

A Study on the International Recognition and Innovation Communication of Chinese Traditional Culture

—Taking the Influence of Lingnan Culture on Overseas Students in Guangzhou’s Universities in China as an Example

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Abstract

The international communication effect of Chinese traditional culture is closely related to its international recognition. To enhance the international influence of traditional Chinese culture, and promote Chinese traditional culture to better go global, on the basis of drawing on and referring to the “international influence evaluation system of Chinese culture”, combining the core connotation of Lingnan culture, we build the “international influence evaluation system of Lingnan culture”. Taking the survey on the influence of Lingnan culture on foreign students in Guangzhou’s colleges and universities as an example, conducting a questionnaire survey on foreign students coming to China and studying in colleges and universities in Guangzhou, and intervention control survey, understanding the influence of Lingnan culture according to survey data, then we can understand their Lingnan cultural identity and its influencing factors, propose cultural identity cultivation, promotion and innovative communication strategies for international communication of Lingnan culture: Digging the modern value of culture; building the “consortium” cultural communication system; innovative technology means and communication channels, and jointly promote the construction of cultural environment and the improvement of citizens’ cultural quality, etc., and provide reference for promoting the international dissemination of Chinese traditional culture and Lingnan culture.

Keywords

Chinese Traditional Culture, Lingnan Culture, International Communication,

1. Introduction

The theory of cultural identity is an important cultural theory put forward by Eriksson, a famous American psychoanalyst in the early 1950s. It is generally believed that cultural identity means that individuals or groups confirm the common culture of the group they are in, internalize this common culture into their firm beliefs, and form certain behavior patterns (Ma, 2021). Cultural identity is the value affirmation of people's spiritual existence. Cultural identity is the basis of national identity, historical identity and national identity (Zheng, 1992). In recent decades, there have been many upsurges in the study of Chinese cultural identity in China, involving areas such as the Chinese cultural identity of ethnic minority areas, the Chinese cultural identity of foreign students in China and Chinese students studying abroad. To examine the degree of recognition of Chinese culture (Zhang & Wang, 2023). Cultural influence is usually based on higher social and personal identity, and the effect of cultural communication is closely related to cultural identity. The enhancement of cultural identity is indispensable to the enhancement of national cultural soft power and the promotion of Chinese cultural influence.

At present, the diversified development of the world culture also poses a new challenge to the enhancement of cultural identity, and the wide dissemination of the excellent traditional Chinese culture is one of the effective ways to meet the new challenge of enhancing cultural identity. On October 24, 2018, General Secretary Xi Jinping paid a visit to Jinan University, a well-known overseas Chinese educational institution in Guangdong Province. He heard that many students came from Hong Kong, Macao and Taiwan, etc., and encouraged them to study hard, become talents at an early date and make contributions to society. Spread the fine traditional Chinese culture to all corners of the world (Editing Team, 2020). Since the introduction of the "Belt and Road" initiative, the number of overseas students in China has expanded rapidly, reaching 492,185 in 2018. Relevant studies predict that the number of overseas students in China will reach 620,000 - 820,000 (Lin & Liu, 2021) in the period of the "14th Five-Year Plan" (2025). The match between the attraction of studying in China and the overall strength of the country and the internationalization of higher education will be further enhanced.

As an important force for the international communication of Chinese culture, the international students in China have played a positive role in promoting the international communication of Chinese culture, and have also promoted the integration and development of Chinese and foreign cultures. For example, since 2002, the "Chinese Bridge" Chinese competition program sponsored by the Hanban of China has attracted more than 1.4 million students from

more than 150 countries and over 100 million overseas viewers each year (“Chinese Bridge”, 2021). This has enhanced people’s knowledge and understanding of China and promoted exchanges and cooperation between China and other countries in the political, economic, cultural and educational fields. For another example, since the first Confucius Institute was established in the Republic of Korea in November 2004, 550 Confucius Institutes and 1172 Confucius classrooms had been established in 162 countries (regions) by the end of 2019 (Xiao, 2022). As an important body for the dissemination of Chinese culture, Confucius Institutes have become an important window for Chinese culture to reach the world. Then, in addition to the language culture mentioned above, what is the international recognition and influence of other types (or content forms) of culture? How does its influence relate to its spread? To this end, we have carried out a survey and research on the influence of Lingnan culture on international students in Guangzhou universities in order to explore the international identity and innovative communication of regional traditional Chinese culture under the current international environment.

