

A Study on the Ways of "Going Out" of China's Culture - Drawing Lessons from Japan's Overseas Propaganda

Yang Yi^{1,a}, He Yanyu^{2,b,*}

¹Beijing Forestry University School of Foreign Languages, Haidian, Beijing, China

²The School of Technology of Beijing Forestry University, Haidian, Beijing, China

^ayangyi199601@163.com, ^bheyanyu@bjfu.edu.cn

*Corresponding author

Keywords: Culture propaganda, Japan.

Abstract. China has a long history of traditional culture, and rich connotation, far-reaching impact. However, China's cultural industry is not compatible with China's current comprehensive national strength, cultural import and export gap is huge. Japanese history is not as long as China, and also deeply influenced by China, but Japan has strong cultural output ability. The purpose of this paper is to explore the good strategy of "going out" of our culture through the analysis of Japanese foreign culture propaganda.

1. Introduction

China since ancient times has a cultural power, with incomparable wonderfulness, so that the world envy of the culture. But also in foreign countries can see a lot of Chinese elements. Japan and China, compared with the cultural heritage is far from our deep, but in the cultural output has achieved good results, and we can be said to be "no more than." It is worth our thought. We need to explore the underlying causes, to carry forward our excellent culture, so that our culture inherited long.

China and foreign exchanges have since ancient times, such as Xuan Zang went to India to learn, Jianzhen travel to Japan, Zheng and the Pacific and so on. Which can be regarded as "cultural diplomacy" is only a handful; cultural communication is only as an attachment and exists. Although our culture is broad and profound, it seems that it does not always take the initiative to spread out, only to our own culture of great attraction, to make countries to study in China. Japanese culture is deeply influenced by China. Our people are one of the reasons for cultural transmission, but more often they send messengers to China to study and bring Chinese culture back to Japan.

2. The Present Situation of China's Cultural Dissemination

The globalization of modern means of communication has brought unprecedented opportunities and challenges to the spread of Chinese culture. In the modern communication carrier, the way, the channel and so on faces many problems, its transmission carrier, the way to the main official, and the form is relatively single, the old-fashioned, the lack of creativity, and our country's economic development and development of the image of a long history of incompatible.

To Confucius Institute, for example, China has built more than 300 Confucius Institutes overseas, and is an important carrier for the dissemination of Chinese culture. ^[1]But at present, Confucius Institute is facing a huge challenge. The first is the development of large-scale but the effect of communication is urgent to improve, according to statistics, China's domestic reports for the Confucius Institute far more than all the world's English media coverage. And then teaching methods, teaching materials did not make a breakthrough, the lack of qualified training staff. Some teachers in the teaching of Chinese, will choose the film as a way of teaching. In the choice of film theme, we must take into account the student's national culture. It is very appropriate if the film is patriotic education in the country, but the Americans will feel incredible when watching, and even think that China is cultivating small terrorists. Ignoring cultural differences, in accordance with the "Chinese

thinking" to carry out teaching is very easy to commit the problem. In addition, there is a lack of interaction with the local community in the Confucius Institute, and is not actively involved in the social development of the host country. This has led to the difficult integration of Confucius Institutes into the local cultural and social environment, and it is difficult to influence the local community to a greater extent.

3. A Probe into the Strategy of "Going Out" in Chinese Culture

3.1 The Promotion of Language. At present, Chinese is the world's most populous language, but its influence is far less than English. In addition, Japan is also trying to promote Japanese, there are many people are learning, but also to let the Chinese feel the unprecedented pressure.

China and Japan are not the same language promotion agencies. The Chinese Ministry of Education has set up an office of the National Promotion Center Group for Chinese National Chinese Language and the Confucius Institute as an international institution for language promotion. Japanese international promotion is mainly done by the central administrative agencies, administrative bodies, public welfare and other institutions. Chinese and Japanese language promotion model is not the same. Japanese international promotion is of policies and regulations to protect, by the multi-agency collaboration to send teachers to overseas. Chinese international promotion is presided over the work to Confucius Institute for the position; the Government strongly supports and actively participates in it.

It is noteworthy that Japan has a lot of corporate and corporate associations involved in the promotion of Japanese, and the role of these civil institutions cannot be underestimated. In the process of promoting Chinese, the government's support on the surface is too much, and most of the work in Japan is carried out through colleges and universities and private channels, the government only in the back of supporting role. The reason is simple, too much of the regional cultural propaganda and the promotion of a language may directly or indirectly lead to the recipient country intentionally unintentional boycott, let alone in the field of ideology and many countries there are differences in the impact. If too much publicity to promote Chinese, the effect is likely to be the opposite, we will produce unexpected obstacles to our work.

Therefore, we should launch more private institutions to participate in cultural communication, to encourage more enterprises, colleges and universities to promote the Chinese, and give them enough support.

In addition, Japan has a relatively high level of Japanese language requirements for Japanese teachers, but there is no high level of foreign language requirements, and China in the selection of Chinese teachers, the level of foreign language is also required. From the current level of Japanese promotion, the Chinese teachers should not have too high foreign language requirements, but the Chinese level must be tough can be. We should also encourage more volunteers to participate in the spread of Chinese.

3.2 The Promotion of Cultural Image. China has a lot of excellent, memorable cultural image, such as Mulan, Wukong, and Panda and so on. Among them, Mulan also boarded the Hollywood screen, known to the world. "Kung Fu Panda" is also the two Chinese elements - Kung Fu and Panda, onto the screen, has achieved great success. But it is worth noting that the Hollywood film is only borrowed from the Chinese cultural image, but did not put the connotation of Chinese culture into them, so we also need to guard against the adverse consequences of this situation. But we are fully capable of clutching the propaganda of our culture in our own hands. It is only that China has not yet used these resources well.

