

Research on Cultural Exchanges and Communication Between China and Foreign Countries Based on The History of the "Five Avenues"

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Abstract

This paper takes the "Five Avenues" area of Tianjin as the research object to explore how foreign cultures infiltrate and influence the cultural structure of contemporary Tianjin through this historical region. As a frontier of cultural exchanges between China and foreign countries, the rich historical experience of the "Five Avenues" is conducive to the output of innovative strategies for the international communication of Chinese culture. The purpose of this paper is to reveal the underlying mechanisms by which foreign culture contribute to cultural change in Tianjin, and to propose specific implementation suggestions and operational methods for Chinese culture to "Go Global" based on this research and the current situation.

Keywords

"Five Avenues"; Cultural exchanges between China and foreign countries; Cultural communication; Cultural inclusion; International Communication Strategy.

1. Introduction

As an important window into modern history and culture in Tianjin and even China, the "Five Avenues" is not only an epitome of cultural exchanges between China and foreign countries, but also (Cultural inclusion is a concept of cultural anthropology, and it is the core mechanism of cultural generation and dissemination. Specifically, "inclusion" refers to the process of mutual contact, influence, and change between two heterogeneous cultures in the process of cultural transmission, so that the subject and object cultures accept each other's cultural characteristics, and form a process of mutual integration and exchange between the two cultures) a typical representative of cultural connotations. In the context of globalization, cultural exchanges between China and foreign countries are becoming increasingly important for the construction of local cultural identity and international communication. Studying the influence of foreign culture on contemporary Tianjin culture and further exploring effective ways to disseminate Chinese culture not only holds academic value, but also has practical significance for enhancing the country's cultural soft power and promoting Chinese culture to the world.

This paper focuses on two core issues: first, how to reveal the deep mechanism of foreign culture's influence on Tianjin's cultural change through an analysis of the history of the "Five Avenues"; second, how to innovatively put forward an effective path for the international dissemination of Chinese culture based on the case of the "Five Avenues".

2. The Historical and Cultural Background of the "Five Avenues"

2.1. The geographical coordinates and historical context of the "Five Avenues"

Located within the boundaries of the stadium in Heping District, Tianjin, the "Five Avenues" has a unique geographical location, covering the north of Racecourse Road, south of Chengdu Road, east of Xikang Road, and west of the intersection of Racecourse Road and Nanjing Road, with a

total area of about 1.28 square kilometers. There are five main roads in the area, namely Chengdu Road, Chongqing Road, Dali Road, Changde Road, and Munan Road, all of which are named after cities in southwest China. However, their naming actually originates from the historical period of the British Concession.

There are more than 2,000 garden-style houses with different national architectural styles built in the 1920s and 1930s, with a construction area of more than 1 million square meters. Among the more than 300 typical buildings, there are 89 British buildings, 41 Italian buildings, 6 French buildings, 4 German buildings, 3 Spain buildings, as well as many Renaissance buildings, classical buildings, eclectic buildings, Baroque buildings, courtyard buildings, and Chinese-Western hybrid architectures, earning the area the name "International Architecture Expo Garden".

The earliest small western-style houses in Tianjin were mostly inhabited by foreigners who established concessions. At that time, the area of Fifth Avenue was still covered with puddles and reeds. The foreigners' homes are next to office areas, near Jiefang Road, and some around Marco Polo Square in the former Italian Concession in Hebei. After entering the 20th century, on the one hand, social and political changes occurred, and the concession became a political haven; On the other hand, Tianjin was full of business opportunities due to its geographical advantages, transportation, and customs. From the end of the 19th century to the beginning of the 20th century, with the invasion of Western powers and the establishment of concessions, the area gradually became an important place for the intersection of Chinese and Western cultures. Expats from many countries gathered in the concession, bringing different ideas and cultures, and promoting cultural exchanges and mutual learning. These cultural factors not only enrich the cultural connotation of the "Five Avenues", but also profoundly affect the urban development, architectural landscape, human environment, and social life of modern Tianjin.