2. Survey of the International Identity of Chinese Traditional Culture: A Case Study of the Influence of Lingnan Culture on the Overseas Students in Guangzhou

In terms of region, Lingnan culture can be divided into three parts: Guangdong culture, Guangxi culture and Hainan culture. The main parts of Lingnan culture are Guangfu culture, Hakka culture and Chaoshan culture. The cultural composition includes Lingnan architecture, Lingnan gardens, Lingnan painting school, opera music, arts and crafts, Lingnan nursery rhymes, folk festivals, religious culture, food culture, language culture and overseas Chinese culture. It is an important part of Chinese excellent traditional culture (Hu et al., 2019). Guangzhou is China’s southern gateway to the world, the central city of the Guangdong-Hong Kong-Macao Greater Bay Area, the Pan-Pearl River Delta Economic Zone and the hub city of the Belt and Road Initiative. It is also one of the first national historical and cultural cities, the birthplace of Cantonese culture (Lu & Zhao, 2020). Guangzhou is endowed with unique advantages in the inheritance and dissemination of Lingnan culture.

Cultural identity belongs to the spiritual level, it is difficult to simply describe the degree. But to a certain extent, cultural identity is the result of cultural influence. Cultural identity and cultural influence interact and promote each other. Therefore, cultural identity survey can be converted into cultural impact survey and evaluation with the aid of relevant cultural impact evaluation system, so as to understand the degree of cultural identity. The overseas students in Guangzhou are the most direct perceivers of Lingnan culture, and also the bridge and link for the international dissemination of Lingnan culture. The recognition degree of Lingnan culture directly affects the effect of the international dissemination of Lingnan culture. It also concerns the promotion of the interna-

tional influence of Chinese culture. This paper takes the investigation of the influence of Lingnan culture on the foreign students in Guangzhou as an example, and takes the foreign students in Guangzhou as the objects of investigation, through the investigation of the international influence evaluation of Lingnan culture, to investigate the cultural identity of the international dissemination of Lingnan culture.

At present, there are few domestic research results on the evaluation of cultural influence. Among them, Professor Guan Shijie of Peking University has developed the Evaluation System for the International Impact of Chinese Culture. According to the evaluation system, Professor Guan Shijie led his team to complete the Investigation and Study on the International Influence of Chinese Culture, which was selected into the National Collection of Achievements in Philosophy and Social Sciences. By the Chinese Academy of Social Sciences researcher Ming Anxiang evaluation of the Chinese culture as a foundation for the international influence of the work and exploration (Ming, 2017). According to the assessment system, influence should be measured at three levels: Cognition, attitude and behavior. Cognition refers to knowing, attitude to feeling, and behavior is divided into three types: Presence or absence, degree and frequency. According to the understanding of culture in the international community and China's national conditions, in the context of international cultural communication, the assessment of the "influence" of Chinese culture includes eight elements: Cultural symbols, cultural products, people and outstanding figures, cultural groups/organizations, mass media, values, ways of thinking and beliefs. In terms of these eight cultural elements, from the perspective of cultural dissemination process, The evaluation of cultural influence can be divided into the materialized forms of culture (including cultural symbols and cultural products), the spiritual core of culture (values, modes of thinking and beliefs), and the channels of cultural transmission (people and outstanding figures), cultural groups/organizations, mass media (Guan, 2015).

With reference to the Evaluation System of the International Influence of Chinese Culture and the core connotation of Lingnan culture, There are three first-level indexes for constructing the evaluation system of Lingnan culture influence: The materialized form and spiritual core of Lingnan culture, the dissemination channel of Lingnan culture and the overall evaluation of Lingnan culture image. The overall evaluation of the cultural image of Lingnan mainly includes two aspects, one is the overall evaluation of the image of Guangdong (the investigated objects are mainly in Guangdong), and the other is the overall evaluation of the Cantonese. See **Table 1** and **Table 2** (below) for the connotation of evaluation indicators of materialized form and spiritual core of Lingnan culture, and the connotation of evaluation indicators of dissemination channels of Lingnan culture.

3. Investigation and Analysis of the International Influence of Lingnan Culture

In order to understand the effect of Lingnan culture's international influence on

Table 1. The connotations of evaluation indexes of materialized form and spiritual core of Lingnan culture (Guan, 2015).

Tier 1 indicator	Tier 2 indicator	Tier-3 indicator	Measuring point	Cognition (Know or Not)	Attitude (goodwill)
The Materialized Form and Spiritual Core of Culture	Cultural symbols	Symbolic symbols	Representative Lingnan architecture, historical and cultural sites, etc.	√	√
		Art Symbols	Cantonese Opera, Lingnan Painting School, Cantonese Music, etc.	√	√
		Life Symbol	Cantonese cuisine, herbal tea, kongfu tea, morning tea, flower market, etc.	√	√
		Symbols of philosophical thought	Southern Chan Sect (Sixth Patriarch Huineng)	√	-
		Linguistic symbols	Cantonese, Hakka, Chaoshan dialect	√	-
		Cultural products	Artwork	Canton embroidery, Canton Porcelain, Stucco Relief, etc.	√
Cultural spirit	Faith	Buddhism, Madam Xian, etc.	√	-	

Table 2. Connotation of evaluation index of “Communication Channel of Lingnan Culture”.

