

# Give Full Play to the Important Role of Publishing and Media Industry in the “Belt and Road Initiative” Strategy

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With China's GDP ranked second in the world, the Chinese government proposed the strategic vision of the construction of the “Silk Road Economic Belt” and “The 21st Century Maritime Silk Road” (referred to as “Belt and Road Initiative”). As can be seen, the new central collective leadership with General Secretary Xi Jinping has the broad and long vision, coordinate the big pictures of both domestic and international situations, aim to realize the “Two Centenary” goals and great rejuvenation of the Chinese nation; not only to further enhance the level of China's opening up to the outside world to put forward major strategic vision, but also lay the foundation for the future to build a new international political and economic order. “Silk Road” in the history was not only an economical artery, but also a road of cultural communication, integration and innovation. The publishing industry has already played and will continue to play a unique and huge role in the development of the “Silk Road”.

## **I. In history, publication has played a major role in the “Silk Road”**

1. China's paper-making and printing technology spread to the West through the “Silk Road”. The spread of paper-making and printing to the West allows human civilization to say farewell to the word of talk of mouth or handwritten era, with cheap carriers and large-scale replication capabilities, the efficiency of transmission has been improved tens of thousands of times, which directly or indirectly contributed to the Renaissance of Europe. Its significance cannot be overstated. Before the invention of paper, literature carrier in South Asia, North Africa and Europe was mainly sheepskin, mud plate (Mesopotamia), leaves (India Bayeux), papyrus (Egypt) and so on. Their costs, convenience, comfort, and output has such huge gap from paper, as a world of

difference. It can be said that the paper and the printing technology are two great inventions that have changed the destiny of mankind.

2. Culture and literature in West Asia, Central Asia and other places was introduced into China mainly through the “Silk Road”. The cultural transmission has promoted the integration of the civilization of the countries along the Silk Road, which on the one hand, has brought the Chinese civilization to the world, and on the other hand, added new elements and injected new vitality to the Chinese civilization. Buddhist literature, for example, through the “Silk Road” came to China, and had significant influence on the development of the Chinese civilization.

3. Ancient Chinese literature retained a large number of records of countries along the “Silk Road” regarding the ancient society, culture, customs, economic and other aspects. These documents become an important ancient literature in the research of economy and society in these areas. The well-known “Record of Travels to Western Lands” described more than one hundred countries that Xuan Zang travelled to, and the geographical location, country profiles of more than thirty countries that he witnessed, with boundaries, climate, mountains, customs, human culture, language, religion, Buddhist temple and a large number of historical legends, myths and stories. It is a valuable study on the history, geography, religion, culture and Chinese and western transportation of Central and South Asian countries in the medieval time, but also an important literature in the study of Buddhist historiography and Buddhist relics.

The history tells us that, attributing to the spread of Chinese publishing technology and the dissemination of literature that follows, the value of the ancient “Silk Road” is greatly enhanced.

## **II. In reality, culture plays a leading role in the “Belt and Road Initiative”**

It should be said that since the reform and opening up, we have made remarkable achievements in the economic field. We procured a lot of resources from abroad, while taking advantage of our high-quality labor force, low price advantages to have mass production of products for export. After China’s GDP ranked second in the world, the world’s perception of China has changed dramatically, when cultural exchanges at became particularly important. Therefore, in the “Belt and Road Initiative” strategy, we should put the cultural exchanges in a prominent position to play its pioneering role.

1. Cultural trust is the foundation of mutual trust of human being. In the reasons for the formation of the great cohesion and solidarity of a nation, the most critical is the common culture, and some cultures are across borders, which can also bond people from different countries together. In the construction process of the “Belt and Road Initiative”, we have to spread out our nation’s outstanding culture, to get the recognition and trust of all the people of the countries along the Belt and Road. At the same time we have to study, absorb and learn the outstanding culture of the countries along the belt and road, to co-discover the beauty of human culture.

2. Cultural exchange is a bridge for human communication. To take advantage of all the ways to increase the exchange with the people of all countries along the “Belt and Road Initiative”, deepen the mutual affection, fully understand each other’s culture. And generate new cultural fusion in exchange, making it the common wealth of mankind. China as a large country's economy shall provide a platform

for the cultural exchange of Central Asia, West Asia, Southeast Asia, North Africa, and offer opportunities. In the dissemination of Chinese civilization and the new national image of China, respect the civilization of countries along the belt and road, with equal exchange, mutual understanding and to achieve common prosperity.

3. Cultural products are the common wealth of mankind. Product is the carrier of culture, and a manifestation of culture. A good literary work, a nice movie and a beautiful song carries the most beautiful cultural elements of humanity, with the power and influence across time and space. Therefore, we must produce the best cultural products to meet the demand of the people along the “Belt and Road”. We can hold cultural festivals, film weeks, book fairs, sporting events, tourism, academic conferences, etc., to establish closer relationship between Chinese people and the people along the belt and road and build strong public opinion as well as social foundations of cooperation with these countries.

