

Study on the Complementarity between ‘Belt and Road’ Construction and ‘Cultural Confidence’ Policies

Tong Su^{1*}, Rozita Abdul Mutalib¹

¹.School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia, Sintok, Kedah Darul Aman, 06010, Malaysia

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Abstract: This study focuses on the complementarity between the ‘Belt and Road’ construction and the ‘cultural self-confidence’ policy, and analyses the mutually reinforcing relationship between the two at the policy, economic, cultural, social and scientific and technological levels. The study finds that the policy of cultural self-confidence provides spiritual impetus and cultural support for the construction of ‘One Belt, One Road’, while the construction of ‘One Belt, One Road’ provides a platform for the policy of cultural self-confidence in practice and international influence. On this basis, countermeasure suggestions such as improving the policy system, deepening cultural exchanges, and giving full play to the role of the cultural industry are put forward, with a view to providing new ideas for China's foreign cultural exchanges and economic development, and promoting the comprehensive construction of a modern socialist country.

Keywords: belt and road; cultural confidence; complementarity; foreign exchange; economic development

With the deepening process of globalisation, China's position in the international arena has become increasingly prominent. Against this background, China has put forward the ‘Belt and Road’ initiative, which aims to promote economic development and improve people's livelihoods by strengthening cooperation with countries along the route. At the same time, China has also put forward the policy of ‘cultural self-confidence’ in the field of cultural construction, which emphasises the promotion of excellent traditional Chinese culture and the enhancement of national cultural self-confidence [1]. This study will explore the complementarity between the ‘Belt and Road’ construction and the ‘cultural self-confidence’ policy, and analyse the roles of both in China's foreign cultural exchanges and economic development, with a view to providing useful references for the comprehensive construction of a modern socialist country in China in the new era. Since its introduction, the ‘Belt and Road’ initiative has achieved a series of important results, bringing tangible benefits to countries along the route. However, in the process of promotion, we also face challenges such as cultural differences and value conflicts. At this time, the importance of cultural self-confidence policy becomes more and more prominent [2]. The study will explore the mutually reinforcing relationship between the construction of the Belt and Road and the policy of ‘cultural self-confidence’ from the perspectives of policy, economy, culture, society and science and technology, with a view to providing theoretical support for China to play a greater role in international affairs.

I. The Connotation and Relationship between ‘Belt and Road’ Construction and Cultural Confidence Policy

(I) Connotation of ‘Belt and Road’ Construction

The ‘One Belt, One Road’ initiative aims to achieve connectivity, promote economic development and improve people's livelihoods by strengthening policy communication, facility connectivity, trade facilitation, financial integration and people-to-people communication with countries along the route. Policy communication refers to the establishment of multilateral co-operation mechanisms to promote policy co-ordination among countries and form synergies to ensure the smooth progress of the construction of the Belt and Road. Facilities connectivity involves the construction of infrastructure such as transport, energy and communications, aiming to open up the economic arteries between countries and enhance regional economic integration. Trade connectivity is aimed at eliminating trade barriers, promoting the construction of free trade zones, and enhancing trade facilitation among countries. Financial facilitation refers to the provision of adequate financial support for the construction of the Belt and Road through financial cooperation and innovation. People-to-people

exchanges emphasise cultural exchanges and humanistic co-operation, aiming to enhance understanding and friendship among people of all countries and to strengthen the social foundation of the Belt and Road construction.

(ii) Connotation of the policy of cultural self-confidence

Cultural confidence policies are the core guiding principles of China's adherence to the path of socialist cultural development with Chinese characteristics in the field of cultural construction. These policies seek to enhance the cultural confidence and identity of the nation by promoting the prosperity and flourishing of socialist culture through the promotion of outstanding traditional Chinese culture. Specific manifestations include, on the one hand, deepening understanding and knowledge of Chinese culture and fostering concepts and attitudes of cultural self-confidence through extensive national education; on the other hand, supporting the development of the cultural industry, enhancing the quality and international competitiveness of cultural products, and realising innovations and breakthroughs in the cultural field. In addition, it attaches importance to foreign cultural exchanges, and takes advantage of the platform of the 'Belt and Road' initiative to strengthen cultural interactions with other countries in the world, to display the charm and elegance of Chinese culture, and to enhance the international community's recognition and understanding of Chinese culture [3]. The policy of cultural self-confidence is not only a guideline in the field of culture, but also an important means to promote the overall soft power of the country.