Tier 1 indicator	Tier 2 indicator	Tier-3 indicator	Measuring point	Cognition (Know or Not)	Attitude (Positive)	Behavior (presence/extent/frequency)
Channels of transmission of culture	The People and the Outstanding	A man of distinction	Sun Yat-sen 孙中山, Bruce Lee 李小龙, Li Ka shing 李嘉诚, Nu Hongxian 红线女, Guanshanyue 关山月, etc.	√	-	-
		Ordinary people	Number of friends in Guangdong	-	-	√
	Cultural groups/ organizations	Cultural groups	Participate in cultural theme exhibitions, cultural experience activities, etc.	-	-	√
			Traditional mass media	Books, television, films, advertisements, etc.	-	-
	Mass media	Internet media		-	-	√

cultural identity, we conducted a questionnaire survey and intervention control survey among international students in 8 universities in Guangzhou, and based on the evaluation indicators of “Lingnan Culture influence evaluation System” established by the above discussion: The evaluation index of “the materialized form and spiritual core of Lingnan Culture” and “the communication channel of Lingnan Culture” as well as the overall evaluation of the image of Lingnan culture, the questionnaire of “International Influence Evaluation of Lingnan Culture” was designed. 1173 people from South China University of Technology, South China Agricultural University, Southern Medical University, Guangdong University of Technology, Guangdong University of Foreign Studies, Guang-

dong Pharmaceutical University, College of Chinese Language, Jinan University and Guangdong Technical Normal University participated in the survey, and 1159 questionnaires were effectively collected. The relevant investigation situation and analysis are as follows.

3.1. Indicator Survey on the Materialized Form and Spiritual Core of Lingnan Culture

In accordance with that above-mentioned “Lingnan Culture International Impact Assessment system”, we selected some cultural symbols with typical Lingnan characteristics as measuring points from Lingnan architecture, Lingnan historical and cultural sites, Lingnan art and works of art, Lingnan life symbols, etc. The main purpose of this study was to test the attitude (like/dislike) and cognition (know/don’t know) of the respondents towards the Lingnan cultural symbols, so as to understand the influence of the Lingnan cultural symbols. The specific measuring points of Lingnan cultural symbols include Sun Yat-sen Memorial Hall (中山纪念堂), Cantonese Opera (粤剧), Guangdong Han Opera (广东汉剧), Guangdong Folk Music (广东音乐), Canton Porcelain (广彩瓷器), Lingnan School of Painting (岭南画派), Guangdong Flower Market (广东花市), Cantonese Cuisine, (粤菜) Chaozhou Cuisine (潮州菜), Hakka Cuisine (客家菜), Guangdong Morning Tea (广东早茶), Kung Fu Tea (功夫茶), Guangdong Herbal Tea (广东凉茶), Xiguan Arcade (西关骑楼), SaiKwanMansion (西关大屋), Former Site of Huangpu Military Academy (黄埔军校旧址), Museum of the Mausoleum of the Nanyue King (西汉南越王博物馆), Chen Clan Academy (陈家祠), The Six Banyan Temple (六榕祠), Canton Embroidery (广绣), Chaozhou Embroidery (潮绣) Lingnan Stucco Relief (灰塑), etc. The results of the survey show that:

1) More than 50% of the respondents’ cognition and attitude towards the cultural symbols of Lingnan were “like”, which was also the largest only “Sun Yat-sen Memorial Hall”, a “symbolic symbol” indicator. The other four “likes” accounting for more than 40% are Cantonese cuisine, Guangdong Morning Tea, Guangdong Herbal Tea and Guangdong Flower Markets, which are concentrated on the indicator of “life symbols” (see **Figure 1**).

2) Over 50% of the respondents had “no understanding” of the Lingnan cultural symbols in 14 items. Chaozhou Embroidery, Canton Embroidery, Lingnan Stucco Relief, The Six Banyan Temple, Lingnan School of Painting, Canton Porcelain, Museum of the Mausoleum of the Nanyue King, Former Site of Huangpu Military Academy, Guangdong Han Opera, SaiKwanMansion, Chaozhou Cuisine, Hakka Cuisine, Chen Clan Academy and Xiguan Arcade; and Chaozhou Embroidery is the most unknown, accounted for 68.7%.

3) About the recognition of famous people in Lingnan, Bruce Lee and Sun Yat-sen were the most familiar celebrities, accounting for 77.4% and 65.5% respectively. Regarding the Lingnan language, 59.4% of the respondents said they “knew” Cantonese, while the proportion of those who “knew” Chaozhou dialect and Hakka dialect was relatively low, around 15% (see **Figure 2**).

