

# A Tentative Study on the International Communication of Core Socialist Values

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**Abstract:** Core socialist values is the main leader thought for China at the present, which offers a guidance for China's future development. It was presented in recent years to apt to the new situation of China, but it's necessary to introduce the thought to the world. This article will refers to the the core socialist values and it will focus on the necessities of outbound communication and approaches to spread the values to other countries.

**Keywords:** International communication; Core socialist values; Necessity; Approach

## 1. Introduction

Core socialist values, belonging to the system of core socialist values, is one of the ideologies which leads the direction of China. Xi Jinping stressed at the national meeting about propaganda of ideology on August 19, 2013 that we should do a good job meticulously in disseminating with innovative ways, and strive to create new concept and expressions to maintain communication between China and foreign countries, tell Chinese story excellently and spread China's voice accurately. As for spread, it contains at home and abroad. With the economical globalization, the whole world has been linked together closely, thus it's necessary to propagandize core socialist values to other countries when those thoughts are comprehended at home by Chinese.

First, this article will present a brief introduction about core socialist values, which including the meaning and features about it. In the next part the necessities of international communication will be discussed. And in the end, approaches to spread outside will be analyzed.

## 2. Basic Contents of Core Socialist Values

Core socialist values reflects the radical nature and basic characteristics of the system of core socialist values, and reflects the rich connotation and practical requirements of the system too. core socialist values are the kernel of the system of core socialist values. Since the 18th national congress of the Communist Party of China(CPC) has been held, the CPC central committee attaches great importance to cultivate and propagandize the core socialist values. Xi Jinping has made important exposition and put forward explicit requirements for many times.

### 2.1. Meaning of the core socialist values

The core socialist values of China has prominent Chinese characteristics, which is formed and improved during the

process of socialist revolution, construction and reformation. Mao Zedong, Deng Xiaoping, Jiang Zemin and Hu Jintao have made great contributions to it.

The basic contents of the core socialist values contain 24 words, which has three levels: at the national level, it means prosperity, democracy, civility and harmony; at the social level it refers to freedom, equality, justice and constitutionality; and at the individual level, it illustrates patriotism, dedication, integrity and amicability.

### 2.2. Features of the core socialist values

By absorbing the essence of human thought, the CPC put forward the core socialist values to adapt to the times, which has extensive and profound historical and realistic foundation, and embodies the organic unity between the values of Marxism and Chinese traditional values. It has many features.

#### (1) Scientificity

Guided by the scientific world outlook and methodology, the core socialist values embodies the essence of socialist ideology and reflects deep understanding of ruling rule of CPC, laws of socialist construction as well as the laws of social development. Core socialist values is value system which can guide China's contemporary development and progress, based on the socialistic practice with Chinese characteristics, reflected the latest achievements of sinicization of Marxism, included the requirements of people oriented and scientific development, involved in the value goal of prosperity, democracy, civilization and harmony and so on.

#### (2) Character of the Times

Marxist thought that social consciousness stemmed from social life, and it was the thought reaction and psychological perception of social life. Its content and formation depends on the particular economic base and political superstructure, subjects to the level of development of social productivity and the corresponding social produc-

tive relations. Therefore if one sort of ideology needs to keep exuberant vitality, it must be consistent with the process of development, namely own the character of the times. In the practice of reform and opening up, the core socialist values is enriching its connotation constantly, from the two factors: prosperity and civilization in the beginning to nowadays' prosperity, democracy, civilization, all-round development of human being and harmony. With the development of the times, the connotation of core socialist values will be further enriched and developed. Thus it has the distinct feature of the times.

### (3) National Character

There are unique cultural traditions and accumulation of spirit in every nation. The establishment of a core value must be based on cultural traditions of its own nation. Abiding by the principles and direction of Marxism, connecting with Chinese traditional culture, rooting in the culture of China, and absorbing the essence of traditional culture, core socialist values shines with the brilliance of the national spirit. The unique national character made the core socialist values deeply rooted in the hearts of people and got cohesive force. core socialist values reflects many traditional thoughts, such as "harmonious and cooperative" idea---one of the basic spirits of Chinese traditional culture, and has great effect on the development of Chinese culture. To sum up, core socialist values accumulated the deepest spiritual pursuit and code of conduct of Chinese nation, conformed to the national psychology, reflected the national characteristics and embodied national character. Cohering the fundamental interests of people, expressing a common desire of people, and obtaining wide acceptance from people of all nationalities, the core socialist values is the value system with distinctive ethnic characteristics and broad public basis.

### (4) Openness

Core socialist values ties to the basic socialist system of China closely with constant fundamental value principle. At the same time, core socialist values bears the quality of advancing with the time and magnanimity of openness and inclusion, which is the unity of insistence and development, the unity of dominance and inclusion and the unity of carrying out tradition and basing on the contemporary. Core socialist values is the enriching value system with the development of times and practice, which is good at absorbing various outstanding cultural achievements created by human, and enriching people's spiritual world with thoughts reflecting the requirements of progress of times. Such openness is the source of keeping eternal vitality for core socialist values.