(iii) The relationship between the 'Belt and Road' construction and the cultural confidence policy

1. Complementary practice platform: the implementation of the 'Belt and Road' initiative provides a broad practice platform for China's cultural confidence policy. In the process of the 'Belt and Road' construction, Chinese culture has been actively disseminated through cultural exchanges, such as cultural demonstrations, cultural performances, academic exchanges and other forms [4]. This not only enhances the international popularity and influence of Chinese culture, but also strengthens the national sense of identity and pride in their own culture, and strengthens cultural self-confidence.

2. Cultural support and motivation: The policy of cultural self-confidence provides spiritual motivation and cultural support for the construction of the Belt and Road. By promoting and developing the excellent traditional Chinese culture, the policy of cultural self-confidence has established a positive image of China in the countries along the Belt and Road, and promoted humanistic exchanges and mutual understanding. This not only helps deepen the cooperative relationship between China and the countries along the Belt and Road, but also improves the quality and depth of cooperation and forms a stable basis for cooperation.

3. Two-way interaction and synergistic development: the construction of 'Belt and Road' and the policy of cultural self-confidence have achieved two-way interaction and synergistic development [5]. On the one hand, the cultural projects in the construction of 'Belt and Road' provide actual carriers and scenarios for the implementation of cultural self-confidence policy, so that cultural self-confidence can be spread more intuitively and widely; on the other hand, the promotion of cultural self-confidence policy supports and strengthens the cultural projects in the construction of 'Belt and Road' in turn. On the other hand, the promotion of cultural self-confidence policy in turn supports and strengthens the cultural exchanges and co-operation in the construction of 'Belt and Road', making it more in-depth and broader.

4. International cultural exchange platforms: The 'Belt and Road' construction has made cultural exchanges between China and the rest of the world more frequent and in-depth by creating international cultural exchange platforms. Through these platforms, Chinese culture can be more systematically disseminated to the outside world, displaying its unique charms and engaging in in-depth exchanges and mutual learning with other cultures around the world, which further enhances the global influence and attractiveness of Chinese culture.

II. Analysis of the complementarity between the 'Belt and Road' construction and the 'Cultural Confidence' policy

(I) Complementarity at the policy level

The 'Belt and Road' construction and the policy of cultural self-confidence show remarkable complementarity at the policy level. The implementation of the cultural confidence policy not only enhances China's cultural soft power, but also creates a favourable external environment for the 'Belt and Road' [6]. Through cultural dissemination and exchange activities, this policy has enhanced the international community's recognition of Chinese culture and laid a solid cultural foundation for cooperation among countries along the route. At the same time, this policy has played a role in building up the national image and enhancing the global discourse, and has promoted the understanding and support of the countries along the route to our 'Belt and Road' initiative. In addition, the promotion of the cultural self-confidence policy has deepened the integration of Chinese culture in local communities, strengthened civil exchanges, and provided sustained impetus for the 'Belt and Road' initiative. As for the cultural industry, the policy has promoted the integration and development of culture and economy, provided market opportunities for the internationalisation of China's cultural products and enterprises, further enhanced the international competitiveness of the cultural industry, and injected new vitality into the construction of 'Belt and Road'.

(ii) Complementarity at the economic level

The construction of 'Belt and Road' and the policy of cultural self-confidence are highly complementary in the economic field. The flourishing development of the cultural industry not only contributes new economic growth points to the 'Belt and Road', but also strengthens China's competitiveness and influence in the international market through diversified cultural output. Demand for Chinese cultural products and services has grown in countries along the route, including traditional arts and modern creative industries, such as film, music, publishing and animation, which have broadened the international market through the 'Belt and Road' platform, raised the global visibility of China's cultural brands, and boosted economic growth. At the same time, the 'Belt and Road' has opened up broad markets and cooperation opportunities for the cultural industry, and promoted its transnational development through cultural activities, exchange mechanisms and cultural trade and investment cooperation. The policy of cultural self-confidence enhances cultural soft power, provides cultural support for economic cooperation, increases the depth and breadth of cooperation projects, and improves social acceptance and sustainability. In addition, the 'Belt and Road' construction creates favourable conditions for the cultural industry by improving infrastructure and facilitating trade flows. Efficient logistics networks promote the prosperity of cultural trade, while enhanced financial integration provides more financing opportunities for the innovation and development of cultural enterprises.