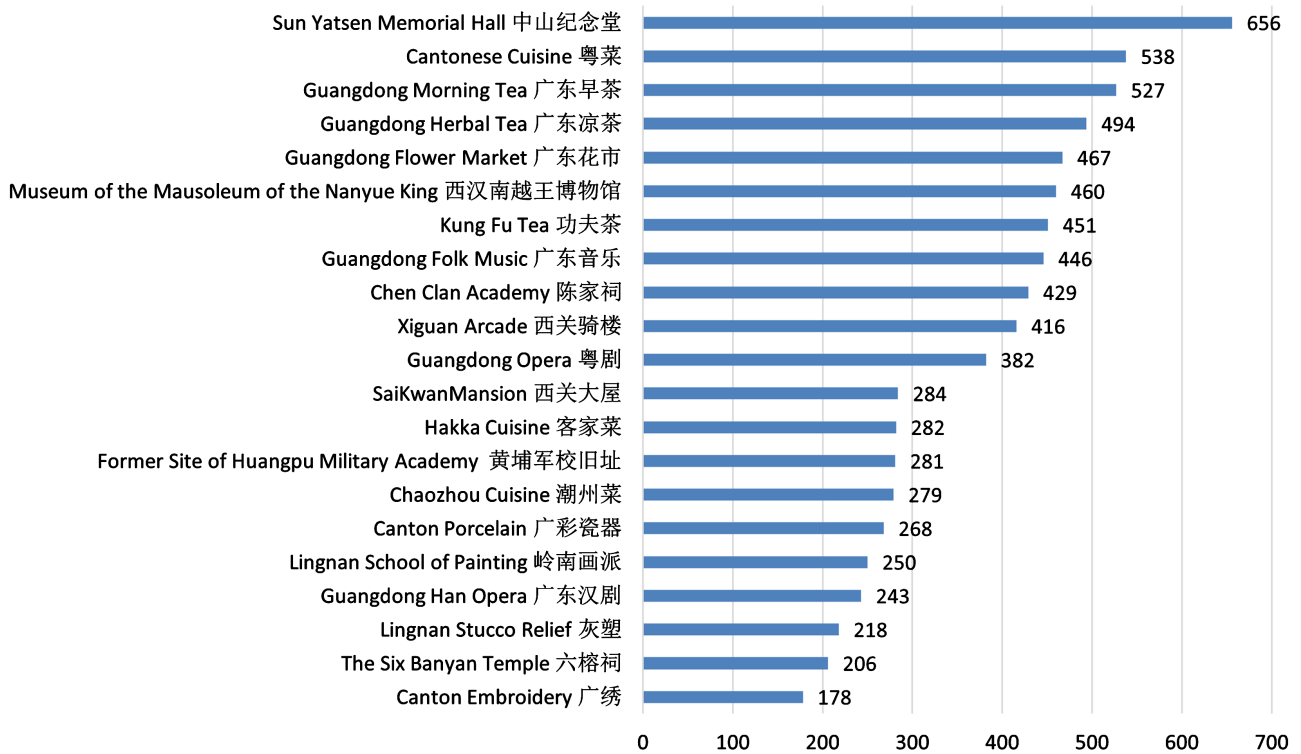


Figure 1. The cognition and attitude towards Lingnan cultural symbols of overseas students in Guangzhou University are “like” degree.

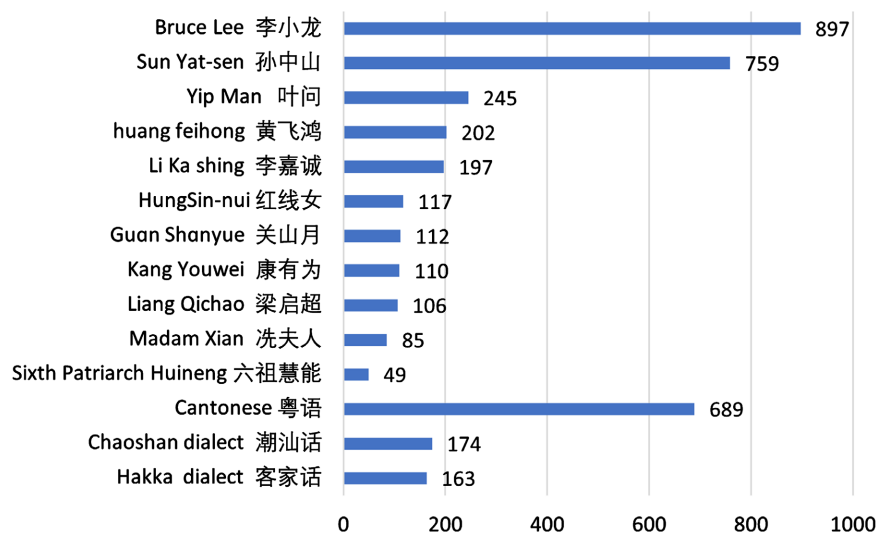


Figure 2. The cognition of Lingnan celebrities and Lingnan language of overseas students in Guangzhou University.

