

Research on the Overseas Transmission Ways of Chinese Character Culture

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Abstract: To promote the prosperity and development of China's cultural undertakings and cultural industries, it is necessary to strengthen the overseas spread of Chinese traditional culture. How Chinese traditional culture "goes out" is understood and accepted by other nations in the world and has its due influence and interaction with other national cultures is an ambitious strategic plan.

1. Introduction

The Chinese character creation method contains the understanding of the Chinese nation's phenomena and laws of nature, human society and the psychological world. The writing norm is one of the symbols of the Chinese national cultural cohesion. The type of font reflects the aesthetic ideal of the Chinese nation from different angles. From the perspective of cross-cultural communication, the overseas communication of Chinese characters includes the social level, product level and operational level. Systematic thinking about the many elements involved is conducive to achieving the goal of "being beautiful and common". To promote the prosperity and development of China's cultural undertakings and cultural industries, it is necessary to strengthen the overseas spread of Chinese traditional culture. How Chinese traditional culture "goes out" and understands, accepts, and exerts its due influence and influence in other national cultures is an ambitious strategic plan.

With the deep integration of China into globalization and the enhancement of comprehensive national strength, Chinese language promotion has made gratifying progress over the years, and there are more and more overseas people who know Chinese characters and are willing to apply them. If the overseas communication of Chinese characters is regarded as a kind of self-issuance, then we should pay attention to the contingency factor; if we promote the spread of Chinese characters overseas as a systematic project to plan and implement, it should affect the above-mentioned communication. Many factors have a comprehensive grasp.

2. The Significance of the Spread of Chinese Character Culture Overseas

Chinese is one of the most populous languages in the world. As one of the oldest languages in the world that has been used for a long time, Chinese characters are an important carrier and eternal witness of the inheritance of Chinese civilization, exuding fascinating cultural charm. Chinese characters are not only used in China, but also serve as international exchanges in East Asia for a long time. Today, "Chinese character culture" has different degrees of influence on countries such as Korea, Japan, North Korea and Singapore. Peace diplomacy is the current international mainstream environment. Culture can serve as a pioneer in foreign exchanges. It plays an important role in embodying the sincerity of "good neighbors, good neighbors, and good neighbors" and friendly foreign exchanges with "good neighbors and neighbors". effect. The influence of Chinese in the international are getting bigger and bigger. At the end of 2004, the first Confucius Institute was listed in Seoul, South Korea. So far, China has established more than 200 Confucius Institutes in more than 50 countries, which can be described as "spreading everywhere" and appearing internationally. "Chinese fever." The Chinese Character Museum's "Chinese Characters" International Tour Exhibition has received strong support from governments at all levels and the management of the cultural and cultural departments. It has been recommended overseas through the China Friendship Association, the Ministry of Culture, the National and Provincial Tourism

Bureau, and the Cultural Relics Department. Or participate in the overseas cultural activities organized by the organization, carry out the overseas communication of Chinese character culture in various forms, and realize the diversification of international communication channels through the full operation of the embassy. The "Chinese Characters" International Tour Exhibition has further expanded the charm and influence of Chinese writing culture in Canada, Nepal, Germany, France, South Korea, Thailand, Japan, Singapore, Malaysia, Sri Lanka, South Africa, Mauritius and other countries, and set off the Chinese cultural boom. . Let everyone understand Chinese characters, appreciate the art of Chinese characters, taste the charm of Chinese characters, feel the vitality of Chinese characters, feel Chinese civilization, set off a wave of learning Chinese in the international society, and provide an alternative way of learning Chinese characters for international friends.

