

# Research on the Cultural Path of Shanghai in Service to the "Belt and Road Initiative" - from the Perspective of Overseas People

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**Abstract** The "Belt and Road Initiative" has helped China strengthen economic and trade cooperation, and promote cultural exchanges with countries along the route. As an important city in China, it is a matter of great concern how Shanghai's cultural communication and development are under this broad framework and how its cultural promotion and outreach can be improved. Under the guidance of the "Shanghai Serving China's 'the Belt and Road Initiative' and the Action Plan of Bridgehead Role", this study comprehensively combs the current situation of Shanghai culture and its going-out from the overseas perception through a questionnaire survey of foreigners in Shanghai, understands the current situation of Shanghai's cultural development, and then puts forward the effective cultural path and strategies for Shanghai in service to the national initiative. The study points out that Shanghai is facing more opportunities than the cultural challenges and conflicts brought by the initiative. Given that the respondents were all foreigners in Shanghai, the representativeness of the questionnaire may be limited. However, such a small-scale survey is of certain significance to our understanding of the problems existing in the cultural promotion and communication in Shanghai.

**Keywords** Shanghai Culture, Overseas People, The Belt and Road Initiative, Cultural Path

## 1. Introduction

### 1.1. The Rise and Fall of Shanghai Culture

In the 1930s, during the Nationalist rule in China, the culture of the Shanghai School emerged under the impetus of literary schools such as Left-wing literature and the New Sensationalist literature. It is a cultural phenomenon unique to Shanghai that has evolved through continuous development, based on the traditional culture of Jiangnan in China (Wu-Yue culture) and the modern industrial civilization of European and American origin that was introduced to Shanghai after the opening of the port.

During the Republican era, Shanghai was the center of the new cultural movement, the undisputed center of literature, cinema, newspapers and publications in China, but today, it not to say center, even half of the city is in jeopardy.

When New China established its capital in Beijing in 1949, the central government ordered some of China's most famous cultural institutions, such as the Commercial Press, the China Bookstore, Joint Publishing and the magazine Observer, to move north from Shanghai to Beijing, and a large number of cultural elites passed through. The "Shanghai School in Beijing", which is very active in the capital today, is the same group of Shanghai cultural figures who were ordered to move to Beijing.

Since then, China has gradually shifted its cultural center from Shanghai to Beijing.

Nevertheless, until the 1980s, Shanghai's culture, whether in film and literature or in journalism and publishing, still had the reputation of being "half the country". As the city began its second economic rise in the 1990s, expectations were high for a cultural renaissance in the city, which, after all, had such a tradition and pedigree. More than twenty years later, not only has the international cultural metropolis not been seen, but the folklore of "Shanghai's cultural decline" still lingers today.

### 1.2. An Overview of Shanghai's Policy to Serve the "Belt and Road Initiative"

At the onset of the 21st century, the Chinese government's "One Belt, One Road" cooperation initiative offered a unique opportunity for Shanghai.

"One Belt, One Road" or "the Belt and Road Initiative" stands for "Silk Road Economic Belt" and "21st Century Maritime Silk Road". In September and October 2013, Chinese President Xi Jinping proposed the construction of the "New Silk Road Economic Belt" and the "21st Century Maritime Silk Road" respectively. The "Belt and Road Initiative" helps China strengthen economic and trade cooperation with countries along the route, promote cultural exchanges and develop hand in hand with countries along the route. However, due to the coexistence of four civilizations and hundreds of languages in countries along the route of the "Belt and Road Initiative", the huge differences often lead to misunderstanding and friction[1,2]. It is full of challenges and hidden variables for China to achieve mutual benefit and win-win results with other countries along the route.

The problems and risks of international cultural conflicts under the construction of the "Belt and Road Initiative" are mainly: ① the problems of cultural communication mode[3]; ② risks caused by cultural and religious differences[4]; ③ the cultural industry that failed to form a system, which could not become the hard power in cultural exchange; ④ obvious differences in language communication, which the accepted popular language is too single[5].

On October 11, 2017, the Shanghai Municipal Government released the "Action Plan for Shanghai to Play the Role of a Bridgehead in Serving the National "Belt and Road" Construction", which consists of 8 parts, clearly defining Shanghai's role as a bridgehead in serving the national "Belt and Road Initiative". In particular, it focuses on six special actions, such as trade, investment and cultural exchanges, and proposes 60 action initiatives. The fifth of these initiatives is on humanities cooperation and exchange, with 10 initiatives proposed to build on the construction of an international cultural metropolis, set up more exchange mechanisms and platforms for culture and

art, education and training, health and medical care, tourism and sports, and enhancing humanities cooperation and exchange across the board.

Shanghai's role in the Yangtze River Delta (YRD) region is a major pivot point on the Belt and Road, a region that links the old Silk Road with the old Maritime Silk Road and, as Shanghai's name suggests, is a combination of sea and land routes with a very strong capacity and capability. "The Belt and Road" is the rallying point and hub of the East, and Shanghai has a unique opportunity to renew its DNA and build on its soft power.

The construction of "The Belt and Road Initiative" is not only the economic and trade cooperation among countries along the route but also the process of cultural exchange and interaction among countries along the route[6,7]. Shanghai has both first-mover advantages and later challenges in this respect. Shanghai's economic geography and political status make it a strategic position of "connecting inside and outside of China" in "the Belt and Road Initiative"[8]. Shanghai culture is very inclusive, and Shanghainese's spirit of contract and honesty is Shanghai's trump card advantage in China and even in the world. The above "Action Plan" issued by the Shanghai Municipal Government aims to further clarify the direction and path in humanities exchanges and cooperation.

## 2. Objective

In historical terms, Shanghai culture between the end of the 19th century and the beginning of the 20th century was unparalleled. In terms of social structure, urban management and cultural development, modern Shanghai was unique in the world and was once known as the "Paris of the East".