4) to carry out a controlled intervention survey, *i.e.* to investigate and analyze whether the respondents have participated in the “Lingnan Cultural Experience Activity” and whether there are differences in their cognition and attitude towards the Lingnan cultural symbols they have experienced. We organized some respondents to participate in four visit experience activities including Museum of the Mausoleum of the Nanyue King, Lingnan Stucco Relief, Canton Porcelain

and Canton Embroidery, and deepened their understanding of Lingnan culture through on-site explanation and experience activities. Then the independent sample T survey data were used to examine whether the participation of “Lingnan Culture Experience Activity” had significant influence on the cognition and attitude of Museum of the Mausoleum of the Nanyue King, Lingnan Stucco Relief, Canton Porcelain and Canton Embroidery. The statistical results show that there are significant differences, as shown in **Table 3** and **Table 4** (below). That is to say, the proportion of “understanding” and “liking” of the cultural symbols with typical Lingnan characteristics experienced by the overseas students in Guangzhou who participated in the “Lingnan Cultural Experience Activity” is relatively high.

3.2. Indicator Survey on “Channels of Transmission of Lingnan Culture

1) Whether there are any Chinese friends in Guangdong and the number of Chinese friends in Guangdong, which not only reflects the degree of friendship towards the foreign students coming to China and studying in Guangzhou universities, It will also affect the understanding and recognition of Lingnan culture of the students in Guangzhou universities. According to the survey results, for the number of Chinese friends in Guangdong, 38.4% of the foreign students in Guangzhou said they had “1 - 5”; 19.7% said they had “6 - 10”; and 12.8% said they had more than 20 Chinese friends in Guangdong. About 15.8% of them learned about Lingnan culture through Guangdong friends.

2) In the survey on channels for learning about Lingnan culture, 21.4% of respondents learned about Lingnan culture through “students or teachers”, followed by 17.1% through “Internet”. Examples of “other” channels include “museums, libraries and art galleries”. “Students or teachers”, “Internet”, “Others” and “Guangdong friends” are the four channels to learn about Lingnan culture, accounting for 71.7% of the total. They are the main channels to learn about Lingnan culture.

Table 3. Statistics of whether participating in Lingnan cultural experience activities.

	Whether you have participated in the experience	N	Average	Standard deviation	Mean standard deviation
Museum of the Mausoleum of the Nanyue King (西汉南越王博物馆)	Yes	80	2.23	112	0.013
	No	250	1.98	153	0.010
Lingnan Stucco Relief (灰塑)	Yes	73	2.18	0.452	0.053
	No	240	2.11	0.415	0.027
Canton embroidery (广绣)	Yes	73	2.25	434	0.051
	No	232	2.12	0.360	0.024
Canton Porcelain (广彩瓷器)	Yes	81	2.33	0.548	0.061
	No	249	2.28	515	0.033

Table 4. T-test results of independent samples.

		Levene Test of the Variance Equation		The t-Test of Mean Value Equation						
		F	Sig.	T	Df	Sig (Both Sides)	Mean Difference	Standard error value	95 percent of difference Confidence intervals	
									Floor	Upper limit
Museum of the Mausoleum of the Nanyue King (西汉南越王博物馆)	The variance is assumed to be equal	11.409	0.001	-4.146	328	0.000	-0.497	0.12	-0.732	-0.261
	The variance is assumed to be unequal			-3.967	124.478	0.000	-0.497	0.125	-0.744	-0.249
Lingnan Stucco Relief (灰塑)	The variance is assumed to be equal	4.62	0.032	-1.102	311	0.021	-0.109	0.099	-0.304	0.086
	The variance is assumed to be unequal			-1.028	108.008	0.006	-0.109	0.106	-0.32	0.101
Canton Embroidery (广绣)	The variance is assumed to be equal	16.216	0.000	2.563	303	0.011	130	0.051	0.030	0.230
	The variance is assumed to be unequal			2.324	104.925	0.022	130	0.056	0.019	0.241
Canton Porcelain (广彩瓷器)	The variance is assumed to be equal	14.071	0.000	-1.781	349	0.026	-0.209	0.117	-0.439	0.022
	The variance is assumed to be unequal			-1.856	157.805	0.045	-0.209	0.112	-0.431	0.013

The “classmate or teacher” and “Guangdong friend” channels belong to the traditional “word-of-mouth” mode among the people around them, but they account for a relatively high proportion, which should be largely due to language communication barriers. After all, the scope and coverage of its dissemination is limited, dissemination channels are relatively narrow. We should consider not only the characteristics and actual situation of the students coming to China and studying in Guangzhou universities, but also the radiation scope of Lingnan culture, and choose the suitable dissemination channel of Lingnan culture.

