

## Research on the Development Ideas of Foreign Languages Cultural and Creative Industries in the Context of One Belt and One Road

Bo Wang

Xi'an Fanyi University, Xi'an, 710105, China

**Keywords:** Development Ideas; Foreign Languages; Cultural and Creative Industries; One Belt and One Road

**Abstract:** With the advent of the new economy and the post-industrial society, the cultural and creative industries, as a new form of wealth creation in the knowledge-based economy, have risen rapidly around the world, attracting widespread attention from the government and academia, and vigorously developing cultural creativity throughout the country. The boom in the industry. How to effectively improve the development environment of multilingual cultural and creative industries under the national "Belt and Road" strategy is a valuable and urgent issue.

### 1. Introduction

The report of the 19th National Congress emphasized that "actively promote the "One Belt, One Road" international cooperation and increase the new driving force for common development." "Improve cultural and economic policies and cultivate new cultural formats." The so-called creative culture industry refers to the industry that draws development momentum and creates wealth from individual creative talents. At present, the creative industries in China's creative culture industry have a large export, while the film creative industry accounts for a relatively low proportion. To this end, based on this phenomenon, the author will further analyze the internationalization development orientation and strategic issues of China's creative culture industry based on the analysis of international competitiveness.

### 2. The Development Of China's Creative Culture Industry

Culture and economy are closely linked and interact. The cultural and creative industries are based on culture. Regional culture has nationality, historicity and inheritance. The uniqueness and diversity of culture and the recognition of regional culture are the material basis and conditions that influence the layout of cultural and creative industries. Cultural factors influence the development of enterprises and regions in a subtle form. Innovative culture can nurture and inspire people's creative potential. The open and inclusive cultural environment makes the various cultures blend and complement each other, and the multiculturalism coexists, attracting creative talents from different cultural backgrounds to gather and exchange, and speed up the diffusion of new ideas, information and innovation.

Along with the stable development of China's economy, under the new economic normal, the creative culture industry has been continuously optimized and developed in terms of structure, scale and quality. The connotation of the creative culture industry has been continuously enriched, forming a three-dimensional and diversified pattern. At present, the creative and cultural industries rely on high-tech, culture, multimedia and other means to continuously absorb and integrate them on a large scale, promote the optimization, upgrading and innovation of the industry, and make the development of the creative culture industry appear multi-faceted, wide-area and deep. The development of new weather.

With the support of national policies, the creative culture industry has emerged as an important support for economic development. According to the data of the wind database, we can see that by 2015, the number of institutions in China's cultural market is 231,700, the number of employees has reached 1,546,700, the operating income has reached 196.66 billion yuan, and the profit is 0.02

billion yuan. Compared with 2007, the number of organizations was 73%, the number of employees was 113%, and the operating income and profit were 241% and 256% respectively. As an industry encouraged by the government, the creative culture industry has been continuously expanded and has become a core industry. For example, the development of Beijing's creative culture industry emphasizes the drive of innovation ability to build its core competitiveness; Tianjin actively promotes the "Culture+" and "Internet+" projects through investment and financing services, and strives to create a good competition. surroundings. In the process of China's creative culture industry gradually becoming the main economic pillar industry in various places, it is necessary for China to further increase the foreign trade of creative culture industry.

### **3. The Motivation for Developing Multilingual Entrepreneurial Culture Industry under the "One Belt and One Road" Strategy**

Under the "One Belt, One Road" strategy, the development of cultural industries can further liberate Chinese cultural productivity and enhance the soft power of Chinese culture. In the 12th collective study of the Political Bureau of the CPC Central Committee in 2013, Xi Jinping proposed "building a strong socialist culture and focusing on improving the cultural soft power of the country" and promoting the prosperity and development of cultural undertakings and cultural industries. With the globalization of the world and the multi-polarization process, the relationship between culture and economy, politics and society has been strengthened, and the combination of science and technology has become closer. The cultural content of economic development has become more and more important and has become an important resource for economic development. The economic function of culture is also becoming stronger and stronger, becoming a deeper driving force for economic development. Cultural production has gradually moved toward specialization, standardization and integration, forming a cultural industry. The cultural industry has a wide range of contents, including the production and sales of cultural products, cultural communication services, cultural leisure and entertainment services, etc., and has now become an important content and field for improving the level of cultural productivity and the competition of cultural soft power in all countries of the world.

