

# Self-cultural Identity of College Teachers from the Perspective of Cross-cultural Communication of "Belt and Road" Initiative

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**Abstract:** Teachers are the most direct performers of university culture and spirit. The social identity of university teachers in contemporary society has changed. Under the background of global economic integration and social informatization, cross culture communication has become a conventional communication phenomenon. The implementation of the "Belt and Road" strategy is an effective way to enhance China's economic and cultural soft power, to enhance the degree of cultural identity, intercultural communication is multidisciplinary. In order to achieve the success of intercultural communication, it is necessary to first understand the culture of the other party and the importance of cultural identity in the process of intercultural communication. In view of the status quo of self-cultural identity and self-identity awareness of college teachers, it is urgent to update concepts and expand horizons. The concept of teachers plays an active leading role in the formation of students' cultural identity and self-identification. The cultural identity of college teachers includes specific rights and obligations, responsibilities, loyalty objects, rules of conduct, and legal reasons for the existence of such rights, responsibilities, and loyalties.

## 1. Introduction

The "one belt and one road" initiative reflects China's responsibility as a messenger of international cross-cultural communication. The Chinese nation has a civilization history of more than five thousand years and has bred a splendid Chinese culture. The goal of "one belt and one road" is the comprehensive globalization with China as the core. In this sense, the premise for achieving globalization is successful and effective cross-cultural [1]. The strategic orientation of "one belt and one road" strategy includes not only economic appeals, but also political demands and ideological output. "Culture" can be said to be one of the most frequently heard and talked about words. We usually understand it as "knowledge", but this understanding is not enough, and can not prompt its connotation and extension [2]. Cultural identity is the sharing of common cultural patterns, including beliefs, values, norms and customs. They have a common psychological feeling and consciousness in culture. And the use of culture as a relatively independent attribute forms the internal group identity of the individual. At the same time, culture is also fluid and integrated [3]. Cultural exchange is a path to communicate with different "city". The culture in human history has developed in the interaction of each other. The reference and integration between various cultures is also an important driving force for the sustainable development of culture [4]. Intercultural communication is not just a one-way global integration of cultural movements, it involves the confrontation and interaction of globalization and regionalism, homogenization and heterogeneity. While globalization has brought some cultures closer to the material level, it has strengthened the awareness of regional culture and local culture, increased the opportunities for self-identification, and made multiculturalism show the trend of conflict and integration [5].

In modern society, culture and identity often combine to form a specific cultural identity, as a group symbol for individuals or groups to define themselves, distinguish others, strengthen mutual identity and share common cultural connotations [6]. Cultural values not only regulate people's behavior, but also affect cognitive process and information processing through cognitive factors such as perception, attention and memory. It is found that Westerners tend to acquire semantic information by category, while Orientals tend to resort to contextual relations and similarities [7]. At the same time, as the soul and life of a nation, culture coexists with the nation itself which

carries this culture. Each cultural circle is formed in a specific natural and geographical environment, and the emergence and existence of each culture will have its own rationality [8]. For specific cultures and even different cultures with great differences in individual attributes, members of the community have no right to criticize and exclude other cultures under the impetus of cultural centralism, which can not bridge the gap. From the three aspects of the formulation of training objectives, the emphasis on general education and subject education, and the optimization of professional courses, the concept of curriculum design for cultivating cross-cultural competence under the vision of "one belt and one road" is put forward [9]. The "Belt and Road" pursues not the ideology or all-round liberalization, but the project landing and the shortcomings, which is what the developing countries need. The "Belt and Road" allows countries to fully participate and enjoy the benefits of international cooperation. In this study, college teachers as a cultural identity, that is, placed in the entire college organization system. Therefore, this study is based on the special structure of colleges and universities, and explores the identity and identity of college teachers under the core values, beliefs, assumptions and norms of colleges and universities [10].

## **2. Cultural Identity and Shaping of Self-Identity Consciousness**

The research on teacher identity is always related to social system and cultural change. Teacher identity is constantly positioned with social system and cultural change. In a particular historical period, the identity of teachers varies greatly in a particular country or region. As University teachers, they should maintain their persistent pursuit and dedication to knowledge, science and truth, and take the intellectuals for the purpose of academic development as their first role. Colleges and universities need a large number of intellectuals for the purpose of academic development. With their existence, colleges and universities can create scientific and cultural achievements that are really conducive to the sustainable development of human civilization. Identity is always associated with the level of development of people's self-awareness. The degree of people's self-awareness directly affects his degree of recognition of others or society. From the perspective of the history of human development and the history of individual development, every time people recognize that the emergence of self-identity crisis is accompanied by the elimination of egocentrism. Developing students' communicative competence is one of the important goals of teaching. After students learn to use foreign languages properly, they must understand the culture and background knowledge related to foreign languages. Even if the pronunciation, intonation and grammar are good, at the same time, each culture has its own system, has commonalities with other cultures, and contains regional differences and individual differences. It has certain incommensurability. If you do not understand the pragmatic laws, customs, humanities, cultural backgrounds, and meanings of words as the target language, it is difficult to conduct effective communication.