3.3. Survey on Overall Evaluation of Lingnan Cultural Image

The overall evaluation of the image of Lingnan culture includes two aspects: “Like Guangdong” and “like Cantonese”. As shown in **Table 3**, 93.4% of the foreign students coming to China and studying in universities in Guangzhou said they liked Guangdong, and 78.5% of the foreign students coming to China and studying in universities in Guangzhou said they liked Cantonese. Seventeen people gave reasons for disliking Cantonese, including climate, diet, language

barriers, perceived racial discrimination or unfriendly people, while 35 gave reasons for disliking Cantonese. Including impolite, unfriendly, low quality and that there is racial discrimination.

In fact, the overall evaluation of the image of Lingnan culture involves the factors of social and cultural environment and the cultural quality of the group “people”. According to the survey data, the “liking” degree of the group “people” is relatively low, and even directly becomes one of the reasons why the survey objects do not like Guangdong, which influences the evaluation of “liking Guangdong or not.” Obviously, the cultural quality factor of the group “people” is also very important and cannot be ignored. From the angle of improving individual quality (mainly Lingnan cultural quality), we can consider how to improve the overall evaluation of Lingnan cultural image by the cultural quality factors of the group “people”.

Based on the above survey, we can see that Lingnan culture has a certain influence on the overseas students in Guangzhou University. There are 5 items (22.7% of the total) in which the degree of “liking” for the materialized forms of cultural symbols with typical Lingnan characteristics is over 40%. More than half of the respondents had two (18.2%) and one (33.3%) knowledge of Lingnan celebrities and Lingnan language respectively. To learn about Lingnan culture mainly through students and teachers, the Internet, cultural institutions and Guangdong friends. However, there are some problems in the main communication channels, such as the limitation of communication scope and coverage, and the high overall evaluation of the image of Lingnan culture.

More than half of the foreign students in Guangzhou did not understand the materialized forms of some cultural symbols with typical Lingnan characteristics in 14 items (63.6% of the total). The results of the intervention survey conducted in the course of the survey also show that, to a large extent, “not knowing” is one of the major factors influencing the assessment of the international influence of Lingnan culture. It also affects the identity of Lingnan culture of the students in Guangzhou University. The factors influencing the cultural identity of the foreign students in Guangzhou University to the international dissemination of Lingnan culture include cognition (understanding), dissemination channels, social cultural environment and cultural quality, etc. The cultivation and promotion of cultural identity can be carried out according to the relevant influencing factors.

4. Cultivation and Promotion of International Identity of Chinese Traditional Culture and Innovative Communication Strategy

Based on the above questionnaire survey and intervention control survey on the international influence of Lingnan culture and its effect on cultural identity, we found that the cultural identity factors affecting the international communication of Lingnan culture by international students in Guangzhou universities include awareness (understanding), communication channels, social and cultural

environment and cultural quality, etc. According to these influencing factors, the cultivation and promotion of Chinese traditional cultural identity can be carried out, and the following communication strategies can be innovated and promoted.

4.1. Excavate the Modern Value of Culture, Tell a Good Chinese Story and Optimize the Effect of International Communication

In “Culture: A Critical Review of Concepts and Definitions”, American cultural anthropologists A. L. Kroeber and C. Kluckhohn proposed that culture includes various explicit or implicit patterns of behavior. It is learned and taught through the use of symbols and constitutes a remarkable achievement of the human community (Ma & Liu, 2019). For example, the materialized form of Lingnan culture involves cultural symbols, cultural products and cultural spirit. Through the survey found that cultural symbols are more easily accepted and recognized. Among them, Sun Yat-sen Memorial Hall, Guangdong cuisine, Guangdong morning tea, herbal tea and flower market, which belong to symbolic symbols and life symbols, are the most popular forms of materialization of Lingnan culture. Relatively speaking, the degree of “liking” which belongs to the materialized form of cultural product and cultural spirit is lower, and the degree of “not understanding” is higher. This is due to the fact that the symbolic symbols belonging to the cultural symbols and the life symbols have strong sensuous impact. But its spiritual core should not be neglected. For example, the Sun Yat-sen Memorial Hall is an octagonal, palace-style Lingnan building that combines Chinese and Western elements. A bronze statue of Sun Yat-sen, 5 meters high, stands in front of the Hall and bears witness to many historical events in Guangzhou. Guangzhou is an important gathering place, with a deep spiritual core, but also a rich modern value, is one of the most landmark buildings in Guangzhou.

