**Study on the Regional Culture of Liaoning and Chinese language International Promotion**

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**Abstract.** China implements the strategy of international promotion of Chinese language to expand the international influence of its culture. With a long historical standing, deep cultural origins and its unique regional characteristics, Liaoning is full of cultural resources and has a unique status during the course of the Chinese international promotion. Under the strategy arrangement of "the Belt and Road Initiative", Liaoning regional culture should be put forward to the world and make the Liaoning province renowned by the world, which can promote the transition of local economy and enhance the regional visibility and its image.

**Introduction**

In 2015, "Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road" jointly issued by the National Development and Reform Commission, Ministry of Foreign Affairs and Ministry of Commerce, which indicates that Liaoning is one of the major eighteen provinces delineated by the strategic focus of "the Belt and Road Initiative", and is a key window that open to the north. Therefore, actively participating in the construction of "the Belt and Road Initiative" is not only a huge opportunity but also a challenge for Liaoning province. With the rapid development of economic globalization, the economic and the international status of China greatly increase and arise. Additionally, its economic and culture draw the attention of the world. What’s more, more and more people begin to learn Chinese. All of those are mainly contribute to professional needs, business and trade activities, as well as the love of Chinese culture. Nowadays, the international promotion of Chinese language has become an important part of China's going global. Along with the popularization of language, culture has also been a bridge to communicate with different nationalities and countries. Besides, culture can promote economic and cultural development. As a part of Chinese culture, Liaoning regional culture not only has the characteristics of Chinese culture in general, but also has the unique characteristic of the Northeast. Under the current strategy of international promotion of Chinese language, it is of great theoretical and practical significance to explore the regional cultural resources in Liaoning, to take advantage of Liaoning regional culture and to improve the shortcomings of Chinese international promotion.

**Historical Origin of Liaoning Regional Culture**

Liaoning possesses a large number of archaeological sites which fully demonstrated the long history of regional culture. About 280,000 years ago, archaeologist found the early Paleolithic human: Yingkou Jinniushan. The stone tools and stoneware found are similar to the current stone stove circle at its site. About 10 million years till now, around the Benxi Temple mountain cultural sites, archaeological unearthed a large number of stones, bones, potteries and other precious cultural relics after archaeological excavations.

About 100000 years ago, Gezidong site in Chaoyang, located on the cliffs at the west bank of Daling River in Shuiquan town, Kazuo county, is a natural cave eroded by the groundwater. The cave is known as Gezidong because there are always some pigeons inhabiting in it. More than a dozen fossils of ancient humans and animals were unearthed in the Gezidong, as well as more than
300 stone implements. Therefore, the findings provided valuable information for the study of the hominids in Paleolithic.

8000 years ago, the Fuxin Zhahai sites which formed in the early Neolithic times, situated 2.5 kilometers southwest of Fuxin in Liaoning with 10,000 square meters. The site remains: burials and ash-pits. 55 buildings were discovered, which could be divided into three categories: small, medium, and large. They arranged densely and orderly. The structures of them were rounded squares called half crypt. Ash-pits divided into two kinds: irregular and round. Production tools are stone and jade. Over 200 Stone wares were mainly artifacts with less species and high quantity. In spite that Zhahai culture was in early ages of the world, it had great progress. For example, the settlement site is large with high quantity which arranged intensively and orderly. A large number of precious cultural relics unearthed are divided into three categories: pottery, stone, jade, which included pottery nearly a thousand pieces. "Yulong hometown, civilized origin." inscribed by the late Chinese famous archaeologist Professor Bingqi Su for the site of the Zhahai. It is the birth of the dragon image of the Chinese nation and a primitive word totem worship.

