevant guidance policies to support the introduction of Chinese books into countries along the Belt and Road to further expand the overseas influence of Chinese culture.

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