Each materialized form of Lingnan culture contains rich spiritual kernel. In the course of investigating the cultural identity of the international dissemination of Lingnan culture of the foreign students in Guangzhou University, we carried out an intervention and control investigation. That is to say, whether the respondents have participated in the “Lingnan Cultural Experience Activity” and whether there are differences in their cognition and attitude towards the Lingnan cultural symbols they have experienced. The statistical results show that there is a significant difference, that is, the proportion of “understanding” and “liking” of Lingnan cultural symbols experienced by the foreign students who have participated in the Lingnan Cultural Experience Activity is higher. Therefore, we should combine the materialized form of Lingnan culture with the spiritual core, tell the Chinese story well, tell the story of Lingnan culture well, and use the spiritual core of Lingnan culture to endow the materialized form of Lingnan culture with more vivid and rich images. We will actively promote Lingnan culture among foreign students in universities and colleges in Guangzhou, enhance our understanding of “from nothing to something,” and actively cultivate and enhance the cultural identity for the international dissemination of

Lingnan culture. And optimize the effect of international communication.

4.2. Build a “Consortium” Cultural Communication System and “Integrate Multiple Institutions and Work in Coordination”

In February 2017, the CPC Central Committee and the State Council issued the Opinions on Strengthening and Improving Ideological and Political Work in Institutions of Higher Learning under the New Situation, requiring “the implementation of the Chinese Culture Inheritance Project. Promoting the integration of excellent traditional Chinese culture into education and teaching” (The CPC Central Committee, 2021) indicates that colleges and universities have become the main front for the cultivation of cultural identity and have better awareness, plans and objectives for the cultivation of cultural identity. However, in view of the broadness, profoundness and diversity of traditional culture, it is necessary to integrate the resources of various parties, pool the forces of various parties, and build a “consortium” communication system consisting of universities, cultural institutions, cultural platforms and cultural masters. To form a “multi-integrated, collaborative” pattern, and jointly carry out the cultivation and promotion of cultural identity and innovative dissemination work. In January 2017, the General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on Implementing the Project of Inheriting and Developing China’s Excellent Traditional Culture. Among them, regarding the “organization, implementation and guarantee measures”, it is stated that “all kinds of cultural institutions and cultural platforms at all levels should assume the responsibility of guarding, disseminating and promoting the fine traditional Chinese culture” (The General Office of the CPC Central, 2017). Museums, cultural centers, art galleries, libraries and other cultural institutions as well as intangible cultural heritage bases and cultural and educational bases in Guangdong and Guangzhou have rich traditional cultural resources. The masters of folk culture, arts and crafts and non-hereditary inheritors are also playing an active role in passing on and spreading traditional culture. They should join forces with various universities to strike out with heavy blows. In the international dissemination of Lingnan culture and education to form a brand, improve the level, strengthen the study in China in Guangzhou University of Lingnan culture awareness, and deepen the international dissemination of Lingnan culture and influence.

The library of Beijing Normal University, together with the propaganda department of the party committee of the school, the Beijing folk artists association and non-hereditary writers and artists, organized a series of “Intangible Cultural Heritage Entering Campus” including the clay figurine Zhang, Ha’s Kite, Sugar-figure blowing and Beijing dough modelling, etc. (Beijing Normal University News Network, 2019), is very popular with students; Guangdong Technical Normal University and the Foreign Students Working Committee of Guangdong Higher Education Association organized the overseas students in Guangzhou to visit the Exhibition of Ceramics in the Museum of Guangdong Province

and experience the making of Shiwan LionHer ceramic works have promoted the international spread and popularization of Lingnan culture (outh.cn, 2016); Guangdong Institute of Finance and Guangzhou Tianhe District Folk Artists Association organized students to study in Lingnan Ancient Village. The charm of Lingnan non-heritage culture, such as dragon boat, lion dance and dragon-shaped boxing, enables the overseas students to experience the broadness and profoundness of Chinese traditional culture (chinanews.com.cn, 2021). It has been reported by the website of the Ministry of Education, the People's Daily and the New Express, and has exerted great influence. It is also a successful case of coordinating the dissemination of traditional culture and fostering and enhancing cultural identity, which can be actively promoted.

4.3. Innovate Technical Means and Communication Channels, Integrate Innovation and Innovation, and Strengthen Communication

In today's world, the network has been widely used in various fields, with the high-speed development of science and technology, new technologies change with each passing day, we have entered a new media era. With the help of Internet, mobile communication and satellite network platform, new media has become the main platform for social information dissemination and education, and has deeply influenced people's work, study and life. At present, short video platforms such as Douyin, Quick Hand, and Micro Video belong to new media, and their exquisite education mode integrating strong interactivity, rich diversity of content, and language form is deeply welcomed by the broad masses of Internet users. To become the latest social and educational media, but also become an important platform for cultural communication and education. Education, as one of the important ways to promote cultural communication, has also found a perfect combination of "teaching while playing" cultural communication education on Internet social media platforms such as Douyin, Kuaishou and micro-video. And has a larger area of educational radiation, should be used as the current more appropriate cultural dissemination channels.

