

# A Probe into the Exchange and Dissemination of Yugur Culture under the Belt and Road Initiative

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**Abstract:** The "Belt and Road" Initiative is a great idea proposed by General Secretary Xi Jinping to connect China and abroad, and integrate the past and the present. The "Belt and Road" Initiative is closely linked to the culture of the ethnic groups along the route, and has a significant role in promoting the development of ethnic culture, providing a once-in-a-lifetime historical opportunity for the cultural exchange and dissemination of the various ethnic groups along the route. In order to seize this opportunity and strengthen cultural exchange, communication and mutual appreciation, the Yugur people living on the Silk Road should be integrated into the construction of the "Belt and Road".

**Keywords:** The Belt and Road; Yugur Culture; Communication and Dissemination

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## Introduction

In 2013, President Xi put forward the great idea of the "Belt and Road", which aims to strengthen economic ties and deepen cooperation with countries along the Silk Road through innovative modes of exchange and cooperation, and open up a wider space for mutually beneficial and win-win development. The "Belt and Road" initiative, which follows the basic principle of "building and sharing together" and attracts other countries to join, is a grand project with the historical symbolic meaning of the "ancient Silk Road", which holds great potential and carries the dream of development and prosperity of the countries along the Silk Road. The project has given the ancient Silk Road a new connotation and spirit of the times, conformed to and led the trend of the times of cooperation, win-win, peace and development, and promoted the exchange and dissemination of diverse cultures<sup>[1]</sup>. Du You (2016) points out that the formation of both the "ancient Silk Road" and the "Belt and Road" initiative originated from the desire and participation of people of different nationalities in cultural exchange and integration, and both need to rely on the promotion of exchange and mutual appreciation of different cultures and civilizations<sup>[2]</sup>. Therefore, to promote the cultural dissemination of countries, regions and ethnic groups along the route, to carry out multi-level and multi-channel cultural communication and consultation, and enhance cultural exchange and mutual appreciation is not only in line with the "Belt and Road" initiative itself, but also in line with the general trend of the world's cultural development.

## 1. Analysis of the intrinsic value and necessity of Yugur cultural exchange and communication

### 1.1 Analysis of the value of communication and dissemination of Yugur culture

Each nation's heritage must have its own unique culture, and these cultures have been tested by time to be long-lasting and everlasting. In the long-term historical evolution and production life, the Yugur have formed their own traditional national culture covering folk song culture, costume culture and living customs due to their unique historical background and living environment. The majestic cave art, the exquisite colorful murals, the profound shamanism culture and the rich Tibetan Buddhism culture, the sad and generous red culture, etc., constitute a colorful cultural scroll. The unique ethnic customs and living practices of the Yugur, the rich

and colorful folk arts, and nearly thirty intangible cultural heritages such as the Yugur language, folk songs, epic poems, dances, costumes, embroideries, and sand sculptures are important components and valuable treasures of the Chinese national cultural treasury [3].

## **1.2 The current dilemma faced by the Yugur culture**

On the one hand, the Yugur language is in danger of dying out. Due to the lack of native language, the range of use and the number of people are rapidly shrinking. Fewer and fewer young people can master their own national language, and the range of use is becoming smaller and smaller [4]. Moreover, with the great changes of the society, the traditional life and customs of the Yugur people have undergone earth-changing changes. On the other hand, the change of production and life style, the national uniqueness gradually lost. Under the influence of many factors, the nomadic economy of the Yugur people has changed substantially and gradually separated from the nomadic life.

## **2. Significance of cultural exchange and communication of Yugur ethnic Group under the Belt and Road Initiative**

Firstly, inheriting and disseminating the fine traditional cultures of ethnic minorities not only conforms to the requirements of The Times for the development of ethnic minority cultures, but also implements the national principles and policies. In recent years, the state has increased its investment and efforts in cultural undertakings in ethnic minority areas, protecting ethnic cultural treasures in accordance with the principle of "protection first, rescue first, rational utilization, inheritance and development". The state also attaches great importance to the culture of ethnic minority areas going abroad, enhancing exchanges and mutual learning with other countries, strengthening cultural publicity abroad, and displaying the diverse and integrated spiritual and cultural features of the Chinese nation. In recent years, Zhongye Government has achieved fruitful results in its efforts to "go out" of Yugur culture. "

Secondly, it is conducive to implementing the vision of a community with a shared future for mankind and achieving mutual benefit and win-win results among countries. "Messengers look at each other in the road, business travel in the road"; "Ships crossing the sea, I do not know how many." The opening of the ancient Silk Road has created opportunities for the development and prosperity of the regional economy, and the excellent culture of the ethnic groups along the route is the basis and bond for its realization. To some extent, the development of national culture can promote the flow of many production factors such as capital, labor, information and technology, as well as the circulation of commodities and the sharing of resources [5]. President Xi Jinping has repeatedly pointed out and analyzed the current development situation in the world: the multipolarization of the world, economic globalization, social informatization, and cultural diversification are developing deeply [6].