Japan has no such a long history of our country, but it has a lot of successful cultural image, such as the arm Astro Boy, Hello Kitty, etc., in recent years, Kumamoto bear also swept the world, set off another wave.

For the reasons for its success, you can find the following points: First of all, Kumamon break the "dimension" of the restrictions, each site activities can interact with the audience contact, enhance people's sense of intimacy; Second, Kumamon achieve a full range of social media infiltration.

Kumamon in Twitter, Facebook and other social media have registered the official account, and timely push all kinds of information related to their own, to maintain the update activity, harvest a large number of fans. While China's main social media Sina microblogging, is Kumamon to promote the main positions. In addition to the "encounter Kumamoto" this account by the Japanese Kumamoto County, an official organization registered, which by the Chinese fans spontaneous formation and push the content.

Even if there is no attention to these microblogging, and almost all will be concerned about the object forward. Whether it is video, photos or spoof expression package, and even which a peripheral product is very novel, can reach a wide range of communication coverage. The reason why this content can receive a very good communication effect lies in the content of its interesting level. Kumamon what stupid things done, what is difficult to complete the action, and made any mistakes, can be the object of being spread, social media, real-time update features for Kumamoto's "brush screen" provides the possibility of non-repetition And will not lead to the audience tired, but has been in the state of expectation, hoping to see Kumamon and what new trends and fun things. Moreover, Kumamoto's image is not completely positive; he will make some "wrong", which makes the image of Kumamon more three-dimensional, more people get love.

In addition, Kumamon in the intellectual property strategy is also worthy of reference. Based on the protection of intellectual property considerations, the use of many cartoons or cartoons are subject to licensing and payment of royalties, which of course is conducive to the protection of copyright, but also for its image of the diversified development of virtually established a barrier. In this regard, Kumamoto's strategy is worth learning from. Kumamoto's image is authorized to use the application system rather than commercial authorization, as long as through the Kumamoto County Office audit, to prove that the goods will help the publicity of Kumamon, or use Kumamoto from the agricultural raw materials can be used free of charge. Although this will make the royalties charged greatly reduced, but the income from the Kumamoto County is very beneficial in terms of income. Since there is no need to take into account the issue of infringement of intellectual property rights, many audiences and other business organizations are willing to take the initiative to create products or services related to Kumamon. Therefore, there is a lot of related products sold in places outside Kumamoto Prefecture, and this kind of retreat strategy attracts more than 3600 applications in the first year of opening.

China's panda is also a very good material. Panda famous world, in the hearts of the people have a good image. If the panda can also be some of the surrounding products, I believe that can achieve good benefits. In addition, the provinces and cities can rely on regional advantages, to create their own region of the mascot and cultural image, the strategy is appropriate, you can get the same success as Kumamoto.

3.3 Cultural Brand Building. Japan's cultural products are well-known in the world, such as animation, games, tourism, film and television is a very good representative. Japan is an animated power. In 1963, Japan's Tezuka Pest control of the first TV animation "Astro Boy" in the United States after the broadcast, was a great success, and later in China, including China, including more than 40 Asian countries broadcast, become a milestone masterpiece that influenced a generation.^[2] The Japanese government is aware of the unique advantages of animation in the dissemination of cultural industries, and explicitly calls for the dissemination of the mainstream culture, values and lifestyles of Japan through animation as the carrier, and continues to become Japan's important foreign cultural strategy. In addition, the Japanese game industry also occupies a pivotal position in the international market. Japan's karaoke, cartoons, comics, and game software are passed around the world like business cards, carrying Japanese cultural ideas (such as the Astro Boy is a symbol of tenacity, a clever break is a symbol of wisdom, thousands and thousands Looking for a symbol of courage, etc.), penetrate every corner of the world, to show the world an indomitable, diligent and enterprising national image. Not only that, Japan is also good at borrowing our culture, in turn, profit. Famous "Journey to the West", "The Romance of Three Kingdoms" story by the Japanese made into anime and the game and earn pours.

China's cultural market to foothold in the international cultural market, we must keep pace with the times, the innovation of traditional cultural resources, to create a large number of both on behalf of the Chinese nation and the international cultural market to accept, with independent intellectual property rights of outstanding products, spread to the world Own ideas and culture.

To "localize" to the target market penetration, it is important to be able to grasp cultural differences in the process of bringing cultural products into the international market. One cannot "do as the Romans" cultural products will inevitably "acclimatized", it is difficult to win in the fierce market competition. In the process of international marketing of cultural products must maintain the essence and connotation of national culture; and stressed the full use of local culture more agree with the way of transmission and promotion methods, appropriate adjustments to different types of national culture forms and content forms, so that the national culture Spiritual connotation can be effectively penetrated.

China's cultural and creative enterprises should establish and enhance brand awareness, speed up the change to imitate and OEM-based cultural product production model, to strengthen the enterprise product development departments to develop their functions, research and development of a large number of knowledge content, high technology content, information content The With independent intellectual property rights, original strong cultural products, the formation of fine accumulation of advantages, to create in the international cultural market to enjoy a certain reputation of Chinese characteristics of brand-name cultural products. In addition should also focus on the development of derivative products.

4. Conclusions

This world keeps changing all the time. Whether our country's culture is going out or not depends on the future development of our country. Therefore, we should learn from the successful experiences of other countries and constantly change the strategy of external propaganda and adopt diversified propaganda so as to realize the great rejuvenation of the Chinese dream.

References

- [1] Wu Ying, The Confucius Institute and the International Communication of Chinese Culture, vol.11, pp. 148-151, 2013.
- [2] Chen Wenli and Tao Xiuaao, A Study on China's Culture Propaganda Strategy, vol.9, pp. 228-229, 2012.