Short video blogger Li Ziqi spread Chinese traditional culture by shooting short videos of national style food, which quickly became popular on overseas online social networking platforms, becoming the first Chinese creator with more than 10 million YouTube fans and attracting the common attention of Internet users around the world. On the one hand, the popularity of Li Ziqi's short video works reflects the feasibility of integrating Chinese traditional culture into new technology and new media. On the other hand, short videos of traditional culture mainly convey the cultural significance of symbols in a pictorial way, which can reduce the barriers to cultural understanding caused by language barriers in cross-cultural communication (Sun & Liu, 2022). It also reflects the superiority and innovation of short video transmission of Chinese traditional culture. Therefore, we can learn from the successful mode of transmitting excellent short video works of Chinese traditional culture, rely on the short video APP

platform to shoot and produce short video of Chinese traditional culture, and broaden the channels of international transmission of Chinese traditional culture. Strengthen the promotion and dissemination to cultivate and enhance the cultural identity of the international dissemination of Chinese traditional culture and Lingnan culture, and innovate the forms and concepts of dissemination.

4.4. Promote the Construction of the Cultural Environment and the Improvement of the Cultural Quality of Citizens, Both Internally and Externally

Cultural sociology regards cultural communication as a process of individual interaction or interaction. In this survey, the overall evaluation of the image of Lingnan culture also confirmed this point. In fact, the overall evaluation of the image of Lingnan culture involves the evaluation of cultural environment and cultural quality. As for the construction of the overall environment of Lingnan culture, Guangdong Province and Guangzhou City have issued corresponding policies. The Fourteenth Five-Year Plan for National Economic and Social Development of Guangdong Province and the Outline of the Long-Range Objectives in 2035 put forward the goal of building a “strong cultural province” including “further enhancing the influence of Lingnan culture. “Emphasizing the building of international communication capacity and the building of brands for cultural exchange activities with foreign countries, to promote Lingnan culture “going out” in order to enhance the level of social civilization; In addition, specific measures such as the general survey of Lingnan cultural resources, the project of protection and utilization, and the acceleration of the construction of the Lingnan cultural center in Guangzhou (Liwan) have been taken to protect and inherit Lingnan culture. Promote the innovative development of Lingnan culture through the research and analysis of characteristic culture, educational dissemination and the cultivation of Lingnan cultural brands (*Development and Reform Commission of Guangdong Province, 2021*). The Fourteenth Five-Year Plan for the National Economic and Social Development of Guangzhou City and the Outline of the Long-Range Objectives to the Year 2035 put forward the “Four Cultural Brands” including Lingnan Culture. The Bank will accelerate the construction of core areas for Lingnan cultural heritage, innovation and exhibition in Yuexiu District, Liwan District and Haizhu District, strengthen the heritage and protection of Lingnan architecture, language, diet and traditional Chinese medicine, and centralize Lingnan culture in the Bay Area. Create cultural advantages that match economic strength, and bring out new splendor in the comprehensive strength of urban culture (*People’s Government of Guangzhou, 2021*).

In the current environment of vigorously promoting the building of traditional Chinese culture, all citizens should not be left out of the way, but should actively participate in and learn from the traditional Chinese culture and the regional culture of the region where they live. Lingnan Culture. Promote self-cultural quality, heritage of traditional Chinese culture, but also to the people around the

dissemination and promotion of traditional culture. The government departments should also actively guide and strengthen the improvement of citizens' cultural quality. Only by placing equal emphasis on both the construction of cultural environment and the improvement of citizens' cultural quality, and on both internal and external training, can a good overall image be formed. In order to do a good job for the international dissemination of Chinese traditional culture identity cultivation, promotion and innovative dissemination of good demonstration work.

5. Conclusion

General Secretary Xi Jinping stressed at the 30th collective study of the Political Bureau of the CPC Central Committee that “Chinese culture should be better promoted to go out, to be enshrined in the written language, to be transmitted as sound through the written language, and to be cultivated by people. Explain and recommend to the world more excellent culture with Chinese characteristics, embodying Chinese spirit and containing Chinese wisdom (People's Daily, 2021)”. Therefore, through the establishment of a “Lingnan Culture International Impact Assessment System”, taking the Lingnan Culture International Impact Investigation on Chinese Students in Guangzhou University as an example, In order to understand that degree of recognition of Lingnan culture and the influencing factor, a survey was carried out on the international influence of Lingnan culture among the foreign students in Guangzhou, aiming at cultivating, promoting and innovating the strategies of cultural identity in the international dissemination of Lingnan culture, this paper aims to meet the needs of the times for the international dissemination of Chinese culture and to foster and strengthen the understanding, support and identification of Chinese culture among the overseas students. And is also an active exploration to promote Chinese culture to go global.

Founding

One of the results of Guangzhou philosophy and social science project (2019-GZYB52).

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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