However, from the perspective of cultural development, modern China is in a phase of transition from traditional culture to modern culture, and Shanghai culture is representative of that transition. It is unlikely that Shanghai culture will regain its old glory, but the future Shanghai culture will also have its own characteristics. Shanghai has a unique historical background and political status, being China's commercial and financial center, as well as an important gateway to the outside world, and a strategic position in the "One Belt, One Road" to connect inside and outside of China. In the 21st century, Shanghai's culture will make its own contribution to the development of world culture as China enters into the common progress of international urbanization.

Based on the cultural traditions, values and interests of different foreign audiences, this study will use questionnaires from expatriates in Shanghai to construct a cognitive system of Shanghai culture for international audiences, and ultimately propose a cultural path for Shanghai to serve the "Belt and Road Initiative".

### 3. Methods

#### 3.1. Questionnaire Design

Based on the cultural traditions, value systems and interests of different foreigners, led by the national "Belt and Road Initiative" strategy, this study designed questionnaires. Through the questionnaire survey of foreigners in Shanghai, the study aims to construct an overview of Shanghai cultural cognition of the overseas people.

The Questionnaire is distributed to international students in Shanghai universities and returned on the spot. A total of 140 questionnaires were sent out, and 133 were actually recovered, with a recovery rate of 95%. The survey period is from November 7, 2019, to November 27, 2019.

This study designed 50 questions based on a reasonable cultural evaluation system and designed questionnaires aiming at five factors, namely, cultural cognition, cultural media, cultural attraction, cultural innovation, and cultural expectations, so as to more accurately understand foreigners' cognition of Shanghai culture.

#### 3.2. Respondents

The respondents of this study are all foreigners in Shanghai, 98.5% of whom are overseas students and foreign teachers in Shanghai universities, aged between 18 and 25, from 21 countries, among which 11 countries are along the "Belt and Road Initiative", and the ratio of male to female basically reaches 1:1, 37.59% of them have been in Shanghai for 3 to 5 years, and 27.07% for 1 to 3 years.

Given that the respondents were all foreigners in Shanghai, the representativeness of the questionnaire may be limited. However, such a small-scale survey is of certain significance to our understanding of the problems existing in the cultural promotion and communication in Shanghai. Those who have been to Shanghai more than four times account for 55.64%. They have certain knowledge of Shanghai, and mainly undergraduate and postgraduate degrees, have a certain knowledge and cultural reserve, and have a certain cognitive and thinking ability at the same time. As the receiver of Shanghai culture and the future backbone of social development, it is of great practical significance to investigate and analyze this group, which is of reference value for their accurate cognition of the "Belt and Road Initiative".

### 4. Results

This questionnaire mainly investigates the cognition of foreigners before they come to Shanghai, and investigates the channels, and the cultural life in Shanghai after they come to Shanghai. The survey includes the respondents' understanding of cultural facilities, the channels of Shanghai culture "going out", suggestions for Shanghai

cultural development, views on the "the Belt and Road Initiative" initiative and other issues. According to the survey results, this study will analyze and discuss five factors: cultural media, cultural cognition, cultural attraction, cultural innovation and cultural expectation.

#### 4.1. Foreigners' Channels of Learning about Shanghai Culture

The survey data shows that the Internet, movies and TV are the main channels for foreigners to learn about Shanghai, with the Internet accounting for 75%, movies accounting for 42.55% and TV accounting for 33.51%, which is higher than newspapers, books and magazines, and advertisements. For the online channel, people mainly use social networks accounting for 44.68%, cell phone networks and Wikipedia account for 30.85%, and microblogs account for 26.06%. Among the respondents, young people aged 18-30 account for 86.7%, mainly international students in Shanghai, half of them are undergraduates, and 22% are high school students. For this group, online media is used more frequently than traditional media such as newspapers, books and magazines, and mobile applications have become the new favorite for use. (See Figure 1)

The result shows that North America has the highest frequency of using online channels, with 88.24%, followed by Africa and Europe with 87.5% and 82.69% respectively. In addition, we wanted to find out how people from different regions differ in the online channels they use to learn about Shanghai, so we conducted a cross-tabulation analysis for this, using nationality as the independent variable and the channel to learn about Shanghai as the dependent variable. The survey indicates Asians use cell phone networks most often, North Americans use social networks and English search engines most often, South Americans use Wikipedia most often, Europeans use social networks and online videos most often, and Africans use social networks and Wikipedia most often. Thus, it can be seen that country has an impact on people's choice of online media. (See Figure 2)

This shows that Shanghai should pay attention to the foreign Internet communication channels and the construction of a self-media network. In addition, Shanghai can selectively and purposefully place city image advertisements directly in international media.

#### 4.2. Foreigners' Concerns of Shanghai Cultural Events

According to the survey, 44.15% of people want the media to provide coverage of sports events, 43.09% of people want various exhibitions, 36.17% of people want Shanghai opera, Beijing opera, drama and ballet, while 35.64% and 24.47% of people are interested in the combination of Chinese and Western architecture as well as folk and Western art, respectively. This indicates that

people are more interested in coverage of Shanghai sports events and various exhibitions, while cultural elements such as Shanghai opera, Beijing opera, drama, ballet, folk and Western music, and Chinese and Western art are not as highly recognized. (See Figure 3)

Meanwhile, we conducted a comparative analysis of foreigners of different genders concerned of Shanghai

cultural events and found that the proportion of men interested in sports events was higher than that of women, while the number of women interested in various exhibitions, Shanghai opera, Beijing opera, drama and ballet performances were higher than that of men, and the number of people interested in folk and Western arts was basically equal. (See Figure 4)