Over the past 5,000 years, Niuheliang archaeological site of Hongshan culture in Lingyuan brings the history of Chinese civilization 1000 years forward. The northern boundary of the Hongshan culture crossed the Xar Moron River with its deep trend toward the Inner Mongolia steppe. The eastern boundary crossed the Yiwulu Mountain and reached the eastern part of the lower Liaohe River to the Bohai Sea and the Yanshan Mountains to the North China Plain. The western sector can be identified in the upper reaches of Sanggan River in Zhangjiakou City of Hubei. After digging, people found that Niuheliang culture, including large altars, goddess Temple and stone cemetery site. And its layout and nature are similar to those of the Temple of Heaven, the Imperial Tombs and the Ming Tombs in Beijing. Precious cultural relics including the goddess head, jade ornaments, stone ornaments and a large number of sacrificial rituals with the Hongshan cultural characteristics were excavated. 5000 years ago, there was a primitive civil society with an embryonic state here. The site began to explore in 1983. In 1988, it was announced as a national key cultural relics protection units by the State Council. In 2006, it was included in the reset "China world cultural heritage list." The archaeological research of early human life sites in Liaoning has great significance to the historical inheritance of regional culture in this place, which has solidified the historical origins.

The Characteristics of Regional Culture in Liaoning

Culture is the carrier of the human spirit's way of life, and the person is the main body of the culture. The regional culture of Liaoning formed the multi-regional culture under the influence of the geographical environment, the historical environment, the frequent migration of residents and the composition of many nationalities. In addition to Han Nationality, there are Manchu, Mongolian, Hui, Korean, Xibo and other 51 ethnic minorities. By 2010, the number of minorities was 6.7 million people in Liaoning, accounting for 16.02% of the total population of the province. The number of ethnic minorities is the fifth in China, and the proportion of ethnic minorities of the total population is the tenth. It is one of the provinces with a relatively large proportion of the population of ethnic minorities.

The culture of the Han nationalities and other ethnic minorities who flourished here, are integrated into each other in the long-term production and life, which is one of the distinguishing features of the regional culture of Liaoning. Its regional culture through historical evolution, can be divided into three aspects:

The immigration culture represented by the southern Liaoning and Liaodong inshore area. In history, Liaoning located in the country's frontier, when the Central Plains war happened, many of Han people lived in the Central Plains had sought asylum in Liaoning, and they lived with all nationalities together. As early as the Western Jin Dynasty, the Central Plains regional war happened without interruption, many Han population fled to the Liaodong for refuge. Similarly, they lived with all nationalities together. So it promoted the local economic development and cultural communication between the Han and all ethnic groups objectively. Mass migration to Liaoning
began in the late Ming and early Qing Dynasty. Since the Qing Dynasty, the rulers regarded northeast region as the birthplace of the dynasty and protected it. Meantime, the ruler adopted an "off-limits" policy. But the fact of history is failed to prohibit and since the middle of the Qing Dynasty, Shandong, Hebei and other provinces still proceeded to be into the East. Large-scale immigration go into the East despite repeated prohibitions, and eventually the court is forced to allow the immigration and abolished the "off-limits" policy. In the middle of the Qing Dynasty, the number of immigrants in Liaoning was even more than the aborigines, these immigrants put their birthplace culture, customs, lifestyles and production methods to the new area, which combined with the original’s. That forms a new regional cultural pattern with innovation. The wave of immigration continued till the Republic of China period, during the 300 years, the connotation of this cultural form has been rich and modified by the successive waves of immigration, and finally precipitated in the deep cultural psychology of Liaoning people. In the regional culture of Liaoning Province, the deep and long-term pregnancy and infiltration into the "Qilu culture" and "Yanzhao culture" forms a masculine strong, enterprising spirit of the northern region.