2.2. Multi-dimensional analysis of the cultural characteristics of the "Five Avenues"

2.2.1. Historical background and formation

In the 20th century, Tianjin occupied an irreplaceable and vital position on the Chinese map due to its unique status as the gateway to Beijing, its role as an active economic and trade center, and its historical background as a multinational concession. First of all, the establishment of the Beiyang Minister and the Zhili Governor's Office in Tianjin made it naturally a political sub-center, second only to the capital, with far-reaching influence. Second, with social changes and political turmoil, Tianjin's concession area became a haven for many politicians, providing a relatively stable political environment. Third, thanks to its unique geographical location, where river and sea converge, Tianjin enjoyed extensive transportation networks and customs advantages, which promotes the vigorous development of the economy. Fourth, as the largest commercial city in the north, Tianjin has shown immense economic potential and business opportunities, attracting the attention of many business elites. Fifth, the coexistence of Chinese and foreign cultures in the concession area, where Eastern and Western cultures meet, creates a modern and comfortable living atmosphere for residents. As a result, Tianjin became a haven for Qing Dynasty legacies and former politicians seeking seclusion, as well as a place where business elites and academics could develop their careers and settle down. In addition, patriots and celebrities also chose Tianjin as their residence and actively participated in various social activities, making this city by the river and the sea a gathering place for domestic and foreign figures in modern times. Between the Xinhai Revolution and the period before the "77 Incident", hundreds of politicians, warlords, and Qing Dynasty remnants settled in the Tianjin Concession, and their arrival not only promoted the diversified development of architectural styles, but also injected strong momentum into the economic prosperity and social progress of the region.

It is worth mentioning that in 1902, the Tianjin Fifth Avenue area was incorporated into the United Kingdom Concession and carefully planned and transformed, rapidly emerging as a new area integrating industry and residence. The concession authorities strictly zoned the Five Avenues, establishing first-class and second-class districts, and stipulated that only European-style buildings were allowed to be constructed. They also supported the construction of high-standard public facilities. These measures not only improved the overall appearance of the area, but also laid a solid foundation for its subsequent development.

2.2.2. Architectural style and character

2.2.2.1. European classicism style

These styles include Baroque, Rococo, and Neoclassical. Baroque architecture is characterized by its grand scale, dynamic facades, and intricate carved ornamentation. For example, the facades of some mansions feature the typical curves and broken pediments of Baroque design, with columns constructed in the Corinthian order. The Rococo style, on the other hand, is known for its delicate elegance, as seen in the wallpaper on the walls of the living rooms of some villas, painted ceilings, and inlaid furniture. The neoclassical style, with its simple lines, symmetrical layouts, and rational aesthetic concepts, adds a touch of freshness and refinement to the "Five Avenues". The architecture style not only conveys the solemnity and elegance of classical architecture, but also integrates the design principles of modern architecture.

2.2.2.2. Eclecticism style

The eclecticism style breaks the shackles of traditional architectural styles, and freely combines architectural elements from different historical periods, so that the overall effect is both contemporary and harmonious. Landmarks such as Minyuan Xili and Xiannong Compound are outstanding representatives of this style. In these ensembles, Roman arches, Renaissance niches, Baroque curvilinear decorations and the simple lines of modern architecture are subtly combined to create a unique visual impact. Walking through these streets, you will feel as if you can travel back in time and experience the unique charm of the architectural styles of different historical periods.

2.2.2.3. A combination of Chinese and Western styles

This is a combination of the essence of Chinese and Western architectural art. The Silent Garden is a masterpiece of this style. The exterior of the building adopts the outline and proportions of Western classicism and incorporates traditional Chinese elements in the details. For example, the sloping roof form of traditional Chinese architecture is adopted, and it is decorated with exquisite tiles and dripping. The doors and windows are made of traditional Chinese wood and carved with auspicious motifs. Inside, you can see the

ingenious combination of Western furniture and Chinese decorations. This style of architecture not only shows the desire and pursuit of Chinese and Western cultural exchanges and integration in society at that time, but also becomes a unique landscape in the cultural characteristics of the "Five Avenues". Through these architectural works that combine Chinese and Western architecture, we can deeply feel the unique charm and infinite possibilities generated by the collision and integration of Chinese and Western architectural arts.

2.3. Historical figures and architectural stories

2.3.1. Qingwangfu (No. 55 Chongqing Road): It was built in 1922 by Xiaode Zhang, the last chief eunuch in the late Qing Dynasty. In 1923, Prince Qing Aixin Jueluo moved into this house after coming to Tianjin. Qingwangfu is a unique garden residence, a typical combination of Chinese and Western architecture, featuring a western-style gatehouse, tall stone steps. The main building is in Chinese style, consisting of a two-storey courtyard, with western-style eaves and a Chinese patio. The eastern part of the courtyard is a Chinese-style garden, with rockeries,

stone caves, pools, small bridges, and hexagonal pavilions. It has served as the office of the Tianjin Foreign Affairs Office after liberation.