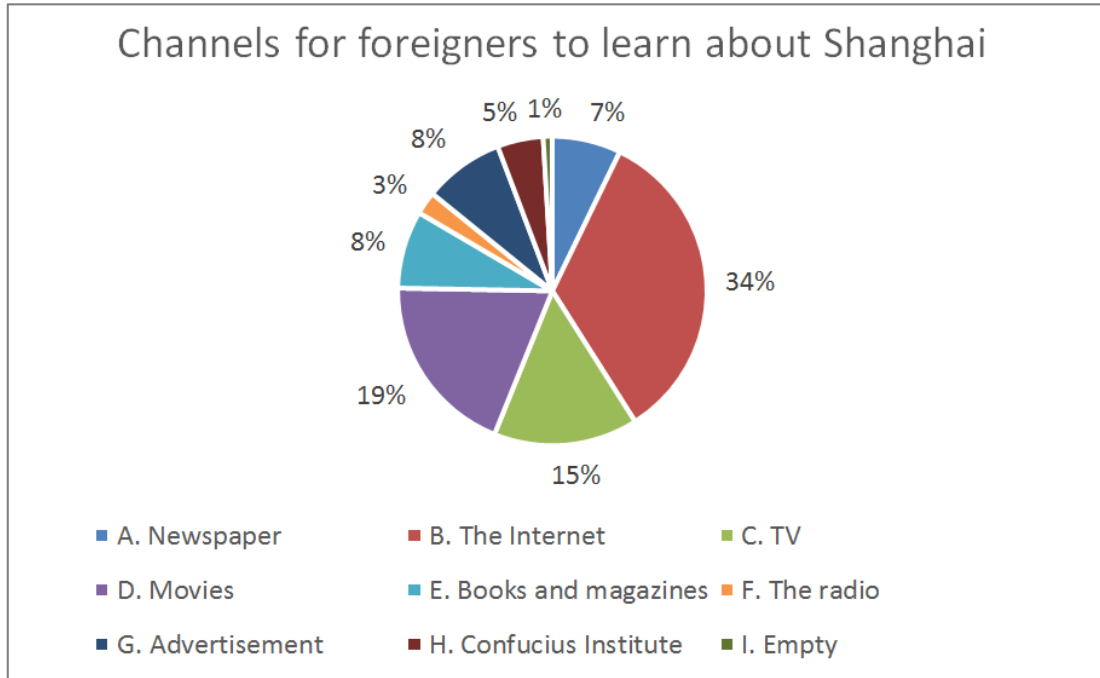


Figure 1. Channels for foreigners to learn about Shanghai

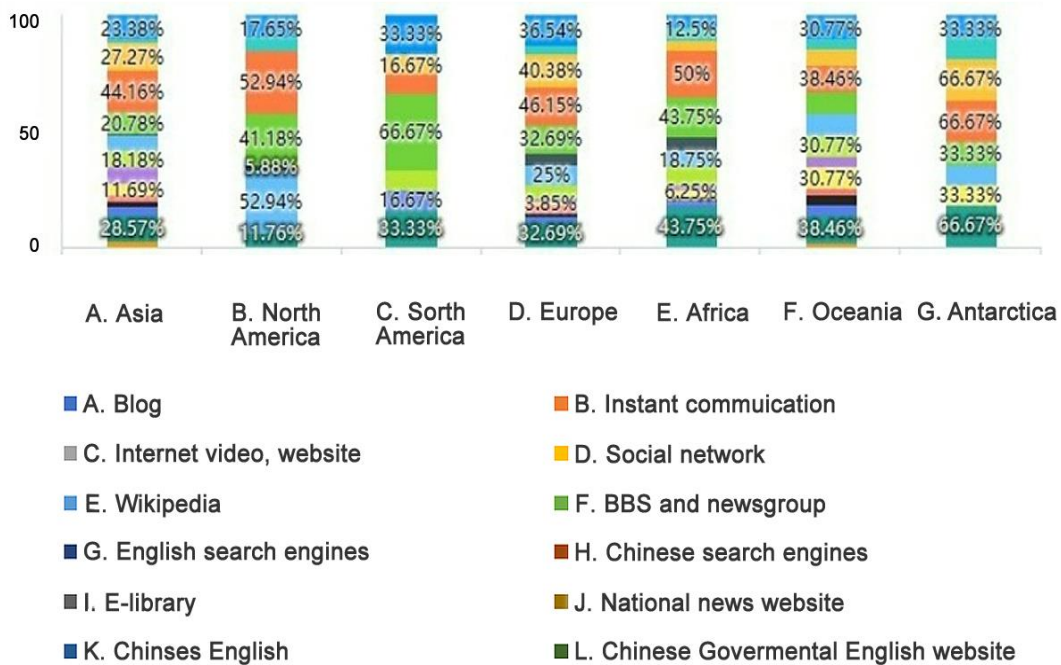


Figure 2. Online channels for foreigners to learn about Shanghai

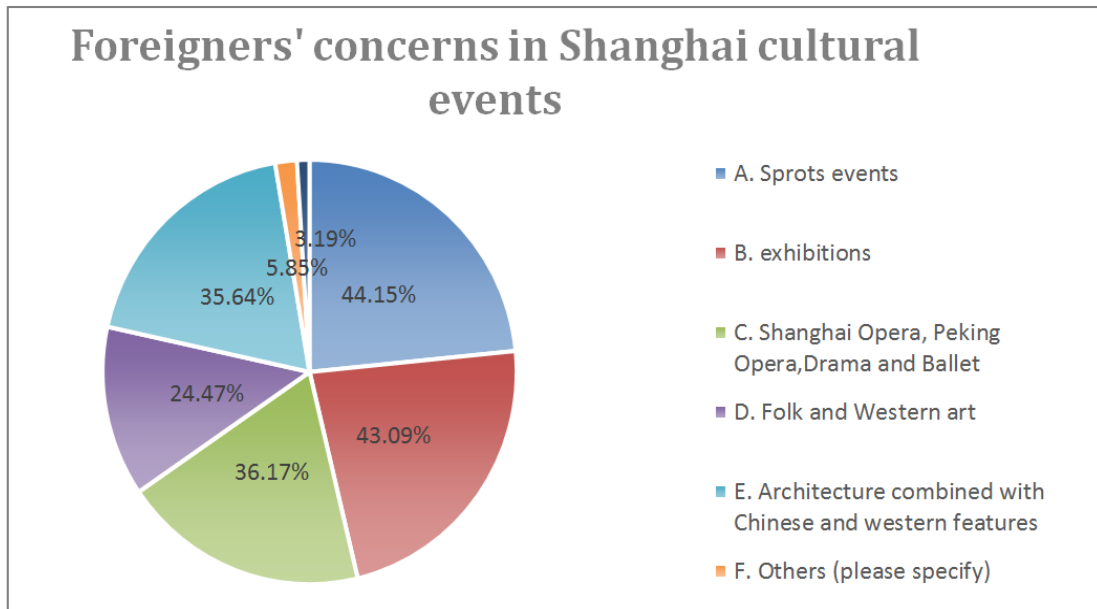


Figure 3. Foreigners' concerns in Shanghai cultural events

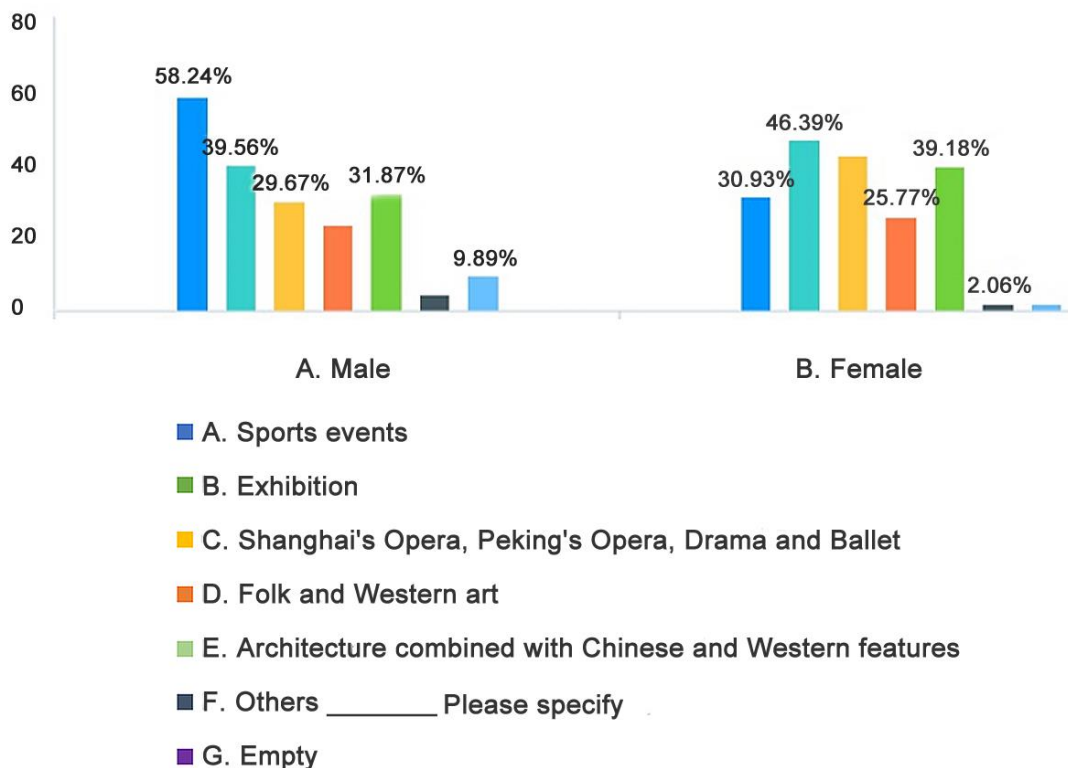


Figure 4. Foreigners' participation in Shanghai cultural events

The survey shows that Shanghai should host more sports events, art exhibitions, etc. to showcase Shanghai's international image. The promotion of cultural and social events with Shanghai characteristics as well as international influence, the construction of official publicity websites with high quality, can expand the participation of the overseas people.

The survey also conducted an investigation of the

cultural life of foreigners in Shanghai. It shows that 77% of foreigners are interested in cultural and entertainment activities in Shanghai, but more than half of them have no access to such information. 40.6% of the people said they didn't know anything about the large-scale events and cultural festivals held in Shanghai. 67.67% of people have not read the cultural works about Shanghai. 36.84% of people said that they could not improve their understanding

of Shanghai through literary works. 42.86% of people have never heard of the large-scale sports events held in Shanghai, 39.85% of people have never heard of such activities as Shanghai Arts Festival, and only 31.58% of people know about Shanghai International Film Festival.

It can also be seen from the above survey that Shanghai has failed to win the hearts of the people in the publicity of cultural events, festivals and the like, and has failed to effectively promote its cultural brand influence in external publicity. Nowadays, the Internet is so powerful that making full use of self-media such as blogs, Weibo, WeChat, forums /BBS, etc., which are obviously fast and effective publicity methods and means for cultural events, and can get good publicity effect. No matter how wonderful the official public website is, in the vast network information world, it is difficult to convey effective information to most audiences in time. In addition, it should be mentioned that the influence of Shanghai literary works has been greatly neglected. Although the creation and publication of literary and artistic works such as poetry, novels, music and dance are mostly not intended to promote the scenic resources and tourism products of a certain place. The theme and content of music, dance, poetry and sales performance can reflect the local landscape, people's thoughts and emotions. Not to mention the influence of Homer's Epic on the Greek world and *Farewell to Cambridge* gives the mysterious charm of Cambridge University in England, even in modern society, a popular song with a beautiful melody, elegant temperament, euphemism and implicature can also produce an incredible spirit.