(iii) Complementarity at the cultural level

The 'Belt and Road' construction and the policy of cultural self-confidence show remarkable complementarity in the cultural field. As a key component of the 'Belt and Road' construction, the promotion of outstanding traditional Chinese culture has spread the essence of traditional Chinese art, literature, philosophy and other cultures to countries along the routes through cultural activities and exchange programmes, deepening their knowledge and understanding of Chinese culture, enhancing cultural identity and building strong cultural ties. Cultural exchanges, as the core means, have dissolved cultural barriers and promoted multicultural integration. Through cultural festivals, art exhibitions, academic exchanges and film screenings, it has strengthened understanding and respect among the countries along the routes, and established close humanistic ties. The policy of cultural self-confidence has demonstrated the glamour of Chinese culture and enhanced its soft power in the international arena, and the open and inclusive attitude has promoted the display of cultural diversity and innovation, enhanced China's international influence, and promoted mutual trust and cooperation among the countries along the routes. The interaction between culture and economy provides cultural resources and spiritual impetus for the development of countries along the Belt and Road, and cultural complementarity not only deepens people-to-people communication, but also lays a solid cultural foundation for economic cooperation, which makes the construction of the Belt and Road more comprehensive and in-depth. In-depth.

(iv) Complementarity at the social level

1. Strengthening humanistic exchanges and enhancing friendship among the people

The 'Belt and Road' construction and the 'Cultural Confidence' policy also have significant complementarities at the social level. By promoting the synergistic development of the two, we can strengthen civil exchanges between China and the countries along the route, and enhance the understanding and friendship between people of different cultural backgrounds. For example, through the organisation of youth exchanges and folk culture festivals, we can promote direct interactions and exchanges between the people of the countries along the routes, and enhance their sense of identity and closeness to each other. This not only contributes to the smooth progress of various cooperation projects in the construction of the 'Belt and Road', but also lays the foundation of public opinion for long-term peace and stability in the region.

2. Enhancing social cohesion and improving national image

The policy of cultural self-confidence also helps to enhance social cohesion in China. By promoting outstanding traditional culture, it enhances the people's sense of identity and pride in their own culture and forms a strong cultural soft power. This social cohesion not only promotes domestic economic and social development, but also provides solid internal support for the construction of the Belt and Road. At the same time, by demonstrating the charm of Chinese culture in the construction of 'One Belt, One Road', it can enhance China's national image, strengthen the international community's recognition of and respect for China, and increase China's influence and right to speak in international affairs.

(V) Complementarity at the scientific and technological level

1. Scientific and technological innovation promotes cultural dissemination

In the process of implementing the 'Belt and Road' construction and the policy of cultural self-confidence, scientific and technological innovation also plays an important role. Through the use of modern scientific and technological means, such as the Internet, artificial intelligence and virtual reality, the efficiency and effectiveness of cultural communication can be greatly enhanced. For example, through online cultural exchange platforms, we can break through the time and space limitations and promote the extensive dissemination and exchange of Chinese and foreign cultures; and through the use of virtual reality technology, we can create an immersive cultural experience, so that more people can more intuitively

feel the charm of Chinese culture. This not only enhances the influence of cultural confidence policy, but also injects new vitality into the construction of 'Belt and Road'.

2. Integration and development of cultural industry and science and technology industry

The integrated development of cultural industry and science and technology industry is another manifestation of the complementarity between the 'Belt and Road' construction and the policy of cultural self-confidence. By promoting the in-depth integration of cultural and creative industries with high-tech industries, more new cultural products and services can be spawned, and the added value and international competitiveness of cultural industries can be enhanced. For example, through the development of digital cultural industries, traditional cultural elements are combined with modern technological means to create cultural products with unique charms to meet the diversified needs of the international market. This not only promotes the upgrading and innovation of the cultural industry, but also provides strong scientific and technological support for the construction of the 'Belt and Road'.

III. Countermeasures and Suggestions for Promoting the Complementarity of 'Belt and Road' Construction and 'Cultural Confidence' Policies

(I) Improve the policy system and strengthen the top-level design

In order to ensure the complementarity between the 'Belt and Road' construction and cultural self-confidence policies, it is necessary to further improve the policy system, strengthen the top-level design, and clarify the development goals, key areas and safeguard measures. We should incorporate the complementary nature of the two into national development plans, formulate specific implementation programmes and action plans, coordinate policies, avoid conflicts and duplications, and ensure coherence and consistency. In light of the actual and cultural characteristics of the countries along the route, select representative and influential cultural projects to promote, enhance the international influence of China's culture through cultural exchanges and co-operation, and at the same time, promote the innovative development of cultural industries, so as to provide cultural support for the 'One Belt, One Road'. Establish and improve policy safeguards, including laws and regulations, implementation mechanisms, supervision and evaluation, to ensure the effective implementation of policies. Encourage social participation through policy incentives to form a favourable trend of joint promotion by the government, enterprises and society.