2.3.2. Lin Hongyi's Old Residence (No. 2 Changde Road): Founded in 1935, it is a typical European courtyard-style villa. The villa covers an area of 6,457 square meters and is a two-storey building with an elegant environment. It is now the first guest house in Tianjin.

2.3.3. Sun's old residence (No. 66 Dali Road): This is, the Peace Hotel. It is a large villa with a strong United Kingdom country courtyard style, built in 1931 by Sun Zhenfang, a famous industrialist in Shouzhou, Anhui Province, and president of Tonghui Industrial Company. The Peace Hotel, also known as Runyuan, was where Chairman Mao Zedong stayed in 1951 when he came to Tianjin to inspect the work. Mao Zedong's words "Runzhi" was named "Runyuan" to commemorate him.

2.3.4. Gu Weijun's old house: Located at the intersection of Hebei Road and Chongqing Road, this three-storey building belongs to the United Kingdom villa-style architectural style, with a unique layout and exquisite shape. It is now the seat of the Tianjin Municipal Committee of the Revolutionary Committee of the Chinese People's Revolution. Because Gu Weijun's old house has preserved the style of the era, it has become an ideal place for filming film and television dramas in recent years. For example, film and television dramas such as "The Big Turn", "Zhou Xuan", "Master Hongyi", "Zhang Zizhong", "Mei Lanfang", "Young Zhou Enlai" and other film and television dramas have been filmed here.

2.4. Cultural influence and inheritance

With its rich architectural resources, unique cultural atmosphere, and extensive international popularity, the Five Avenues has become an excellent cultural communication carrier. After the successful implementation of a series of protection measures, it has now become a national tourist attraction and entered the first batch of "China's 20th Century Architectural Heritage List", becoming an important platform for urban cultural exchanges and one of Tianjin's cultural tourism business cards and city symbols. Moderate tourism development on the premise of respecting history and protecting cultural heritage, not only invigorates the local economy, but also provides an opportunity for more people to get close to and understand this history. The role of the Five Avenue area in shaping the city's culture, tourism, and cultural inheritance is self-evident. By gaining a deeper understanding of the stories behind these buildings, we can undoubtedly better understand the development and cultural heritage of Tianjin and China's modern history.

3. The Spread and Influence of Foreign Culture in The Local Area

3.1. The introduction and localization process of foreign culture

3.1.1. The infiltration of foreign culture and the iconic status of the "Five Avenues".

"A city is by no means a single line drawing, but the result of the confluence, knots, and even conflicts of many elements such as politics, economy, and culture, a multicultural phenomenon." In the early days of the establishment of the concession in Tianjin, as an important port city in the north, it naturally became the focus of competition among the Western powers. These powers not only sought to expand in the economic sphere, but also strengthened their position and influence in China through deep cultural penetration. As the core area of the concession, the "Five Avenues" plays an important role, not only as a gateway for foreign culture to pour into Tianjin, but also as a bridgehead for the spread of Western architectural art, lifestyle, and values. Here, each Western-style building is a vivid interpretation of Western design concepts, and at the same time, it is also a visual display of Western life patterns and values, leading the changes in local social fashion.

With the successive completion of western-style buildings in the concessions of various countries, Tianjin's municipal appearance and public facilities have ushered in an unprecedented modernization transformation. The advent of postal, telegraph, telephone and other means of communication, the improvement of public facilities such as hospitals, parks, and public toilets, and the spread of infrastructure such as electricity, trams, and running water have all contributed to the construction of a modern urban life system. In addition, the rise of sports facilities such as stadiums, swimming pools, cinemas, and playgrounds has not only enriched the leisure and entertainment methods for citizens, but also greatly improved the level of material civilization in the city.

The modern urban style of the "Five Avenues" area is not only reflected in the modernization of the material level, but also has a profound impact on the city's management mode, economic structure, architectural style, cultural atmosphere and residents' lifestyle. This series of new atmosphere and new developments has provided valuable experience and enlightenment for Tianjin, a once closed and backward old city, to transform into a modern city, broaden people's horizons, stimulate the vitality of thought, and inject a strong impetus into the future development of the city.