### 4.3. Foreigners' Image of Shanghai

According to the survey, the highest proportion of the mainstream international media reports on Shanghai is the role of Shanghai in the "Belt and Road Initiative", with

21.81%, followed by regular events such as the Shanghai International Film Festival, the Shanghai International Art Festival, the Shanghai International Auto Show (17.55%), and the "Shanghai Import and Export Fair " on economic and trade development is also mentioned more often, with a proportion of 15.43%. It can be seen that the international mainstream media coverage of Shanghai is mainly on the economic aspect, which is in line with the goal of building an economic center in Shanghai, but less content for cultural coverage, which Shanghai's cultural and historical advantages are not reflected, and the proportion of tourism reports about Shanghai is also low (see Table 1).

We also analyzed the image of Shanghai presented by overseas media reports of different regions, and found that Asia reported more on international exhibitions, North America focused on the Belt and Road Initiative, and South America reported more on the role of Disneyland as Shanghai's city image, and Europe reported most on the economic and trade boost of the Fair. It can be seen that the focus of Shanghai's coverage varies by countries.

From the image of Shanghai presented by overseas media, the international mainstream media coverage of Shanghai is mainly economic aspects, while the cultural and historical advantages of Shanghai are not reflected. Shanghai should pay attention to the "tourism" and "culture" elements in the international media. It is effective to use tourism and cultural resources to promote Shanghai's special cultural resources and more attention to Shanghai's international cultural and sports activities such as exhibitions and events. For example, China International ImportExport could showcase the city's charm and enhance its international influence. The media coverage should make full use of the Shanghai International Film Festival, Shanghai International Art Festival and other high-end platforms to convey the essence of "Shanghai-style culture".

**Table 1.** The image of Shanghai presented by overseas media reports

Options	Subtotal	Proportion
A. The driving force of the Shanghai ImportExport on trade and economics development.	29	15.43%
B. The role of Shanghai in the Belt and Road Initiative.	41	21.81%
C. Shanghai International Film Festival, Shanghai International Art Festival and Shanghai International Auto Show.	33	17.55%
D. Shanghai tourism promotion	27	14.36%
E. The role of Disneyland in shaping Shanghai's city image.	29	15.43%
F. Events concerning Shanghai's social security	26	13.83%
G. Others _____ please specify.	44	23.4%
H. Empty	56	29.79%
Respondents	188	100%

#### 4.4. Foreigners' Suggestions for Shanghai's Cultural Communication

According to the data, overseas people who think that cultural communication can be carried out through citizens with the help of short video platform has the highest proportion, accounting for 38.3%, think that using traditional attractions in a modern way accounts for 35.64%, using the form of music for modern cultural communication and inviting overseas friends to live in Shanghai for a short period of time to carry out cultural exchanges both account for 28.72%, through the mass

organization of community cultural activities (such as fluorescent night running, cycling, etc.) accounted for 27.13%. (see Figure 5)

In addition, we wanted to find out if people from different regions had different views on the ways of cultural communication that could be improved in Shanghai, so this was cross-tabulated, with nationality as the independent variable and cultural communication methods as the dependent variable, yielding the result that people in Asia and Europe prefer to resort to short video methods, and people in North America and Africa prefer to modernize traditional attractions. (see Figure 6)