In the cultural transmission of “Belt and Road Initiative”, the production and dissemination of our culture must realize six innovations: innovation of discourse system, telling a good story of China; innovation of topic content, suitable for foreign audiences; innovation of ways to promote and expand the number of readers; innovation in value Distribution to achieve win-win between China and foreign countries; innovation in enterprise management, respecting for local culture; innovation in institutional mechanisms to train professional talent.

### **III. In strategy, culture businesses play a leading role in the construction of “Belt and Road Initiative”**

The key for culture to “Go global”, is the cultural enterprises “going global”, therefore, in cultural transmission, cultural enterprises play an important role. Government set up the stage for enterprises, and enterprises play on the stage. In the global cultural market, American culture products account for 43%, European Union 34%, Japan 10%. And China only accounts for a very small proportion, about 4%, the main reason of which lies in the lack of cultural product innovation. The important reason of lack of innovation is the lack of good cultural enterprises with international influence. Enterprises with innovative features can produce good products; enterprises with marketing functions enable the spread of their products and maximize the influence; enterprises with profitable capabilities can create value, to ensure the continuity of cultural transmission.

American culture is exported mainly through US companies, such as Hollywood movies, Disney animation, McDonald’s fast food, and CNN news. The government of our country has proposed to build a number of new publishing houses with varied formats and advanced means and strong market competitiveness, to create a number of leading cultural enterprises with core competitiveness, and to construct a number of new publication media groups with strong power, strength of dissemination and public credibility, which has provided great opportunity for our enterprises to grow bigger and stronger, and to have the ability to “go global”. We should seize this opportunity to make the deployment actively.

In the docking of the state “Belt and Road Initiative” strategy, publishing and media companies can play a key role in the following two aspects.

1. Plan the publication of a number of books with the theme of the “Belt and Road Initiative”,

to carry out the “Belt and Road Initiative” theme campaign. Major domestic publishing companies and major media have done a lot of work in this respect. Currently, the “Belt and Road Initiative” theme books have become the publishing hotspot. In early 2015 Beijing Wangfujing Bookstore launched the “China and Europe, Belt and Road Initiative” theme book exhibition, with designed focus display of the “World History of Nomads” published by China Industry and Commerce Associated Press, “Silk Road” by Jiangsu People’s Publishing House, “Medieval China and Sogdia Civilization” by Joint Publishing House, “Prairie Overlord: Rise and Fall of the Early Eurasian Steppe Nomads ‘and’ Ming and Qing Dynasty and Hui Nationality History” by the Commercial Press and more than a hundred kinds of key books covering multiple categories of Silk Road history, contemporary geo-culture, religious civilization, multiculturalism, etc., to help readers understand the strategic concept of “Belt and Road Initiative”, so as to promote the Sino-foreign economic and trade cooperation.

At present, China launched the “Sino-Foreign Translation Publishing Project” with the Arab League, India, Turkey, Russia and so on, and also established the translation mechanism with Saudi Arabia, Kuwait, Kazakhstan, Mongolia, Sri Lanka, Morocco and other countries along the Silk Road, for the translation and introduction of classic works and excellent contemporary books of both countries.

Changjiang Publishing & Media is a listed publishing and media enterprise ranking top ten domestically, and the company ranks top three in the market share in the domestic market of fiction, children’s book and art book. To match the national “Belt and Road Initiative”, on the one hand, we has planned books with excellent themes, such as “Kenya Flora” (10 volumes, English version), which records the scientific name, morphological characteristics, ecological environment, geographical distribution, economic use and phenology of more than 80% of plants in Kenya, which are expected for 8000-10000 species; on the other hand, we have increased the copyright output and foreign co-publishing efforts. In the last two years, we exported 115 types of copyright, such as the Changjiang Publishing House best-seller novel “Mobile Phone” and other works export to Slovenia, Hungary, and the Arabic version of “mobile phone” was published simultaneously by press of four Arab countries of Egypt, Lebanon, Morocco and Algeria.

2. The launching and implementation of a number of projects. The domestic leading publishing groups are all in the preparation for the “Belt and Road Initiative” projects, such as the strategic cooperative partnership of Anhui Publishing Group and Poland Marsvik Publishing Group, the establishment of the New Era Printing Corporation in Russia, and the joint venture projects with Slovakia UMC Corporation.

To dock the national “Belt and Road Initiative”, Changjiang Publishing and Media have prepared eight projects. First, Sino-Africa joint research center cooperation project, which is based in Kenya; Second, the compass Thailand “Go Global” project; Third, the Nepal “China Press and Publication City” operational project; Fourth, Silk Road Hubei scholarly docking works; Fifth, “China Story” whole media internationalization content production and operation platform and demonstration application project (digital publishing projects); Sixth, international trade project (bulk goods trade, physical trade); Seventh, child educational toy products and services - Russia cooperation projects; Eighth, printing technology services export projects.

We will exhaust every effort to innovate and make our due contribution for the construction of the “Belt and Road Initiative”.