3.1.2. The integration of architectural concepts and the practice of localization

"From the perspective of environmental psychology, the unique spatial form and historical background of the Five Avenue area have more or less suggested, guided, and influenced the behavioral and psychological responses of the people who live, work, and walk in it." The introduction of European architectural styles such as Baroque, Rococo, Neoclassicism, and Eclecticism not only demonstrated the outstanding achievements of Western architectural art, but also carried advanced architectural concepts and technologies. Over time, these foreign architectural concepts have gradually collided and merged with the local culture, forming a unique cultural landscape.

In the blueprint of the British Concession, the concept of "pastoral city" was put into practice. This British concept emphasizes the harmonious coexistence of nature and the city, and creates a continuous and varied street space through a slightly curved grid of checkered roads. In order to optimize the living experience, the road network is mainly east-west, ensuring that more homes can soak up sunlight and enjoy good ventilation. As a result, Fifth Avenue has become the most well-preserved Western-style building complex in Tianjin and even in China, and the garden houses are typical representatives, and every household can enjoy the fun of courtyards, highlighting the unique charm of Western-style courtyard residences. At the same time, when dividing the plots, the planners strive to have each household facing the street, building a balanced streetscape interface, and flexibly laying out in the narrow block to meet the high requirements of high-end residential areas for architectural layout, lighting and ventilation, ultimately forming a unified and regular residential style.

However, the construction of Five Avenues is not completely Westernized, and it is deeply influenced by traditional Chinese spatial culture. Traditional Chinese thought pursues enclosure and restraint to create a sense of psychological security, and this concept is spatially embodied in the enclosed courtyard space. In addition, traditional Chinese spaces emphasize sequentiality, and from public to private spaces, semi-public spaces such as streets and alleys are often needed as transitions, which not only connect the inside and outside, but also define the close relationship between neighbors. In the planning of the Fifth Avenue, these traditional elements were skillfully integrated to create the spatial characteristics of "forming a relatively enclosed semi-public space at a suitable scale." This not only retains the openness of Western-style architecture, but also integrates the privacy and sense of sequence of Chinese-style space. The study also found that there are various forms of housing in the Wudao area. In addition to independent garden houses, there are also courtyard and lane houses. The courtyard house is

enclosed by several independent houses to form a semi-public courtyard space; On the other hand, the lane house is a multi-family small house townhouse layout, forming a tight interface and clear boundary. Both follow the spatial sequence of “public-semi-public-private”, which is highly consistent with traditional Chinese thought and shows the profound connotation of cultural integration.

The Five Avenues, with the external form and internal structure of this area, are a cultural symbol of introversion and publicity. As a former upper-class settlement, on the one hand, it abandons the completely open layout typical of the West, and adopts high walls and deep courtyards to emphasize privacy, creating a deep and quiet market atmosphere; On the other hand, according to the tastes and habits of the Chinese masters, the designers were allowed to play freely, resulting in the architectural styles of the late concessions of various countries becoming blurred in the integration with each other, showing an open, inclusive, and distinctive architectural style. This blend of introverted privacy and diverse integration not only reflects the conflict and convergence of Chinese and Western cultures, but also creates a unique urban cultural character of “Tibet” outside the Five Avenues and “Yang” inside the Five Avenues. Although its open cultural outlook and glorious history were once obscured, in the narrative context of modernity, the open, inclusive, and personalized architectural style of the Five Avenues has been liberated and reborn, becoming an important link between the past and the future, and giving this area new vitality and practical significance through the imagination of space and the reconstruction of memory.

3.1.3. The spread and influence of lifestyles and values

The culture of small western-style buildings has brought Western thinking patterns, lifestyles, and values into Tianjin, and has had a great impact on the young generation in the city. In the fierce collision and repeated friction with the local traditional culture, foreign Western culture gradually adapted, and blended after a period of adjustment. Therefore, the culture of small western-style buildings has become a window for the young generation of China to observe and learn from Western culture. Some famous politicians, scholars, educators, and literary artists from Tianjin in modern times, who received basic education in their teenage years, spent their formative years in small western-style buildings in Tianjin. This way of life, including but not limited to Western-style dining, leisure and entertainment, social etiquette, etc., has gradually penetrated into the lives of local residents, changing people’s daily habits and consumption concepts.