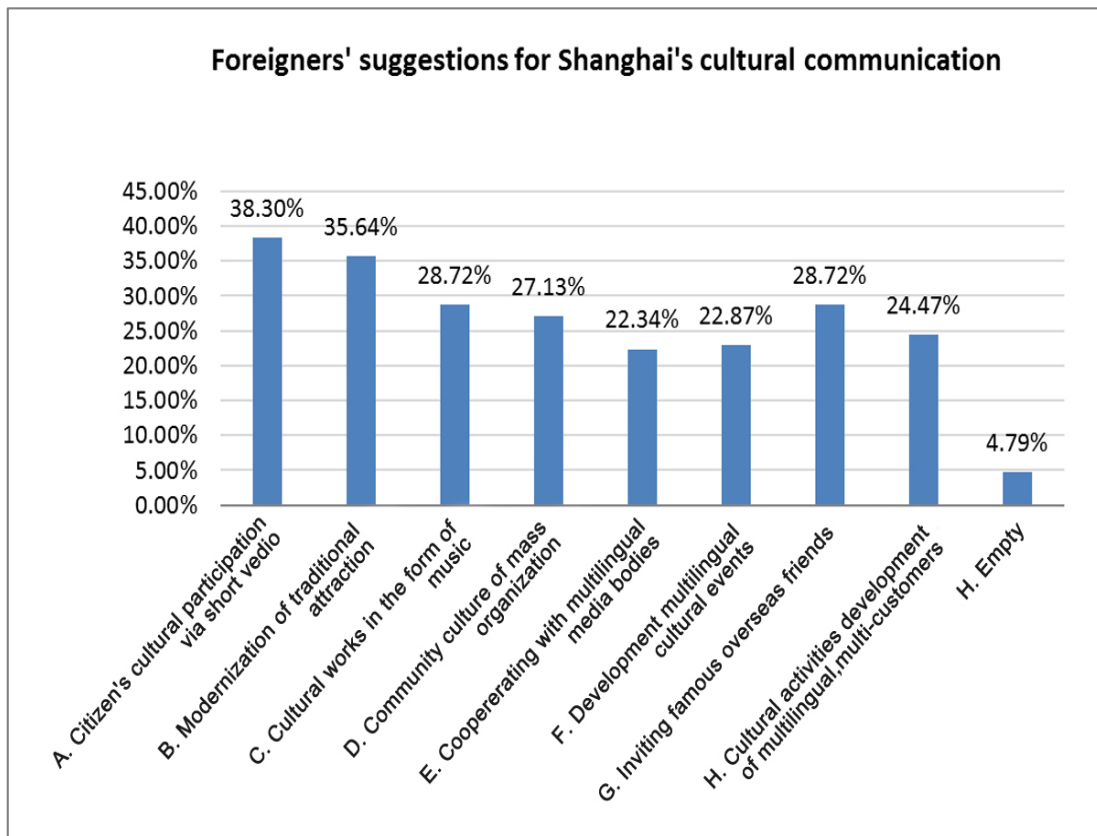


Figure 5. Foreigners' suggestions for Shanghai's cultural communication

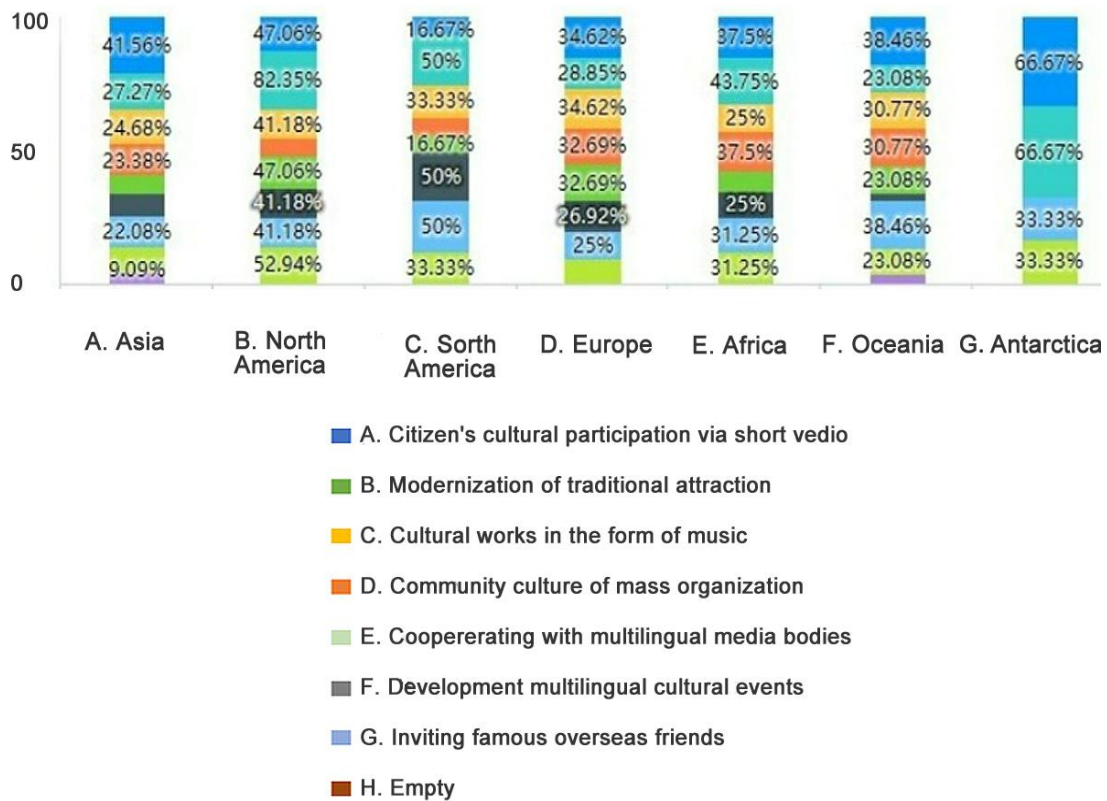


Figure 6. Foreigners' suggestions for Shanghai's cultural communication

Table 2. Channel problems in Shanghai culture's "going out"

option	subtotal	proportion
Local cultural publicity film.	34	25.56%
Video and audio products.	36	27.07%
Literature and art products.	25	18.8%
Culture trading.	39	29.32%
Government to government/corporation cooperation project.	28	21.05%
Cross-national cooperation between corporations.	23	17.29%
Promotion of self-media.	21	15.79%
Religious belief policy.	11	8.27%
Others	7	5.26%
Respondents	133	100%

#### 4.5. Foreigners' Views on the "Belt and Road Initiative"

A survey of foreigners' views on the "Belt and Road Initiative" in Shanghai shows that 75.19% of the respondents expressed a positive attitude towards Shanghai's role in the process of "the Belt and Road Initiative" cultural dissemination, and hoped to provide support for Shanghai's tourism promotion, film and television cultural works, Confucius Institute and so on.

In the channel of Shanghai culture "going out" (see

Table 2), foreigners in Shanghai think that cultural trade, film and television audio-visual products, regional cultural propaganda films, cooperation between government and enterprises, transnational cooperation of enterprises, literary and artistic works, self-media promotion and so on are the top priorities of the government's future work in cultural promotion.

According to the above survey, most foreigners in Shanghai have a positive understanding of Shanghai culture, but in fact, there is a lack of understanding channels for integrating into Shanghai culture and



participating in cultural activities, the information acquisition path is too single, and the information dissemination is not in place. Therefore, relevant institutions should actively explore the effective path of "going out" of Shanghai culture in the aspects of diversification of publicity channels, rational use of media network platforms and international cooperation of radio and television media. At the same time, in the process of cultural communication, government agencies should pay attention to the design and construction of official websites, build high-tiered official publicity websites, go hand in hand with the media platforms of non-governmental organizations and social organizations, pay attention to organizing cultural and social activities with Shanghai characteristics, host all kinds of events with international influence, expand the participation of people at home and abroad, and gradually realize the goal of "going out" of Shanghai culture. The cultivation of innovative talents, the development of cultural trade and cultural industries, international cultural exchanges and cooperation are the focus of the government future work.

## 5. Discussion

### 5.1. The Status Quo of Shanghai Culture Development and Dissemination

The development of urban culture and international communication, as an important way to enhance the competitiveness of cities, have been paid more and more attention. However, there are many problems in the development of urban culture in Shanghai, which can be seen in three aspects. One is the dislocation of cultural export consciousness. The city brand and city image are not good enough. First, there is a lack of mature and iconic international brands, and the attraction of culture is still relatively poor. Second, the communication channel is single. Traditional government-led cultural communication channels are too single under cultural globalization, ignoring rules and forcing the export of culture[9]. Third, there is a shortage of high-quality talents. Lack of compound management talents who are familiar with the international cultural market and its operating rules[10]. Lack of cultural trade talents, weak commercial operation ability, limited sales channels and imperfect international marketing system.