Thirdly, it will help further exchanges and mutual learning, enrich Yugur cultural connotation and drive the development of Yugur cultural industry. First of all, with the motivation to think about promoting the dissemination and communication of Yugur culture, it is undoubtedly necessary to reflect on the existing situation of Yugur culture. From this point of view, the dissemination and communication of Yugur culture, once thrown out, is of great significance to the dissemination of Yugur culture. Secondly, enrich Yugur cultural connotation. The dissemination and exchange of culture requires numerous Yugur cultural workers to carry out investigations, field visits, and write articles. A lot of research results about it will certainly become a heavy ink in the history of Yugur culture. Finally, under the background of the "Belt and Road" Initiative, this paper studies the unique Yugur culture, promotes the innovation mode of economic transformation and development through cultural guidance, and promotes the development of national cultural industry.

### **3. The realization path of cultural exchange and dissemination of Yugur nationality and its favorable and restrictive factors**

#### **3.1 The dissemination path of Yugur culture under the Belt and Road Initiative**

First of all, to build the core cultural brand of the Yugur and form their own "golden signboard". As an important carrier of cultural communication and exchange and cooperation, the key to cross-cultural products is to innovate technology, industry and resources with products as the axis, so as to unify the content and channels of communication and exchange and cooperation<sup>[7]</sup>. To this end, we need to have a clear understanding of the customs, habits, cultural background and aesthetic standards of the various ethnic groups and regions along the route, target the psychology of the audience, find their concerns and interests, and create a "golden signboard" with Yugur characteristics by regularly holding colorful cultural exhibitions and commercial trade activities with the symbols of the ethnic group "to enhance the competitiveness of culture.

Secondly, we should properly adjust the traditional communication mode of single line, innovate the ways and means of cultural exchange and communication, and form a diversified and open cultural exchange and cooperation mechanism. Culture is open and interactive. In the process of external communication and communication, Yugur culture should break the simple one-way communication mode of focusing on itself, and conduct in-depth communication and interaction with the cultures of other countries along the route on the basis of friendly communication, inclusiveness, respect and mutual benefit. The characteristics of foreign media and audiences should be fully considered.

Finally, the government should adhere to scientific and efficient decision-making, establish and improve the mechanism and mode of external dissemination of Yugur culture. Folk cultural communication is like numerous tributaries, while government-led cultural communication is like the source. Only complementary sources and tributaries can merge into a great river<sup>[7]</sup>. The government should give play to its leading demonstration function, increase support in inheritance and protection, exchange and dissemination, and constantly expand the channels of information services.

#### **3.2 The Belt and Road Initiative brings both opportunities and challenges**

With the good opportunity of "One Belt and One Road", Yugur ethnic culture has ushered in an excellent opportunity to show its own style, which has broadened the channel for external communication. Along with the improvement of our country's comprehensive strength, our power of discourse in the world is also improving. Added to this, our country constantly strengthens communication, cooperation and contacts with other countries, and actively carries out cooperative business, our country's power of discourse and international influence have been changed now, and gained greater improvement<sup>[8]</sup>. These advantages will make the countries along the line more active and in-depth exchanges with Chinese culture.

However, due to the complex ethnic groups along the route and the different ideologies of the countries, the cultural exchange and transmission process is not smooth, and it is often rejected and blocked. In addition, some Western countries advocate the "China threat theory" and other bad arguments, believing that China's export of its culture is to infiltrate it with ideology and demonize and contain China with various forms of rhetoric. In fact, these countries are merely limiting China's development to prevent its growth from threatening their own national interests. Western media tend to report with "colored eyes", mixed with various contradictions and complex mentality, resulting in prejudice and misunderstanding of Chinese culture, which directly obstructs and estranges cultural exchanges and communication between countries.

### **4. Conclusion**

Yugur as one of China's population less nationalities, under the overall initiative "area", should make full use the superior gold geographical advantage to strengthen and other countries and regions along the lines of communication, communication, the accumulation of abundant solid culture and rich unique abundant solid amorous feelings more widely spread face, can not only make it

feel the charm of excellent national culture, value, We can also learn from each other and draw on each other's strengths. Therefore, to promote the "neighbourhood" all the way along the route between the national, regional and national cultural communication, to strengthen the "area" cultural transmission ability and system construction, good Chinese story, shaping and spread to China's national image, enhance China's cultural soft power and international competitiveness and build a community of human destiny era significance, is an important mission of the Belt and Road Initiative.

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