As this way of life spreads, Western values are also gradually emerging in the collision with local culture. These values include individualism, freedom, equality, and the spirit of the legal system, which have a profound interaction with Chinese Confucianism and family values. In the process of interaction, both sides experienced clashes and fusion, forming a unique “Five Avenue Culture”. This culture retains the openness and tolerance of the West, while incorporating Chinese traditions and virtues.

With the formation of the small western-style building culture, the Westernization Movement and the Beiyang New Deal in the late Qing Dynasty were successively launched in Tianjin, an important northern town, strongly promoting its modernization process. In this context, Tianjin’s five major systems, including the modern industrial system, commercial and trade patterns, financial market, municipal management and cultural structure, have been formed one after another, which not only accelerated the city’s modernization and transformation, but also laid a solid foundation for it to become the commercial and trade center of northern China in the future. This series of changes has profoundly reflected the spread and influence of lifestyles and values, and has not only promoted cultural connotation, but also the progress and development of society as a whole.

3.1.4. Discussion on the mechanism of interaction and integration

As the heart of the former concession, the “Five Avenues” have gradually become a bright stage for the convergence of Chinese and Western cultures. Here, residents from all over the world, savvy businessmen, and officials with missions are closely connected by a common living space, and their daily interactions and in-depth exchanges quietly accelerate cultural assimilation and revitalize blurred cultural boundaries.

As the region continues to prosper, so does the desire for a quality life. This yearning for a better life has become a powerful driving force to promote the deep integration of foreign culture and local culture. Architects began to pay more attention to incorporating local elements into buildings, ensuring that the structures have both Western characteristics and Chinese style. At the same time, merchants have also adjusted and optimized the Western-style dining, leisure, and entertainment programs according to the tastes and preferences of the locals, bringing them closer to the local market and further enriching the cultural life experience of residents.

Looking back at the early days of the Concession, in order to consolidate the foundation of their rule in China, the Western powers formulated and implemented a series of policies and institutions aimed at promoting cultural exchanges and integration. These measures provided a good environment for the introduction and dissemination of foreign cultures, laying the foundation for cultural inclusion. In this process, the local government of Tianjin also demonstrated an open and inclusive attitude, actively learning from the advanced aspects of foreign culture, while retaining and promoting the essence of local culture. The two complement each other and jointly promote the diversified development of Tianjin’s culture.

3.2. The all-round influence of foreign culture on the “Five Avenues” and Tianjin

From architectural styles to lifestyles to values, the infiltration of foreign cultures has greatly enhanced Tianjin’s cultural diversity and injected new vitality and charm into it. In the process of cultural assimilation, Tianjin has not only maintained the inheritance and pride of local culture, but also demonstrated openness and tolerance toward foreign culture, forming a unique cultural identity system. This recognition has prompted Tianjin to actively absorb foreign essence in cultural exchanges and promote cultural innovation and development. At the same time, foreign culture, as an important driving force of cultural change in Tianjin, has facilitated the collision and integration of different cultures through its “inevitability” and “two-way” communication characteristics.

In the microcosm of the “Five Avenues”, the profound changes in social structure, economic models, and ways of life are the direct embodiment of the influence of foreign culture. These changes have not only affected people’s daily lives, but also promoted the overall change of Tianjin’s culture.

The government also regulates the introduction and dissemination of foreign culture by formulating relevant policies and systems while vigorously supporting the development of local culture to maintain cultural diversity and uniqueness, thus providing a strong guarantee for the sustainable progress of Tianjin culture and the harmonious and stable development of society.

4. The Chinese Cultural Communication Strategy Based on The History And Reality of the “Five Avenues”.

4.1. Strengthen the protection of historical and cultural heritage and improve supporting facilities

The protection and repair of cultural heritage should be strengthened to preserve the integrity of the architectural style and the continuity of history and culture. Attention should be paid to

improving the level of public facilities by adding tourist service centers, guide signs, rest facilities, etc., starting from small initiatives to provide tourists with more convenient and comfortable services. At the same time, we should make full use of cultural heritage resources for cultural dissemination, such as through cultural exhibitions and cultural festivals, so that more people can understand the historical origin and unique value of Chinese culture, enhancing the international popularity of Chinese culture. Develop in-depth cultural tourism routes that combine the historical background and cultural characteristics of the "Five Avenues", and design rich cultural experience projects, such as architectural guides, historical lectures, etc., to enhance tourists' sense of gain and satisfaction.