(ii) Deepening cultural exchanges and enhancing cultural soft power

In the context of the 'Belt and Road' construction, deepening cultural exchanges with the countries along the route is crucial for showing China's cultural glamour and enhancing cultural soft power. These activities not only involve the dissemination of traditional culture, but also include the interaction and cooperation of modern cultural industries and creative industries. By holding large-scale cultural festivals, art exhibitions, concerts and theatre performances, as well as inviting and dispatching art groups to perform in exchanges, it is possible to enhance the recognition and identity of Chinese culture in both directions and increase its international influence. Meanwhile, strengthening international cooperation in cultural and creative industries, such as co-organising expositions, design competitions and innovation forums, and promoting resource sharing and project cooperation, will not only enhance the international competitiveness of China's cultural and creative industries, but also bring new opportunities for the development of cultural industries in countries along the border. In addition, the promotion of cultural and educational exchange programmes, such as cooperation in research and teaching with universities and scientific research institutes along the routes, and the encouragement of international student exchanges, will help to cultivate cross-cultural professionals and provide intellectual support for the construction of the 'Belt and Road'.

(III) Give full play to the role of cultural industry and promote economic development

Vigorously developing the cultural industry, as an important pillar of the 'Belt and Road' construction, promotes the deep integration of culture and economy. The cultural industry plays a key role in the 'Belt and Road' and has huge economic potential. Through the development of cultural and creative industries such as film and television production, music creation, cultural performances, design services, etc., it creates employment opportunities, pulls up the industrial chain, and improves the economic level. With the 'Belt and Road' platform, international film festivals, music festivals and other cultural activities not only attract tourists and promote the development of cultural tourism industry, but also bring direct benefits to the local economy [7]. At the same time, the internationalisation of the cultural industry promotes the global dissemination of Chinese cultural products, increases the scale and quality of cultural trade, enhances the international competitiveness of cultural enterprises, brings new cultural experiences to the countries along the route, and promotes cultural integration. The development of cultural industry provides rich cultural resources and support for the 'Belt and Road', enhances cultural soft power and international influence through the dissemination of cultural products, and creates a favourable external environment. In addition, the development of cultural industry also promotes the coordinated development of regional economy, especially in developing countries along the routes, through the

cooperation of cultural industry to enhance the level of local industry, promote the regional economic development, and achieve common prosperity.

(iv) Innovative scientific and technological means to promote cultural dissemination

New media platforms, including the Internet, social media and live video broadcasting, have provided innovative ways to showcase traditional culture, enabling cultural content to reach global audiences in a more vivid and interactive form. The application of big data and artificial intelligence technologies has enhanced the precision and efficiency of cultural communication, not only enabling precise targeting of audiences, but also promoting cultural content innovation and multilingual communication through natural language processing and other technologies. The rise of digital culture industry, especially the application of VR, AR and other cutting-edge technologies, has made the cultural experience more immersive and diversified, while blockchain technology plays a key role in digital copyright protection and cultural asset trading, which together enrich the form of cultural products and enhance the international competitiveness of China's cultural industry. In the face of the 'Belt and Road' construction and the promotion of cultural self-confidence policy, there is an urgent need to cultivate a group of composite talents who have a deep understanding of cultural connotations as well as scientific and technological skills. By increasing investment in education, offering interdisciplinary programmes and strengthening international cooperation, we can cultivate professionals with an international outlook and innovative ability, and provide solid intellectual support for cultural communication. Improving the talent training system and incentive mechanism will effectively attract more talents to participate and ensure the sustainable development of cultural communication.

IV. Conclusion

The construction of 'Belt and Road' and the policy of 'Cultural Confidence' show remarkable complementarity in the process of comprehensively building a modern socialist country in China in the new era. They promote each other and develop synergistically, injecting new vitality into China's foreign cultural exchanges and economic development. Through this study, we come to the following conclusions: on the one hand, the construction of 'One Belt, One Road' provides a practical platform and an international stage for the policy of cultural self-confidence, which makes the influence of Chinese culture in the international arena increase; on the other hand, the policy of cultural self-confidence provides a spiritual impetus for the construction of 'One Belt, One Road'. On the other hand, the policy of cultural self-confidence provides spiritual impetus and cultural support for the construction of 'Belt and Road', and strengthens the sense of identity and trust of the countries along the route. In order to achieve a higher level of complementarity between the two, we should continue to improve the policy system, deepen cultural exchanges, and give full play to the role of the cultural industry, so as to promote the construction of the 'Belt and Road' and the policy of cultural self-confidence to promote each other and develop together, and to contribute to the comprehensive construction of a modern socialist country in our country, and to the realisation of the great rejuvenation of the Chinese nation, which is the Chinese dream. On this basis, we also need to pay attention to the changes in the international situation, and constantly adjust and improve our strategies to ensure that the construction of 'Belt and Road' and the policy of cultural self-confidence can play a greater role in the new historical conditions.

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