

# Approaches of Scientific and Cultural Communication Constructed by Wuhan Museum of Science and Technology in the Context of the Belt and Road Initiative

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**Abstract:** The Belt and Road initiative is in the first instance, the barrier-free communication in ideology and culture. To cooperate with the Belt and Road initiative, excellent exhibitions in cultural technology and history from other nations are brought in Wuhan Museum of Science and Technology (hereinafter referred to as WMST). WMST's own science education achievements are going global in both online and offline ways to support and get involved in the initiative and contribute to international communications.

**Keywords:** The Belt and Road initiative (BRI), Wuhan Museum of Science and Technology (WMST), Scientific culture communication, Adolescent education, Ideological and cultural communication

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## 1 The significance of the Belt and Road initiative

The Belt and Road run through Eurasia. East Asian-Pacific economic circle covers Japan and Korea, while west European economic circle includes ASEAN, Western Central Asia, North Africa and Europe. Encompassed with large population and well-developed social legal system, these regions are all committed to local economics.

According to preliminary estimation, covering the regions with 4,400,000,000 population and 21 trillion dollars economy, accounting for 63% and 29% of world output respectively<sup>[1]</sup>, Belt and Road countries become the most valuable potential economic zone of the world.

With the Belt and Road initiative promotes gradually, China communicates frequently with Belt and Road countries in politics, economy, technology and culture. How to overcome the growing propulsion resistance of inevitable conflicts on ideology and culture is becoming the primary task. To seek effective communication and close contact between Belt and Road countries is the important first-phase preparation to spur the initiative's accomplishment. Favorable communication mode implements common prosperity and exploits wider technology market for Belt and Road countries.

## 2 Efforts in support of BRI by government

The Belt and Road initiative was put forward in 2013. In March 2015, the Chinese government published the "Vision and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road". Over the past five years, the Belt and Road initiative has won positive responses from numerous countries and international organizations and has attracted worldwide attention.

The 19th National Congress of the Communist Party of China raises "Making new ground in pursuing opening up on all fronts", insists that openness brings progress, while self-seclusion leaves one behind, China will not close its door to the world, we will only become more and more open<sup>[2]</sup>. We should pursue the Belt and Road Initiative as a priority, give equal emphasis to "bringing in" and "going global", and hope to achieve policy, infrastructure, trade, financial, and people-to-people connectivity<sup>[2]</sup>.

The policies and meetings fully express the attention the party and the government draws to BRI. BRI is becoming the direction of global economic growth,

which relieves economic growth's slowdown, integrates and regroups effective resources and assets, provides novel investment orientations and ideas for large amount of idle capital.

### **3 Barrier-free communication in ideology and culture of BRI**

The Belt and Road initiative centers from China, radiates to the whole area by virtue of technology and culture, integrates resources and advantages of various Belt and Road countries to achieve common prosperity of the whole area.

Technology, category of object, with the view of finding, inducting, investigating to solve, is regarded to focus on the solutions and relevant modes of specific problems. Culture, category of thought, has differences objectively existing in different races. Bridges of communication between nations are needed to be built up to ensure the Belt and Road initiative. Adolescent is the main force of national future scientific and technological productivity, whose smooth communication is particularly important. WMST is quite experienced in adolescent technological and liberal education that could be applied to the communications of international adolescent.

### **4 “Bringing in” of WMST**

WMST introduces multinational science and technology culture. Roman Empire-mechanical engineering exhibition made by Italian Niccolai artisan family, and Maritime rights & military exhibition show us the significance and necessity to take the road of more innovative technological nation. The future fabric exhibition co-sponsored by Consulate General of France in Wuhan and WMST displays how textile industry with scientific and technological innovation and intelligent environmental protection contributes significantly to the sustainable development of ecological environment. The Korean plastic rhapsody, which reveals the history, form, application, even pollution and negative effects of plastic to the promotion of modern lives, advocates green products and garbage classification. Grassland-paradise for herbivores from Belgium, Wild animal specimen, Mystery of life-sea elves and Sea elves -jellyfish, present grandly majestic, vibrant ocean-land wildlife and marine ecosystem, which arouse human's awareness of ecological resource protection.

## **5 “Going global” of WMST**

### **5.1 Achievements of science education**

Backed by government, WMST brings in a large number of innovative technological exhibits, combines science education and science exhibition by various activities such as permanent, temporary exhibition, Technology training, science performance, scientific inquiry, science forum and summer camp etc., supplies the public with high quality of popular science education by interpretative guidance, exhibits interaction and education research. In 4 years of WMST's opening, audiences increases to 6 million, 10,000 of daily quantity on holidays and weekends, 85% from whom are teenagers and preschool children. Studies show that the intelligence, operational ability and career planning of these people have been greatly improved after being involved in the education activities of WMST.

### **5.2 Ways of cross-cultural communication**

As super large national key science education museum of public welfare, WMST combines multifunction, integrity and intelligence in one. The science education experiences collected by WMST are going global and providing references and practicalities for the adolescent and preschoolers of Belt and Road countries, which promotes the development of the Belt and Road initiative and cross-cultural communication.

#### **5.2.1 Recruit overseas students as volunteers or summer colleagues**

Our goal is to push forward the volunteer spirit of dedication, friendship, mutual help and progress, recruit overseas students as volunteers or summer colleagues, initiate multinational countries dedicate and lead people care for public welfare science popularization. By working in WMST, they learn advanced science and humanity culture of China that helps them committed to culture integration between China and their own countries.

#### **5.2.2 Science exhibitions walk into Belt and Road regions**

“Information communication-5G changes the world” displays not only the development history and prominent contribution in communications industry of Hubei province, but how 5G communication technology plays an important role in future social progress. South

China sea marine ecosystem and rich marine energy, mineral resources displayed in “The beauty of the south China sea-marine ecology and conservation”, highlights south China sea area being China’s territory, connecting pacific and Indian ocean, leading Chinese culture flow into world, making China one of the largest coastal state in the world. The excellent exhibitions above are recommended to land on Belt and Road regions.

Facing broader international environment, WMST spreads technological, local and traditional history treasure by walking out popular science education activities such as science carnival, science show, universe classroom etc., brings more detailed Chinese technology to the adolescent of Belt and Road regions. Frequent culture and technology communications advance international friendship.

### **5.2.3 Online outreach, offline study tour**

Adhering to the consistent thinking of interaction,

through social network services, apps, online live and online technology competition, WMST is releasing latest science activities with lottery or reward to attract comments and ideas. Offline study tour such like summer camp and boy scout will help spread international science & culture education. According to the speech of President Xi: The Belt and Road initiative I put forward aims to achieve win-win and shared development<sup>[3]</sup>.

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