**North multiracial culture mainly with Manchurian integration.** The diversified social form of Liaoning's ethnic blending formed objectively in the historical process of Liaoning, especially the rise and development of Manchu, which is of special significance to the development of regional culture in Liaoning. Liaoning is a place where ethnic minorities live in the north of ancient China. Each ethnic group has its own characteristic culture. Many ethnic groups have their own languages and scripts. Their cultural heritage has their unique elements. The political power established by ethnic minorities in Liaoning has created some unique cultures, such as the Goguryeo culture of the Gaogouli people, the Liao culture of the Qidan nationality, the Jin culture of the Jurchens, the Manchu culture of the Manchu people. The living customs of the ethnic minorities, such as the sleeping kang, eating hotpot, playing jacks, swinging and hanging the cradle, are all the customs which the Han nationality had not before. After long-term historical compatibility, it gradually became the regional culture of Liaoning. In the long history of Liaoning, Manchu played a particularly important role. From the 17th century, the Manchu began to rise, established the Houjin regime, and unified the Northeast and Mongolia ministries before the establishment of the Qing Empire. Nearly 400 years since the Qing Dynasty, because the Manchu and Han long-term mixed together, especially the Manchu actively learned the Han traditional culture. There is almost no difference between Han Chinese and Manchu in language, dress, customs and other aspects. Manchu has played a very important historical role in promoting the great unity of China and the development of Chinese history and culture. Manchu’s unique historical development, national consciousness, cultural patterns and its absorption of the Han culture, forms a Manchu-oriented integration of the North multiracial culture. This integration is reflected in the internal integration and external cultural absorption. These are bound to have an impact on regional culture of Liaoning, which must be paid attention.

**The Value of International Promotion of Liaoning Regional Culture**

Chinese international promotion is an important part of the current national development strategy. The promotion of Chinese language is not just a matter of the language’s promoting and disseminating. More importantly, it should spread the Chinese culture with Chinese as a carrier and put the Chinese language and culture out to the world to enhance the soft power. Under the effect of the globalization, the connection of culture with economy and politics, culture has become a symbol of national soft power. In the process of cultural exchange, each country tries to gain more national interests through the promotion of cultural soft power. Mr Brown, the British Chancellor of the Exchequer in 2003, said that the value of English exports (including English language teaching and video materials) has increased from £ 6.5 billion to £ 103 billion a year in the past five years and accounted for 1% of UK GDP. The development of English products exports is British experience, which is worth learning. Doing a good job of international promotion of Chinese can also promote the rapid development of investment, trade, and the relevant cultural industries. Liaoning is one of the eighteen provinces delineated by the strategic focus of "the Belt and Road Initiative", as the key
windows opening to the north. Under the strategy of "the Belt and Road Initiative", it will bring the advantage of Liaoning regional culture to realize the international promotion of Chinese language, help the Chinese culture go to the world, promote the transformation and development of local economy, and bring the rapid propagation of information. It not only can promote the rapid dissemination of information, but also can bring economic benefits, enhance regional visibility and regional image of Liaoning.

Advantages of Liaoning regional culture resources in Chinese international promotion. Liaoning, has a long history with rich regional cultural resources and has its unique conditions and advantages in the international promotion of Chinese.

Firstly, the historical and cultural resources. Currently, archaeological sites found Yingkou Jinniushan sites with 280,000 years, Chaoyang Gezidong cultural sites about 100000 years, Fuxin Chahai culture from 8000 years ago and the Hongshan culture of Lingyuan Niu Liang Liang from 5000 years ago. Liaoning ancestors left a lot of valuable spirit wealth and cultural heritage.

Secondly, the advantages of national cultural resources. Besides Han, there are Manchu, Mongolian, Hui, Korean, Xibe and other 51 ethnic minorities in Liaoning. There are fruitful ethnic customs, colorful national costumes, various national architecture, and distinctive national festivals. The combination of Shandong immigrants’ culture and the Manchu-Han fusion culture has brought a unique national cultural connotation and aesthetic value to the regional culture of Liaoning.

Thirdly, the tourism and cultural resources. Liaoning has natural scenery such as Qianshan, Yiwulushan, Fenghuangshan, which are renowned in China, as well as Bingyu ditch called "Northern Guilin", Benxi water hole named "the treasure of China". Additionally, it is full of cultural landscapes such as the Shenyang Imperial Palace, Zhang Shuai Fu, Hetuala City, Yalu River Bridge, Tsui Yanshan Temple and the ancient city of Xingcheng. These cultural resources are characterized by local characteristics, with a strong local style, reflecting the unique aesthetic concept of Liaoning, spiritual temperament and cultural psychology, providing a good foundation and conditions for Liaoning’s international promotion of Chinese.