3. The Impact of Immigration on the Overseas Spread of Chinese Character Culture

From the perspective of the main body, the spread of Chinese characters overseas refers to the spread from its birthplace (China) to new areas (other countries and regions). It can be a completely private self-issuance (such as Chinese students studying abroad), or it can be the official behavior of the government (especially the Chinese government) (such as through the establishment of a Confucius Institute), or it can be a variety of schools at home and abroad. Professional behavior. One of the keys to promoting this communication is to be motivated in all aspects. From the perspective of the object, Chinese characters can be spread to overseas students, to individuals or organizations that have business dealings with China, and to calligraphy enthusiasts and text researchers. No matter what kind of person you face, the key is to find the possibility of docking with your inner needs. If they think that Chinese characters are interesting, useful, and interesting, then they will have the enthusiasm for learning. Of course, different students may have different characteristics, and the requirements for learning Chinese characters will be different. For example, a typical student usually only needs to have the literacy skills of commonly used Chinese characters. The standards of business people may be higher because they not only need to understand the common meaning of Chinese characters, but also their different meanings in different professional contexts. From an intermediary point of view, in the process of Chinese character communication, sinologists who are proficient in Chinese have a role that cannot be ignored. In recent years, the influential "Chinese character uncle" Richard Sears (Chinese name is Sreid) It is one of them. The American has devoted himself to the construction of the "Chinese Characters and Etymology" website, allowing users to enter Chinese characters to view the glyphs such as Oracle, Jinwen and Xiaoxuan, and to understand their meaning in English. Of course, these foreigners may be affected by their national culture, knowledge composition or realistic appeals, and the Chinese characters are different from those explained in China, such as the interpretation of "qi" as energy. This phenomenon may be seen as a variation, a cultural discount, or a cultural gain. Subjects, objects and intermediaries only look at different angles of Chinese characters from overseas at the social level, and they can be transformed into each other. In general, the above communication is not only closely related to the Chinese immigrants, but also involves the migration of foreigners to China and the re-migration of overseas Chinese. Overseas, the places where Chinese characters are used most frequently and effectively are often the places where Chinese people live in the most dense and prosperous places. The degree of mutual penetration of Chinese characters and other words reflects the extent to which overseas Chinese are integrated into local society.

4. The Impact of Consumption on the Overseas Spread of Chinese Character Culture

From a method perspective, the most formal way of spreading Chinese characters overseas is naturally school teaching. In addition, human-computer interaction, online tutoring, anime viewing, and game participation can be used. Various forms of Chinese character reading and writing contests have a strong incentive for Chinese characters to spread overseas, and Chinese calligraphy with psychological health care and psychotherapy is also welcomed. From an environmental point of view, if the overseas transmission of Chinese characters is regarded as a certain cultural output,

then the language and policies, regulations and cultural background of the relevant countries must be taken into consideration, and the relationship between Chinese characters, Chinese and the mother tongue or official language of the importing country should be properly handled. First language teaching and second language teaching complement each other. From the perspective of mechanism, the overseas communication of Chinese characters can be roughly divided into two categories: public welfare and commercial. The former is usually driven by governments, charities and non-profits, which are usually driven by companies. Chinese characters that can become street names, road names, and district names enjoy the possibility of widespread dissemination, as well as Chinese characters used for trademarks, store names, and factory names. In a sense, Chinatown is a popular Chinese character theme park, reflecting the long-term mechanism for the spread of Chinese characters overseas. The prosperity of Chinatown is a favorable condition for the spread of Chinese characters overseas. Conversely, Chinese characters with beautiful writing, good meaning, and local culture can add popularity to Chinatown and attract repeat customers.

Means, content and ontology are different perspectives on the spread of Chinese characters overseas from the perspective of spiritual production. For pinyin text, letters are primarily used as a means of voice recording. Therefore, we usually only say “English“, “French“ and “Russian“, and there is no such thing as “English characters“, “French words“ and “Russian characters“. In contrast, Chinese characters are ideograms that evolved from pictorial and hieroglyphics and have independent values as symbolic systems. The word-making method contains the Chinese nation's understanding of the phenomena and laws of the natural world, the human society and the psychological world. The writing norm is one of the symbols of the cultural cohesion of the Chinese nation. The type of font reflects the aesthetic ideals of the Chinese nation from different angles. Not only that, but Chinese characters are also an effective tool for spiritual production, which itself will mutate with the needs of spiritual production. In this regard, the extent to which Chinese characters are transmitted overseas reflects the influence of Chinese spiritual products to a certain extent.