4.2. Cultivate and support cultural talents, and deepen cooperation in cultural research and education

Through the establishment of scholarships and overseas exchange programs, we will support outstanding scholars and artists to further their studies and exchanges with relevant institutions, cultivating talents with international vision and cross-cultural communication skills, and improving the professional level of Chinese cultural talents.

Organize a variety of cultural exchange activities, such as regularly holding exhibitions, performances, and academic seminars on the history and culture of the "Five Avenues", and actively carry out cooperation and exchanges with international cultural institutions, scholars, artists, etc., jointly carry out cultural research projects, promote dialogue and mutual learning between different cultures, and enhance the understanding and recognition of Chinese culture.

4.3. Innovate the content and form of cultural communication and promote the internationalization of the cultural industry

Deeply excavate the elements of traditional Chinese culture with international popularity and influence, such as calligraphy, Peking Opera, Kung Fu, etc. Innovate the promotion model and create a cultural brand with Chinese characteristics to promote global influence. Meanwhile, enhance cooperation and communication with internationally renowned cultural brands. Jointly launch co-branded products, cooperation projects, etc., to enhance the international popularity and influence of Chinese culture. Strengthen the output of cultural products such as films, TV dramas, music, and dance. At the same time, in conjunction with the historical and cultural characteristics of the "Five Avenues", develop cultural tourism projects with Chinese characteristics, such as in-depth tours and theme tours, so as to attract more foreign tourists to come to China to experience the charm of Chinese culture and promote the international development of the cultural industry.

4.4. Make full use of the role of new media and modern scientific and technological means in cultural communication

Make full use of new media platforms (such as social media, short videos, etc.) and modern technological means (such as virtual reality, augmented reality, etc.) to achieve wide dissemination and in-depth communication of culture. Virtual reality technology enables online tourists to experience cultural scenes immersively by simulating real environments. Augmented reality technology provides offline tourists with a richer and more intuitive interactive experience by superimposing virtual information in the real world. In the dissemination of the historical and cultural of the "Five Avenues", VR technology can be used to build a virtual historical block, allowing users to experience the historical changes and cultural heritage of the Five Avenues as if traveling through time and space. AR technology can be used to provide guided tour services for tourists. By scanning specific markers through mobile phones or tablets, detailed introductions, interactive displays about buildings, historical events can be seen on the screen. This immersive experience not only enhances users' sense of

participation and memory retention but also greatly improves the appeal and dissemination power of culture.

A digital cultural dissemination platform based on the historical and cultural of the "Five Avenues" can be established, integrating multiple new media and modern technological means to provide users with all-round and multi-level cultural dissemination services. The platform should have functions such as content publishing, user interaction, and data analysis to better meet users' cultural needs. Special activities and interactive experience projects can also be planned in combination with the historical and cultural characteristics of the "Five Avenues", such as online VR tours, AR character time travel, short video creation and sharing competitions for tourists, etc. Through these activities, people's attention and further participation can be attracted to improve the dissemination and influence. At the same time, experts, scholars, cultural celebrities, etc. can also be invited to participate in the activities to increase the authority and attractiveness of the activities.

It is also necessary to actively carry out cooperation and exchanges with international media and cultural institutions. By participating in international exhibitions, cultural exchange activities, etc., the unique charm and cultural value of the "Five Avenues" can be displayed to enhance the international influence and recognition of Chinese culture.

5. Conclusions and Impressions

As a vital platform for cultural inclusion, the historical experience of the "Five Avenues" reveals the two-way nature of cultural exchanges, and promotes the pluralistic symbiosis and self-renewal of cultures. Based on this, this paper proposes the strategy of "going global" of Chinese culture, including tapping cultural resources, strengthening international cooperation, and using modern scientific and technological means to promote the international dissemination and influence of Chinese culture.

"Culture is cultivation rooted in the heart, consciousness without reminder, freedom premised on constraints, kindness for the sake of others." A true and healthy culture should depend on the attractiveness of the culture itself, the needs of other countries for specific cultural factors, the good international image of the culture owners, and the efficient ways and means of cultural communication. To promote the international dissemination of excellent traditional Chinese culture, we need to strengthen cultural self-confidence, enhance cultural charm, optimize communication strategies, and strive to create a good international image on the basis of respect and tolerance. By attaching importance to these aspects, we can not only better inherit and develop Chinese culture, but also promote mutual understanding and respect among world civilizations, jointly build a community with a shared future for mankind, and contribute China's wisdom and strength to the diversity of world cultures.

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