Problems in the Liaoning’s international promotion of Chinese language. The important mission of Liaoning international promotion is to make the Chinese renowned and understood in the world so as to realize the harmonious development of economy and culture of IT. Although the Chinese international promotion has been promoted to the national strategic level, there are still some problems about the theoretical research and implementation in Liaoning.

Weak combination Liaoning regional culture and the international promotion of Chinese language. According to the investigation of foreign students studying in Liaoning Province, many foreign students know the Forbidden City, Badaling Great Wall, Temple of Heaven, the Summer Palace and other historical sites in Beijing, but they do not know that Liaoning is the birthplace of Manchu with a Forbidden City in Shenyang. What’s more, they don’t know that jade from Liaoning Hongshan, which forms the early Chinese jade culture as early as 5,000 years ago. The international promotion of Chinese language in Liaoning failed to make its own characteristics. The Chinese industry had not yet been formed, and the export of Chinese products was few.

The promotion of language is far superior to the spread of culture. In the current international promotion of Chinese language, the emphasis is on language promotion, which is not enough for Chinese cultures spread. In fact, cultivating foreigners’ interest in Chinese culture is more important than letting them learn language. Liaoning’s international promotion of Chinese should take the initiative to go out and take use of its geographical advantages, so that Koreans and Japanese will understand Liaoning Province and know more about its history. In this way, it will attract more foreigners to learn Chinese, so that the world truly understands Liaoning, and then understands China.

TCFL failed to form a good momentum. In Liaoning Province, there are 11 universities offering Chinese as a foreign language major. However, it failed to develop a good momentum because of the conditional restriction. Although students have the opportunity to practice teaching Chinese as a foreign language, they couldn't integrate the regional culture of Liaoning into teaching. What’s more, the research results of Liaoning regional culture can not enter the teaching environment in
These two reasons hinder Liaoning culture to go the world.

The international promotion strategy of Liaoning regional culture. In order to respond to the international promotion strategy of the Chinese language, Liaoning should explore its own educational resources through multiple levels, strengthen the protection and development of regional culture under the "the Belt and Road Initiative" policy. All of those aim to promote the regional culture of Liaoning to the world continuously and motivate the economic development of Liaoning.

Increase the support of cultural research and promotion efforts of Liaoning. Liaoning should give full play to its own advantages to create cultural characteristics of the brand and make the regional culture of Hongshan culture, Liaoqin culture, Manqing culture, immigrant culture and folklore culture more popular to expand market coverage and share of Liaoning cultural products in domestic and overseas markets. The government should integrate the main features of regional culture in Liaoning, increase investment in education and publicity and improve the awareness of Liaoning regional culture. Through the international promotion of Chinese, made the world renowned about Liaoning, and it can motivate the transformation and development of Liaoning economy and realize the harmonious development of Liaoning economy.

**Increase the professional support of Chinese as a foreign language.** As a carrier of language, we should attach importance to teaching Chinese as a second language. Outward Chinese language is a newly arisen subject and it is necessary to strengthen the construction of the subject.

Firstly, we should define the training object, have a clear professional development direction, support domestic practice base in the domestic and overseas, and establish the cooperation with foreign universities about running mechanism with the excellent geographical location of Liaoning Province.

Secondly, we should strengthen the construction of professional teachers, train academic backbones to lay a solid material foundation for the training of qualified Chinese teachers. Meanwhile, the Liaoning government should provide more opportunities for the graduates to engage in teaching Chinese as a foreign language and create conditions for cultural exchanges in other countries.

Relying on the cultural industry to increase the output of Liaoning regional cultural products. Chinese international promotion should meet the needs of the international market, industrial development and the development and export of Chinese cultural product. It is necessary to fully understanding the broad space for development and market demand of the language cultural industries. And then we should take use of the advantages of regional cultural resources in Liaoning to develop the product with the local characteristics. Furthermore, through the cultural industry market operation, we increase the export of cultural products so as to achieve the intangible transmission and promotion such as the construction of Chinese textbooks, videos and television works with Liaoning regional cultural characteristics. Besides, it is useful to promote and spread regional culture in Liaoning with the help of domestic animation industry.

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