5. The Countermeasures to Promote the Internationalization of Chinese Traditional Culture

Chinese traditional culture is one of the mainstream cultures in the world. With the increasing international influence of China, Chinese culture, especially Chinese traditional culture, has received more and more attention from the world. The "Chinese fever" and "Chinese culture fever" continue to heat up, providing cultural development. A favorable international atmosphere and timing, but the mature market economy system in the West and the high-end form of the cultural industry make it difficult for other cultures to enter the mainstream Western society. In this situation, after various forms of exploration, the Chinese culture “going out“ has achieved some achievements and experience, as well as a more intense international competition environment and more complex international market factors. To this end, the following measures should be taken to enable Chinese traditional culture to go abroad and go global. The government has increased policy, financial support, and coordination. From the perspective of historical development, there is a strong political factor behind the spread of culture. The strong national power is the basis for cultural development. The importance and support of national governments is also an important factor in the rapid spread of national culture. Traditional culture overseas communication projects require the government to support the country and the government with strong support, so that they can successfully go abroad and tell the "Chinese story", and shine in foreign countries, thus promoting the "going out" of Chinese culture. The "Chinese Characters" international tour is underway. It was only on the premise of policy and financial security that it was successful. 2. Domestic organizations need to strengthen and integrate Chinese traditional culture into the world. From the perspective of foreign cultural communication experience, culture must be based on cultural self-awareness, cultural self-confidence and cultural self-improvement. A culture with strong appeal is the way to go. The root of going out. For example, American culture is open and innovative, France protects and supports its own culture, and Korea attaches importance to and cherishes national culture. Strengthening and integrating the Chinese traditional culture into the world's team strength, promoting cultural content innovation, creating a group of conscious and self-confident cultural

messengers, and achieving cultural self-improvement is the foundation of Chinese culture to go global. The "Chinese Characters" international tour jointly organized by the Chinese People's Association for Friendship with Foreign Countries and the Chinese Character Museum, with its self-confidence and self-confidence in Chinese culture, went abroad to strengthen humanities and Chinese exchanges and enhance the world's understanding and understanding of Chinese culture and cultural soil. Studying the interest points and expressions of overseas audiences on Chinese traditional culture, Chinese culture has begun to "go out". We must consider the amount of gold that Chinese culture goes out behind in the midst of excitement. Chinese culture has a world value and social life. What is the cultural influence? It is also the key to solving the problem by fully studying the interest points and expressions of overseas Chinese audiences on Chinese traditional culture. The "Chinese Characters" International Tour Exhibition comprehensively and vividly introduces the origin, development and dissemination of Chinese characters, and demonstrates the charm of Chinese writing art, allowing visitors to truly feel the vitality of Chinese characters as an important carrier of ancient Chinese civilization. By detailing the history and evolution of Chinese characters, it will help to raise the understanding of Chinese characters from ordinary foreigners from simple curiosity to more realistic and concrete understanding. The content of the overseas communication project culture that provides multi-category, high-level and suitable for overseas audiences must have a shell and a core. It must have an elite culture and a mass culture. It must have a traditional culture. Contemporary culture is focused on the present. We should create an international tour brand effect, introduce expert opinions, enrich the form and content of the exhibition, and enhance its international influence. All departments form a joint force, pay attention to the form of communication, and establish a smooth communication channel. The "Chinese Characters" International Tour Exhibition has successfully entered the international arena as a test platform for Chinese cultural communication. In this process of communication, through collision and development, using a variety of communication modes, it promotes a wonderful dialogue between Chinese culture and the world. As a test platform for Chinese cultural communication, the International Exhibition of Chinese Characters has successfully entered the international arena. In this process of communication, it has experienced collision and development, and has used various modes of communication to promote the wonderful dialogue between Chinese culture and the world.

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