Under the "One Belt, One Road" strategy, the development of cultural industries can further promote the transformation of market consumption patterns, expand the consumer market space, and optimize the structure of the consumer market. Consumption is one of the main driving forces for economic growth. The development of cultural industry is conducive to people's consumption patterns and consumption content from material to spiritual, practical to aesthetic, and from single to plural. In addition, due to the long industrial chain of culture, the main body of the industry and the market resources are in a state of "two big middle and small" in the width, and there is a form in which competition and monopoly coexist. The cultural industry is diversified and the market economy is further active. Enhanced.

First, it can drive the development of the leisure tourism industry. The "Belt and Road" spans the Eurasian and non-continental continents. The countries along the route are rich in resources. There are 532 World Heritage Sites, World Cultural Heritage and World Natural and Cultural Heritages, accounting for 52% of the global total, of which 26 countries along the line have visa-free access to China. Policy, 2 Make cross-border tourism more convenient and efficient, and inject new vitality into tourism development. Second, it can promote the prosperity and development of the secondary industry, which is mainly based on industry and construction. The cultural project represented by the Wanda Cultural Tourism City in the central and western regions has made great contributions to the local economic development. Third, it can push the tertiary industry, which is mainly based on the service industry, to a higher level. Emphasizing the modern service industry with culture as the core, it can create higher value, bring better service experience and have higher international influence.

Under the "One Belt, One Road" strategy, the development of cultural industries can be coordinated with the National Association, actively respond to national development policies, seize development opportunities, and achieve sustainable development. First, the State Council issued

several “Opinions on Promoting the Integration of Cultural Creativity and Design Services and Related Industries” and “Opinions on Accelerating the Development of Foreign Cultural Trade”. The Ministry of Culture and the Ministry of Finance developed a strategic concept based on the “Belt and Road” strategy. The “Silk Road Cultural Industry Strategic Plan” and other related policies have created favorable conditions for the development of China's cultural industry, so that the development of the cultural industry has greater room for growth. Second, the development of cultural industries is the trend of the times and the aspirations of the people. The cultural industry relies mainly on renewable resources such as knowledge and creativity, and gains income by increasing cultural added value, thus reducing the pressure on the ecological environment for economic development. Third, the development of multilingual cultural and creative industries in the context of the “Belt and Road” demand for multilingual talents

While developing the eastern coastal economy, the “Belt and Road” has added the development of western land, greatly promoting the ties between China and the western countries, conforming to the trend of multi-polarization and economic globalization in the world, and bringing the Chinese economy very well. Into the international, to carry out a broader, deeper, more avant-garde development and cooperation. In the economic development, cultural exchanges are inseparable, and the in-depth exchanges of national cultures can better develop the economy. Therefore, in the economic and cultural development, multilingual talents are powerful resources. These talents will quickly drive exchanges among countries, reduce their obstacles, greatly reduce time and improve efficiency.

As we all know, multilingual languages include not only the single language of English, but also French, German, Japanese, Arabic and many other small language languages. The coverage is wide and the knowledge is very rich. In today's education, English, as the most widely used language, has occupied most of the market and achieved quite good results. Therefore, English education lays the foundation for the development of multilingual foreign language education.

Multilingual foreign language education is now the subject of fanatic learning, and the relevant education departments will develop more advanced and creative teaching programs, which can also be applied to English education, making English education more progress. At the same time, as an “older generation”, English education must have explored more useful learning methods and deficiencies, so that multilingual education has a reference and can move forward more effectively and quickly. Therefore, English education and multilingual foreign language education complement each other and learn from each other, and eventually develop together. From this point of view, both English education and multilingual foreign language education have made tremendous contributions to the international communication system in the context of the “Belt and Road”.

Multilingual talents are a major resource in the process of “One Belt, One Road” economic and cultural exchanges. The completion of the “Belt and Road” requires multilingual talents. Only by making good use of talents and relying on talents well can we improve the economic capabilities of all countries. Multilingual talents have also played a huge role in the development of the “Belt and Road” initiative.