## 3. Necessities of Spreading to Overseas

### 3.1. To develop and improve the core socialist values as well as build discourse system

On the one hand, the characteristics of openness and the lesson of seclusion in Qing dynasty promote the core socialist values to "walk across the boundary" and get improvement in the process of crashing with other cultures. On the other hand, only in accordance with international communication, and promoting it to exchange with foreign values in a greater range, can the theory of core socialist values be raised. In closed environment, the result will be lagged behind and destroyed in the end undoubtedly.

### 3.2. To strengthen China's international competitiveness

Nowadays, core values reflects the power of a country under the background of globalization. In the *Soft Power: The Means to Success in World Politics*, Joseph S. Nye Jr, the famous American scholar pointed that the comprehensive strength of a country is mainly composed of hard power and soft power. He coined the phrase 'soft power' to describe a nation's ability to attract and persuade, which arises from the attractiveness of its culture, political ideals and policies, while hard power - the ability to coerce- growing out of a country's military or economic might remain crucial in a world of states. Nye emphasizes the importance of husbanding our military power and nurturing our soft power. It is soft power that will help prevent terrorists from recruiting supporters from among the moderate majority. And it is soft power that will help a country to succeed in world politics. Stemmed from the Chinese excellent traditional culture, core socialist values with international propaganda will let western world know more about the extensive and profound Chinese culture. It's conducive to enhance cultural self-confidence as well as reinforce China's cultural soft power.

### 3.3. To maintain the security of China's culture and get more understanding and respect from the world

There are three levels in core socialist values. The first level refers to prosperity, democracy, civility and harmony; the second level means freedom, equality, justice and constitutionality; the last level illustrates patriotism, dedication, integrity and amicability. The democracy, freedom, justice and constitutionality are covered in the western capitalist core values either, thus some westerners may deem that China plagiarized their thoughts. While there are vast differences between the two kinds of core values due to the different characters of states and the guiding ideologies. Therefore, by spreading core socialist values to the west, it's helpful for foreigners to understand the essence of Chinese core values better, alleviate misunderstanding of China and eliminate prejudice to socialist ideology. It's in China's favor to resist the threat in the field of ideology from western countries and get recognition from the whole world.

#### 3.4. To meet the requirements of cultural globalization

Nowadays, the society has entered into the stage of globalization. Globalization is not only a trend in the field of economy, it has extended to the cultural field, namely cultural globalization. Under the background of cultural globalization, various thoughts, theories and concept of values from every nations are communicated, exchanged and debated. Therefore, in China, as for the core and soul of Chinese national culture, core socialist values also needs to "go out" and expand to the world. Just as the scholar Liu Yafeng said "we are still learning from the western civilization, at the same time, China's culture should be transmitted to the west constantly. China's five thousand's culture belongs to China, but it is part of the world either." It's necessary to make contributions to the harmonious development of the world civilization. Thus introducing the core socialist values to the world is the need of the era, and the need of meeting the challenges of globalization.

#### 3.5. To promote exchanges between countries in a amicable way

The feature of openness of the core socialist values determines that spread cannot be arranged in China only. In order to meet the needs of foreign readers to learn more about China, learn about China's development tendency more accurately, and provide reference to foreign institutions, the best way is to strengthen international communication. It can get more understanding and respect, so that people from various countries can exchange their thoughts in a peaceful environment.

### 4. Approaches to Strengthen International Communication of Core Socialist Values

Core socialist values belongs to China, but it's one of the constituent part of the world either. Thus it's necessary to analyze approaches to spread to other countries.

#### 4.1. Paying special attention to the international activities

Core socialist values should be exhibited fully in the process of planning and packaging of international activities, such as website of national image, propagandistic materials, and all kinds of festivals, conventions and exhibitions, seminars, for example the "cultural week", "cultural month", "cultural year", "Chinese bridge" competition and Chinese culture and art festival. Government's diplomacy and public diplomacy, such as setting up international sister cities and strengthening cooperation with civil society, can increase the international contacts and exchanges, expand international cooperative network and promote core socialist values.

#### 4.2. Paying special attention to propaganda of brand carrier

A batch of brands with strong discernment, rich connotation and international influence should be created to promote the effective spread abroad. The Confucius institute, Peking Opera, Chinese kungfu, food and other elements will be or are being developed into the carrier of brand to spread Chinese culture and core socialist values.

#### 4.3. Pay special attention to propaganda of the media voice

As for position and orientation, the interests of the state should be placed in the first place, but in the process of discourse, international expression should be utilized to present the facts and viewpoints. When inputting China's values to foreigners, native language should be used skillfully with proper narrative techniques. So that the local people can accept the core values easily.

#### 4.4. Pay special attention to propaganda of the word of mouth

For one thing, inviting foreign elite groups with high reputation and great influence to China for visiting and investigating, so that core socialist values can be spread in the country from top to bottom. Through the real life experience of foreign students in China and the experience of traveling in China of foreign tourists, the image of unique Chinese characteristics can be presented and word of mouth of core socialist values in foreign countries will be improved. For another, a batch of professionals for cross-cultural communication, who can integrate Chinese and western culture should be cultivated, so that the continuous improvement of the influence of international spread of core socialist values can be ensured.

### 5. Conclusions

Core socialist values is the core theory of China at the present time, but it has effect on the world too, especially in the aspect of culture, economy and politics. It's necessary to diffuse it to the world. It's helpful for foreigners to learn more about China.

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