The integration of cultures is a process of contacting, communicating, innovating and integrating heterogeneous cultures. Integration reflects the tendency to seek balance in complementary and reciprocal relations, and it is an inevitable step in the process of cultural development and evolution. In cross-cultural communication, it often shows indifference and disdain to other cultural circles. This subordinate attitude has caused great obstacles to the balance of cross-cultural communication. It has no good communication effect for the dissemination of information or the construction of the overall impression of our country. Building a cooperative way of "one belt and one road" is a brand new way of international cooperation, including open, inclusive, inclusive and balanced development. The awareness of intercultural communication is weak. The lack of cross-cultural teaching training leads to the limitation of teachers' comprehensive teaching ability and the inability to analyze and explain the cultural conflicts in language from a macro perspective. The successful intercultural communication activities under the principle of cultural identity determine the degree of social development. At the same time, with the changes in social development, all parties involved in intercultural communication have influenced each other and jointly promoted the formation of social ideology and the social and cultural development and progress of all parties involved in intercultural communication. Therefore, in the important part of teaching, the orientation of cultural identity must first consider the learner's self-identity, and develop the relevant

syllabus and teaching plan according to the two factors of self-identity and cultural identity.

Cross-cultural communication is the motive force for the development and progress of culture. Nowadays, under the background of globalization, we have implemented a comprehensive, multi-angle and wide-ranging policy of opening to the outside world, and actively learn from the fresh and excellent factors of all parties. The most fundamental responsibility of university teachers is to educate and cultivate the personalized, civilized and socialized talents needed by modern society through their own academic and cultural accomplishments and unremitting exploration of knowledge. The complex internal composition of the higher education system, centered on the intersection of disciplines and institutions, subordinates university teachers to two completely different forms of organizations and places them under dual powers. A great authority lies at the department level or at the working level, where teachers not only represent their subject areas, but also work for specific institutions of higher learning. Cultural diversity and variability determine that cultural conflicts are inevitable. The core of cultural conflicts is the conflict between different values and values. The reason for cultural conflicts lies in people's recognition of different cultures, that is, people's different perceptions of self-identity and roles, that is, people's conflicts in identity; and cultural identity is often the result of cultural conflicts. Considering self-identity as a psychosocial phenomenon, thinking that identity is rooted in the individual and the shared culture, part is conscious, part is unconscious, it gives the individual life a sense of unity and continuity, and is also a kind of nature. The characteristics of existence. In cross-cultural communication, perceptual knowledge can stimulate students' interest and resonance. Foods and festivals that belong to the surface culture are more easily recognized and accepted by people, thus combining cross-cultural teaching theories with vivid cases.

### **3. Cultural Identity and Intercultural Communication and Analysis**

Cross-cultural communication inevitably contains the values and ideology of the exporter of cultural information. As long as the expression of this ideology can be conveyed in a mild and non-aggressive way, it will form a gradual phenomenon of cultural communication. In the process of intercultural communication, different cultural systems have the right to preserve and develop their own special cultures, but at the same time they must abide by a "minimum common norm", otherwise differences will not coexist. On the basis of "one belt and one road", cross culture curriculum evaluation should also involve common knowledge such as language culture, political history and legal norms in countries and regions along the border, so as to achieve mutual penetration of language and non language curriculum settings, and enable students to have a macroscopic understanding of the countries along the line. The deep souls of all parties in cross-cultural communication have infiltrated the connotations of liberal culture and freedom, equality, democracy and rule of law. Through equal cross-cultural communication forms and behaviors, the democratic spirit and rule of law spirit of society have been created. College teachers live and work in the organizational system of colleges and universities. Their understanding of themselves and the relationship between themselves and their peers directly influences their performance of their rights and obligations, responsibilities, loyalty objects and principles as university teachers, and directly affects their survival status and the construction of their life value. Higher education can better summarize the functions of current colleges and universities. It is the first priority to serve the society, and to organize the teaching and research activities of the school, not only to adhere to their own ethics, but also to meet the needs of society. To the problems in the process of cross-cultural communication and the deviation between cultures, teachers and students explore ways to enhance students' self-identity with a positive, confident attitude and cooperation.