### 5.2. The Status Quo of Shanghai's Cultural Industry

As one of the pillar industries in Shanghai, the cultural industry plays an important role in promoting Shanghai's overall economic and social development. Although Shanghai has diversified trade entities in the export of cultural products, its strength is not strong enough [11].

The weakness of Shanghai's cultural industry can mainly be seen in the following aspects. First, the cultural export

products and services are of low grade, still dominated by tangible goods, and the export of cultural services such as design services and copyrights is weak; Second, the commercial operation mode of the cultural industry is not perfect. Third, the innovation ability of cultural trade products and services is insufficient, the scientific and technological content is not high, and the acceptance of foreign consumers is poor; Fourth, the main body of trade is weak in strength and small in scale [12]. Finally, the policy bottleneck needs to be broken through, the management system has been implemented in many ways, the promotion mechanism is lacking, and the tax system is imperfect.

Today's international cultural product and service competition have evolved into a fierce brand competition. At present, Shanghai still lacks strong cultural brands with international influence and humanistic depth and lacks well-known brands that can occupy the international market, which restricts the development of Shanghai's cultural trade[13]. Due to the lack of well-known brands, it is difficult for Shanghai's cultural products to be widely recognized and accepted abroad, thus making it difficult to enter the mainstream markets of developed countries. Compared with other provinces and regions with a faster growth rate in China, its core cultural export products are mainly concentrated in new media and visual works of art, for example, Hunan and Guangdong are dominated by new media and visual works of art.

### 5.3. Strategies for Shanghai to Serve the Cultural Path of "the Belt and Road Initiative"

Based on the above research and analysis, this study puts forward the following 12 cultural paths and strategies for Shanghai to serve China's "Belt and Road Initiative".

(1) *Establish cultural feedback centers and expand the international influence of the city.*

Set up a cultural feedback center on the Internet, and pay attention to the feedback of cultural output. At the same time, with the help of an artificial intelligence system, set up a cultural early warning mechanism to deal with cultural emergencies and news reporting mechanisms. Strengthen two-way interaction and two-way communication. Through the cultural feedback center, Shanghai can take on the responsibility of mediating cultural conflicts. With its good international reputation, relying on the "SCO" and adhering to the "Shanghai Spirit", it has solved the problem of cultural conflict in the construction of "the Belt and Road Initiative" for the country to a certain extent.

(2) *Strengthen media cooperation in countries or regions along the route to jointly build cultural brands.*

There have been successful cases of cooperation between domestic media and national media along the "the Belt and Road Initiative". For example, as early as the 1990s, Qatar TV established cooperative relations with

foreign news organizations including China Xinhua News Agency to share information resources. China's regional media and ASEAN countries also have many successful cases of radio and television cooperation. Shanghai can learn from the successful experience of media cooperation in countries along the "the Belt and Road Initiative", find new opportunities for media cooperation with relevant countries, and provide more ways for Chinese culture to "go global".

- (3) *Tell the Chinese story well, adopt the business cooperation mode, and work together to explore the cultural value resonance.*

External communication is imparting the value resonance of both sides, and storytelling is an effective way to stimulate resonance. In how to promote the modern transformation of excellent traditional culture, tell valuable stories and find cultural resonance, Shanghai can learn from the production and cooperation of the movie "Coco" and explore effective ways to open up the Chinese and foreign film and television markets. In addition, to strengthen the external communication and cultural cooperation with the areas along the "the Belt and Road Initiative", Shanghai should try her best to adopt a business model. In the past, China's radio, television and TV programs overseas have adopted the methods of giving films and aiding construction, and the results are not satisfactory. Later, commercial cooperation methods were tried, such as program revenue sharing, program exchange or co-establishment of channels. As a result, risks are taken together, benefits were shared, and the enthusiasm of the other party was greatly improved.

- (4) *Integrate cultural communication channels and enrich the mode of Chinese cultural output.*

Establish two-way communication and the way of city brand communication. The publicity effect of an excellent literary and artistic work is likely to greatly exceed the overall effect of many newspaper advertisements and news reports.

The diversified cultural export mode assisted by the government is easy to produce a synergistic effect. While the government supports, it encourages non-governmental organizations to play a role and expand the scope of cultural export from the side. Exchanges should be equal and fair, and the strength of the people should be brought into play as much as possible, both going out and bringing in.

Actively introduce the international social network platform, and the publicity of the official media and the spread of Internet culture will be carried out simultaneously, so as to create a "trinity" collaborative communication mode with local government organizations as the leading factor, the official mainstream media as the platform and the international network audience as the foundation. Taking the official exchanges and

non-governmental exchanges as the two wings, the foreign cultural exchanges will be promoted in the direction of marketization, assimilation of government-civilian associations and branding of projects, so as to develop China's cultural industry.

- (5) *Change the traditional way of international cultural exchange, and correctly guide the main folks' exchanges.*

Folk and basic level cultural exchanges are high in frequency and low in cost and can reach the inner mind of the other side, with stronger influence and persistence. More and more Chinese enterprises in Shanghai and other places are investing and setting up factories overseas. Such a huge group is at the forefront that can truly realize "people's hearts are connected". Therefore, the government can start from the individual citizens at the basic level, and then go up to the exchanges among non-governmental associations, think tanks and universities, and then the international cultural exchanges between countries, that is, the exchange subjects should sink, put the emphasis on cultural exchanges at the basic level, change the old ways of cultural exchanges, and truly make every subject with responsibility for cultural exchanges from citizens to countries play his own role.

