

# "The Triple Logic of The Dissemination of the Belt and Road Initiative

Yong Cao

College of Marxism, Anhui University of Finance and Economics Bengbu, 233042 China

## Abstract

**The Belt and Road Initiative, which originates from China and is based on the world, provides a socialist solution with Chinese characteristics for the improvement of the global governance system and the exploration of a better social system for mankind, and has a global significance of global communication. "The theoretical logic of the dissemination of the Belt and Road Initiative is based on the Marxist theory of globalization and the theory of world history; the practical logic of the dissemination of the Belt and Road Initiative is based on the development deficit, peace deficit and governance deficit; the historical logic of the dissemination of the Belt and Road Initiative is based on the development deficit, peace deficit and governance deficit. The historical logic of the dissemination of the Belt and Road Initiative is based on China's excellent traditional culture and the traditional Silk Road. "The logic of struggle for the dissemination of the Belt and Road Initiative is based on the theoretical and practical struggle for the Belt and Road Initiative.**

## Keywords

"One Belt, One Road", Communication, Logic.

## 1. Introduction

"Since its inception, the Belt and Road Initiative has received wide attention from the international community and strong support from countries along the route. Good communication of the Belt and Road Initiative will help overseas countries better understand the essence of the Belt and Road Initiative and enhance its attractiveness and appeal to overseas audiences. It will also enhance the attractiveness and appeal of the Belt and Road Initiative to overseas audiences and thus better contribute to the improvement of the global governance system.

## 2. The Theoretical Logic of The Dissemination of the Belt and Road Initiative

"The dissemination of the Belt and Road Initiative is inseparable from the guidance of theory, and the Belt and Road Initiative is an inheritance and extension of Marxist world history theory and community theory.

### 2.1. The One Belt, One Road initiative cannot be disseminated without world history theory

The theory of world history is an important theoretical support for the introduction and dissemination of the Belt and Road Initiative, which was proposed by General Secretary Xi Jinping from the perspective of world history, building a new pattern of all-round and comprehensive opening of China. "By opening up the world market, the bourgeoisie has made the production and consumption of all countries worldwide, and the local, national self-sufficiency and closed-door state of the past has been replaced by the mutual intercourse of all

peoples and parties; this is true of material production and also of spiritual production, and the spiritual products of all peoples have become public property "[1]. The perspective of world history provides the basis of historical materialism for the dissemination of the Belt and Road Initiative. Marx took the development of the social division of labor as the perspective, and viewed world history as an objective natural historical process formed by the development and mutual contradictory movements of the productive forces and relations of production. In Marx's view, world history is embodied in "civil society, which includes all material interactions of individual human beings at a certain stage of the development of productive forces. It includes the whole of commercial and industrial life at that stage"[2]. Beyond the scope of nations and peoples, the productive forces and relations of production of each nation and country together constitute an organic whole. As China's comprehensive national power grows and its international status improves, on the one hand, its development becomes more and more connected with the development of the world, and its development becomes more and more dependent on the historical development of the world; on the other hand, China's development has an increasing influence and role in the world. The common development of all mankind can be achieved only on the basis of the world market, and the liberation of all mankind can be achieved only on the basis of world history.

## **2.2. The One Belt, One Road initiative cannot be disseminated without the support of Marxist community theory**

The theory of community reflects Marx's understanding of the different forms of life in human society, such as the classical ancient community, the feudal community, the false community and the true community. An examination of the historical forms of community through the lens of dependency reveals that in the stage of the association of free men, alienated dependency will be completely abandoned and the bourgeois false independence of personality will be completely discarded. The true community is the ideal society of freedom and equality, with mutual benefit between people as its value orientation. The idea of the community of human destiny as a contemporary expression of the Marxist theory of community has homogeneity with the Marxian theory of community, and at the same time brings a new perspective to the development of the Marxian theory of community. Firstly, the community of human destiny emphasizes the mutual reconciliation of special and universal interests, and secondly, the community of human destiny emphasizes the unity of ideal and reality. On the basis of the idea of the community of human destiny, the "Belt and Road" initiative has emerged in line with the trend. The "Belt and Road" is the practical path of the community of human destiny. "The Belt and Road Initiative encourages countries to actively participate in international affairs and the design of the international system, and through the construction of the Belt and Road Initiative, it promotes the common development of China and the countries along the route, and the countries along the route have formed a community of interests, responsibility and destiny with mutual political trust, cultural tolerance and economic integration. The countries along the route have formed a community of interests, responsibility and destiny with mutual political trust, cultural tolerance and economic integration. In this sense, the Belt and Road Initiative has opened up a new era of globalization with a sense of community of human destiny, a path that [3]leads to a true community of free and comprehensive development for everyone.

## **3. Realistic Logic of The Dissemination of the Belt and Road Initiative**

The complexity of the problems brought about by the era of great change urgently requires the emergence of new ideas and new solutions. "The world is so big and there are so many problems, and the international community expects to hear China's voice and see China's solutions, and China cannot be absent." President Xi Jinping has proposed the "Belt and Road" initiative to address the "three deficits", which adheres to the principle of co-business, co-

building and co-sharing, with all parties negotiating on an equal footing, sharing responsibilities and benefiting together. This initiative is the golden key to cracking the "three major deficits" in global governance.