Under the new historical conditions, the "one belt and one road" initiative is to give the ancient Silk Road more rich connotation of the times. The construction of "one belt and one road" means making a new factual interpretation of the world significance and contemporary value of Chinese culture. The core of university culture is autonomy and academic freedom, which is the need of knowledge exploration and the guarantee of University development. Teachers' identity must be based on some reflection of this university culture. From the meaning of culture, identity is the

choice of a certain culture. It is not enough to rely solely on self-sentiment and moral concept to restrict the inquiry spirit of cultural thought. Colleges and universities should establish various rules and regulations, strengthen the strength of discipline community, and promote the development and improvement of academia with the strength of group and system. To give full play to the role of discipline community in academic organization and evaluation and highlight the academic status of discipline community. By evaluating students' cultural differences between English and Chinese, similarities and differences between Chinese and Western cultural phenomena, comparison of target language culture and mother tongue culture, teachers can help students transition from "ethnocentrism" to "national relativism" and encourage them to carry forward the excellent culture of the Chinese nation confidently in their future foreign contacts. Thinking about the relevance and interdependence of different socioeconomic systems and cultural systems, understanding a world of mutual interaction and interdependence, and utoping a diverse political, cultural, and value system that allows for fundamental differences Sexual subject position, lifestyle and other cultural value systems. Under the principle of cultural identity, on the one hand, it encourages the independent development of the individuality of cultural intercultural communication, on the other hand, it also pays attention to the intercultural communication ability, team spirit, group consciousness, social ethics and legal system.

Colleges and universities have extraordinary characteristics. Under the characteristic operating mode of colleges and universities, an inclusive concept is even more needed. It will be a very applicable idea to introduce system theory and cybernetics into the management of higher education system. College itself is a complex system, and it needs a holistic perspective and a systematic concept more than any organization. As an identity in the organizational culture of colleges and universities, college teachers are more concerned with the understanding and recognition of their own survival status and value significance. Culture constantly interacts with each other, verifies each other, absorbs each other, and "self" culture takes the constant interpretation of "other" culture as a reason for its existence, and vice versa. Because only by constantly interpreting and confirming the "other" culture, can we distinguish the cultural characteristics of the "own" culture and develop with the "other" culture as a reference. Creating a certain degree of value consensus and cultural identity is the key to cohesion, promotion of cross-cultural communication and integration of various cultural conflicts. Cultural identity shapes the character, spirit, preference and mode of thinking of intercultural communication, and then influences its communicative behavior. According to the students' language level, cultural awareness and cross-cultural competence level, the evaluation results are determined to understand the students' understanding of cultural connotation and cross-cultural awareness, and gradually improve cross-cultural teaching to adapt to the new needs of the times. In the process of communication, gradually bridge the cultural gap, cultural barriers, and more importantly, it is necessary to make certain cultural individuals understand the existence of different cultures in the exchange of information, understand the connotation of different cultures, and the relative equality of culture is conducive to promoting the establishment of tolerance. Moderate cultural communication order.

#### **4. Conclusion**

This paper studies the self cultural identity of university teachers from the perspective of cross-cultural communication. The intellectuals are a whole. Only when any individual in the whole plays its role in supporting the spirit of the whole university can the independent cultural character of the university be formed. Contemporary university teachers will consciously assume the responsibility of guardian of university cultural spirit, correct cultural mentality, prudent choice of their own value, and maintain a certain tension between globalization and localization, universal value and excellent national cultural tradition. Grasp the dialectical relationship between identity and diversity, firmly defend the noble spirit of colleges and universities, and colleges and universities will become the highland of social spiritual culture, science and technology. Both sides of intercultural communication can also respect each other. The social recognition and pursuit of the culture of freedom, democracy and equality is the realistic expression of the theme of freedom,

democracy and equality and its extension. Cultural identity, which contains profound philosophy of social development, is a reflection of social belief consciousness and core values. In particular, the idea of building a community of human destiny through cooperation and building the “Belt and Road” should become the overall goal and direction of globalization transformation. Intercultural communication is a form of communication. The essence of intercultural communication is also the embodiment of the essence of communication. The requirement of intercultural communication is also the requirement of the essence of communication. In this process, cross-cultural communication as a driving force for globalization will also revitalize the vitality and vitality of the new era under the influence of the “Belt and Road”.

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