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**STRATEGIES AND INNOVATIONS OF THE CHINESE CULTURAL  
COMMUNICATION IN THE CONTEXT OF THE "ONE BELT – ONE  
ROAD" INITIATIVE REALIZATION**

Master's Thesis  
ANNOTATION  
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## ANNOTATION

*Keywords: belt and road initiative, Chinese cultural communication, strategies, innovation.*

### Relevance of the study

In the era of globalization, the Belt and Road Initiative has opened up new avenues for economic cooperation and cultural exchange between China and other nations. Chinese cultural communication is an important way to enhance China's international influence and promote mutual understanding among countries. In this context, the study of Chinese cultural communication under the Belt and Road Initiative has become a hot topic in the field of international relations and cultural studies. This research not only helps to enhance China's cultural soft power and global competitiveness but also plays a crucial role in building a community with a shared future for mankind. It provides a platform for cultural exchange and mutual learning among different civilizations. By exploring effective communication strategies and innovative practices, this study aims to bridge the cultural gaps and foster closer ties between China and the Belt and Road countries. It also contributes to the development of global cultural diversity and the advancement of human civilization as a whole.

The purpose of the study is to explore strategies and innovations of Chinese cultural communication under the Belt and Road Initiative.

The object of the study is the activities, projects, and products of Chinese cultural communication within the Belt and Road Initiative framework.

The subject of the research is Strategies and innovations in Chinese cultural communication under the Belt and Road Initiative.

### Objectives of the study:

1. To analyze the current situation of Chinese cultural communication in Belt and Road countries, including its channels, content, and audience reactions, so as to identify the strengths and weaknesses in the current communication landscape.

2. To propose a set of practical and well-targeted strategies to enhance the effectiveness of Chinese cultural communication and elevate China's international cultural influence and affinity.

3. To uncover and summarize innovative cases of Chinese cultural communication under the Belt and Road Initiative, offering inspiration for other communication activities and driving the innovation of Chinese cultural communication.

4. To build bridges for cultural exchange between China and other countries, increasing mutual understanding and respect, and promoting cross-cultural dialogues and cooperation to achieve the goal of connecting hearts and minds.

### Provision for defense:

This study employs a combination of research methods, including document research, case analysis, and the application of relevant communication theories. First, the document research method lays a solid theoretical foundation by reviewing a large number of related documents. This enables the study to grasp the existing research results and provides a theoretical background for the research. Second, the case analysis method offers practical insights by selecting and analyzing representative cases of Chinese cultural communication under the Belt and Road Initiative. These cases are carefully chosen to reflect the diversity and complexity of Chinese cultural communication, allowing the study to draw practical and specific conclusions from real-world situations. By examining these cases in depth, the study identifies both successful experiences and potential shortcomings, which are then used to propose targeted and effective strategies. Lastly, the study draws on relevant communication theories, such as the 5C model of intercultural communicative competence and the information processing learning theory. These theories provide a theoretical lens for understanding and interpreting the cases, helping to explain the mechanisms and influencing factors of Chinese cultural communication. They also offer a theoretical framework for proposing innovative communication strategies. Through these methods, the study reveals the current state, challenges, and opportunities of Chinese cultural communication under the Belt and Road Initiative. It also proposes innovative strategies and practical recommendations to enhance the effectiveness of Chinese cultural communication. The research findings not only provide valuable references for related institutions and practitioners but also contribute to the development of communication theories. The study also emphasizes the importance of cultural communication in promoting international cooperation and understanding. By enhancing Chinese cultural communication, the study aims to foster closer ties between China and other countries, promote global cultural diversity, and contribute to the building of a community with a shared future for mankind. In conclusion, this study provides a comprehensive and in-depth analysis of Chinese cultural communication under the Belt and Road Initiative. It offers practical guidance for improving the effectiveness of Chinese cultural communication and promoting international cultural exchange and cooperation. The study's findings are well-founded and reliable, ensuring the scientific nature of the research process and results.