With the “One Belt, One Road” proposal, more countries are committed to international cooperation, and various new talents that promote cooperation have become the topic of most concern to everyone. The role of multilingual talents under the “Belt and Road” system is mainly divided into the following aspects: First, it is a powerful stepping stone to the international community. In the early days, because of the lack of multilingual training of talents, in the process of negotiating with foreign partners, the lack of mastery of foreign basic cultural knowledge and their foreign language ability is not high, resulting in repeated encounters, and frequent occurrences in the exchange process. The phenomenon of failure. Therefore, the cultivation of the latest multilingual talents can make the exchanges of various countries smoother and give people a fresh sense of the first. Second, it is a powerful tool for spreading culture. Everyone knows that the “Belt and Road” is not only an economic exchange, but also a cultural spread.

#### **4. The Development of Multi-Lingual Creative Culture Industry under the Background of the One Belt and One Road**

In the context of the Belt and Road Initiative, China's promotion of the competitiveness of the creative culture industry must not only ensure the development momentum in the crafts and design industry, but also gradually enhance the development of the new media, audition and publishing industries. To this end, we must do the following three points.

First of all, we must emphasize culturality. Culture is the core of creative culture industry. The significance of culture to creative culture industry is not only in thought, technology and management, but also enriches and expands the development of creative industry and promotes the high-end development of creative culture industry value chain. Once the creative industry loses its cultural connotation, it will lose its diversity in products and industries, resulting in a single product that makes the entire industry uncompetitive.

Second, we must highlight innovation. The creative culture industry pays attention to the individual's innovative ability and talents, and gives full play to the individual's creativity. Its innovative ability and talents make the development of the creative culture industry occupy a favorable position in the future economic development. The products produced by creative culture enterprises mainly rely on the creative cultural attributes attached to the products to attract the attention of consumers, so that the intangible knowledge value becomes the tangible wealth value. The creative products need to adhere to modern and traditional in the process of production. In combination, we must continue to introduce new products in order to launch products that consumers love, in order to increase the value of creative products and increase their marginal value.

Finally, we must highlight the high-tech content. With the support of modern high technology, the influence of the creative culture industry is becoming more and more extensive. The extensive and in-depth application of a series of high-tech technologies such as 3D printing technology, big data analysis and automation science in the creative industry promotes creativity. Optimization and upgrading of the industry. At the same time, the creative culture industry also provides a steady stream of ideas and imagination for high-tech, and promotes the rapid advancement, innovation and development of science and technology.

#### **5. Increase the Cultivation of Multilingual Talents**

The Belt and Road Initiative has developed the eastern coastal economy and added the development of the western land. It has greatly promoted the links between China and the western countries, conformed to the trend of multi-polarization of the world and economic globalization, and brought the Chinese economy very well. International, carry out a broader, deeper, more avant-garde development and cooperation. While economic development is inseparable from cultural exchanges, in-depth exchanges of national cultures can better develop the economy. Therefore, while economic and cultural development Multilingual talents are powerful resources that will quickly drive exchanges among countries, reduce their barriers, and greatly reduce time and efficiency.

#### **6. Conclusion**

The current National "One Belt, One Road" initiative provides China with an extremely rare opportunity for environmental development. The improvement of the development environment of China's cultural and creative industries is of great significance to the optimization and upgrading of industrial structure and the transformation of economic growth mode, the enhancement of industrial scale and efficiency, the enhancement of regional competitiveness, and the sustained, rapid and healthy development of the economy. Only by accelerating the development of China's cultural and creative industries can we lead the economic development of economic zones, integrate urban and

regional economic development into global urban systems and global value chains, realize the economic integration of major urban agglomerations, and participate more effectively in world economic competition.

### **Acknowledgement**

In this paper, the research was sponsored by the Scientific Research Project of Xi'an Fanyi University (2019), major project, project approval Project NO. 19A06

### **References**

- [1] Li Huailiang, Qi Haixia. Analysis on the Export Structure and Competitiveness of China's Cultural Products and Cultural Services[J].International Trade,2013(9).112
- [2] Luo Libin. Competitiveness of Chinese Cultural Products Trade and Cultural Service Trade: Contrast and Trend[J]. Finance and Trade Economics, 2013(7).75
- [3] Zhang Xiaoming, Wang Jiaxin, Zhang Jiangang. Cultural Blue Book: China Cultural Industry Development Report (2012-2013) [M]. Beijing: Social Sciences Academic Press, 2013.14
- [4] Pei Linjia, Liu Jianhua. Value Change in Intercultural Communication: Cultural Discount and Cultural Value Added [J]. China Publishing, 2014(4).54
- [5] Chen Wei. How to do a good job in the five-year opportunity period of cultural trade [N]. Chinese Culture News, 2016- 03- 21.