- (6) *Carry out cross-cultural communication training, writing tutorials or brochures.*

Cross-cultural training is crucial to the success of expatriate staff. Cross-cultural training for expatriate staff can reduce the degree of cultural shock, shorten the time to adapt to the new culture and master the work in a short time. Shanghai can organize personnel to compile tutorials or brochures on the following cultural contents of countries along "the Belt and Road Initiative", and send overseas employees for training before going abroad. tutorials or brochures cover: ① practical information of local living conditions ② local political, economic and cultural knowledge ③ local cultural awareness information ④ simulation practice activities combined with cultural cognition and behavioral technology.

- (7) *Promote international cooperation and systematization of cultural products by leveraging the advantages of an open environment and free trade zone base.*

The culture industry is the hard power of cultural soft power. However, if an industrial system is not formed, the hard power in cultural exchange will not be formed. Therefore, Shanghai should benefit from its open environment and the advantages of the cultural industry base in the free trade zone, vigorously promote cultural trade, develop systematic and global cultural industries, promote international cooperation among cultural industries, and export Chinese culture to the world in an industrialized and streamlined way.

(8) *Attach importance to the development of high-quality universities and talents at home and abroad, and improve the training mechanism of compound talents.*

Establish a professional and integrated talent training mechanism. It is the foundation of talent training. In universities and academies of social sciences at all levels, Shanghai can increase the support for language professionals serving key countries of "the Belt and Road Initiative", set up interdisciplinary majors, and relevant language majors in due course, and build a talent training base for international organizations. In addition, Shanghai needs to pay attention to the introduction of domestic first-class and internationally leading innovative talents, and strengthen the gathering of internationally renowned cultural and artistic masters and creative talents. In addition, Shanghai should pay attention to the reuse of talents in non-governmental organizations. Many talents in non-governmental cultural organizations are inheritors of Chinese culture.

(9) *Improve the quality of talents, enhance the overall quality of cultural products and develop innovative cultural industries.*

The competitiveness of Shanghai's cultural exports is not strong, and one of the deep-seated reasons is the lack of innovation, absence of excavation of local culture, and shortage of distinctive personality and national characteristics. The second main reason is that the ideas and values advocated the need to be modified. The content of products operated by Shanghai cultural export enterprises, such as film and television plays and cartoons, is relatively absent in promoting "truth, goodness and beauty".

Talent cultivation needs a long-term perspective, and the cultivation of innovative consciousness should start with youngsters. In addition, it is necessary to change the current impetuous and lazy atmosphere of the film and television industries, improve the connotation construction, and emphasize the spirit of hard work and progress. In addition, Shanghai should carry out practical training and cooperation projects with cultural industry research institutions, brand culture enterprises and domestic key universities to jointly cultivate high-end talents, so as to promote innovative cultural products and improve the overall quality of the cultural industry.

(10) *Respect cultural diversity, dig deep into the needs of overseas users and turn risks into opportunities.*

The general view of people in many countries along with the "Belt and Road Initiative" is that China should provide them with funds and material support. This problem is very serious. However, risks often coexist with opportunities. Cultural differences also bring business opportunities. Understand the diversity of cultures, and the specific needs of overseas users, dig deep into the unique characteristics and attributes of export products, formulate differentiated

marketing schemes, reduce risks and remove market obstacles, so as to win market share. Xiaomi's sweeping across the Indian mobile phone market is a successful case.

(11) *Give full play to the advantages of religious resources in Shanghai and do a good job in foreign exchanges.*

There are many ethnic groups on the Silk Road, and hundreds of religions are intertwined. Since the opening of Shanghai as a port, domestic and international immigrants have become the main body of the city, and the influx of immigrants has formed the pattern of multicultural coexistence in Shanghai. In terms of religion, there are currently five religions in Shanghai: Buddhism, Taoism, Islam, Catholicism and Christianity; nine municipal religious associations; five religious schools; two publishing and religious research institutions. It can be said that Shanghai has certain advantages in religious resources. Shanghai should give full play to the positive role of religion, enhance the vitality of Chinese traditional culture, downplay politics, study the dialogue channels and interaction mechanisms among different nationalities and religions, and take solid steps to strengthen cultural exchanges among countries on the "Belt and Road Initiative".

(12) *Use the convenience of "internet plus" to promote cross-border integration and development.*

Taking advantage of the rapidity of the Internet, Shanghai should build a cultural exchange information consulting service platform that mainly serves local cultural institutions and entities, and faces domestic and foreign markets and national markets along the "the Belt and Road Initiative" to obtain the latest information on cultural investment, exchange and trade at home and abroad. Shanghai should promote cooperation between cultural trade and cultural industries, comply with the development trend of "internet plus", enhance the integration and development of Internet and cultural industries, improve exchanges and cooperation in the field of cultural creativity, and jointly cultivate cultural industry projects with regional and national characteristics.

## 6. Conclusion

This study is oriented towards the national "Belt and Road Initiative" and the "Action Plan for Shanghai to Serve the National 'Belt and Road Initiative' and play the role of a bridgehead. Based on a survey conducted by expatriates in Shanghai, the study provides an overview of the current situation of Shanghai's cultural awareness of foreigners and proposes effective cultural paths and strategies for Shanghai to serve the national "Belt and Road Initiative".

According to statistics, by 2030, nearly 60% of the world's population will live in cities, and urban cooperation is undoubtedly an important breakthrough in promoting the

development of the "Belt and Road Initiative". The challenges facing the world's development are mainly city-to-city. To implement successfully the "Belt and Road Initiative", these must be considered and carried out at the city level.

Shanghai's unique approach to the "Belt and Road Initiative" is to target the comprehensive construction of nodal cities in the relevant countries. In the field of humanistic exchanges, Shanghai has relied on the humanistic advantages of a cosmopolitan city to initiate extensive cooperation with the Belt and Road countries (regions) in the areas of culture, tourism, science and technology, education and medical care, in order to consolidate the foundation for the fulfillment of the "Belt and Road Initiative".

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