### **3.1. The dissemination of the Belt and Road Initiative will help to solve the development deficit problem**

The development deficit stems from the imbalance in world economic development, which is the biggest imbalance in the world today, and the global development imbalance will eventually lead to the contraction of global markets and the lack of growth in the world economy. The core of the "Belt and Road" initiative is development, common development in all aspects, and the purpose of the "Belt and Road" initiative is to strengthen the complementarity of resources and technology between China and countries along the European, Asian and African routes, to strengthen economic and trade exchanges, and to promote common economic development. The "One Belt, One Road" initiative was proposed in the hope of strengthening the complementary advantages of resources and technologies between China and the countries along the route in Europe, Asia and Africa, strengthening economic and trade exchanges and promoting joint economic development. Although the countries along the Belt and Road used to be "places flowing with milk and honey", many of them have now become synonymous with conflict and turmoil as well as crisis and challenges. One of the most important means to solve the problems facing the development of the countries along the Belt and Road is to solve them through joint development. "The countries along the "Belt and Road" have very good foundations and conditions, a large market size and good resource endowments, strong complementarities with each other and great potential. The "One Belt and One Road" will bring about a high degree of integration between China and the world economy, creating a broader market and development space for all countries and bringing more positive spillover effects to the world economy. "The dissemination of the Belt and Road Initiative requires a firm grasp of development as the greatest common denominator, connecting and linking the dreams of peoples for a better life for the benefit of the people of all countries along the route.

"The Belt and Road Initiative not only reflects the inevitable requirements of China's comprehensive deepening reform, but also responds to the general trend of world economic development and is more in line with the fundamental interests of the peoples along the route, which is why it has won the enthusiastic support and wide participation of people all over the world, and has a deep economic foundation and broad development prospects for steady and far-reaching progress.

### **3.2. The dissemination of the Belt and Road Initiative will help to resolve the peace deficit**

The peace deficit stems from the deterioration of the international security environment. "The Belt and Road Initiative is not a coincidence, but an objective necessity. Building the image of a responsible great power is an inevitable requirement for China to move closer to the center of the world stage. In the context of globalization, world interaction requires a stable and harmonious social environment and a relatively inclusive and open political environment. "The countries and regions along the Belt and Road Initiative all have their own complex national situations. The Belt and Road covers many countries and involves complex regional interests, and faces many challenges such as terrorism, religious conflicts and national separatist forces. "The construction of the Belt and Road is in line with the requirements of the times of "democratization of international relations" and "common development and common security", and is committed to promoting peace and stability among regions and countries. In the process of jointly building the Belt and Road, we insist on non-interference in the internal affairs of other regional countries and refrain from seeking dominance in regional affairs or spheres of influence. We will consolidate the path of peaceful development, build consensus and strength,

and strengthen the sense of responsibility of the community of interests and destiny among countries.

### **3.3. The dissemination of the Belt and Road Initiative has helped to address the governance deficit**

The governance deficit stems from the weakening of the global governance system. The global governance system formed after the Second World War is based on the interests of some developed countries, and its global governance system is no longer adapted to the needs of today's global development, with insufficient representativeness, inclusiveness, fairness and universality. In recent years, trade protectionism has been on the rise, isolationism, populism and other anti-globalization ideas have been on the rise, the global governance system and multilateral mechanisms have been under attack, and the international community has become increasingly "decentralized" and "deconcentrated", making the existing global governance system difficult. The existing global governance system is plagued with difficulties. The "One Belt, One Road" adheres to the concept of global governance based on common consent, common construction and sharing, promotes the building of a community of interests, responsibility and destiny, builds a new type of international relations with win-win cooperation at its core, and creates a partnership of dialogue rather than confrontation and partnership rather than alliance, which responds to the inherent requirements of the change of the global governance system and manifests the principle of "one boat, one responsibility". It also provides new ideas and solutions for improving the change in the global governance system and provides new ways for the majority of developing countries to express their legitimate demands.

"The constructive nature of the Belt and Road Initiative in terms of global governance theory and international order is beginning to emerge, which responds to the urgent need for theory construction in the context of global governance deficit.

## **4. Historical logic of the dissemination of the Belt and Road Initiative**

General Secretary Xi Jinping emphasized that "understanding and respecting history will enable us to better grasp the present" and "better move towards the future"[4]. "The Belt and Road Initiative is an initiative with a romantic name and rich historical and cultural connotations, and the dissemination of the Belt and Road Initiative should follow historical logic.

### **4.1. The origin of the Belt and Road Initiative is the Silk Road**

First, the connotation of "One Belt, One Road" originated from the ancient Silk Road. From a cultural perspective, "One Belt, One Road" is another expression of the ancient Silk Road. Since the end of the 19th century, explorers entering Central Asia began to gradually use the concept of the Silk Road, and the frequency of using the expression Silk Road began to expand. During the Tang, Song, and Yuan Dynasties, the Silk Roads on land and at sea were promoted in both directions, and the Silk Road diplomacy was maintained through the economic and cultural activities of Chinese and foreign "Silk Roaders", and the seven ocean voyages of Zheng He in the Ming Dynasty accelerated the Silk Road diplomacy. The "camel caravan and goodwill", "treasure ships and friendship" due to the effectiveness of Silk Road diplomacy, "the countries along the way to exchange, learn from each other", the formation of the "Silk Road Economic Community". It can be seen that the connotation of the Silk Road is a process of continuous development, and the "One Belt, One Road" initiative is derived from the historical evolution of the concept of the Silk Road, with a certain degree of homogeneity. Second, the main content of the Belt and Road Initiative is the inheritance and expansion of the Silk Road. "The smooth flow of trade and people-to-people exchanges in the Belt and Road Initiative are, to a considerable extent, an inheritance of the Silk Road. With the opening of the Silk Road, Chinese silk, lacquerware,

ironware and other goods were sold in large quantities to the West. At the same time, jewellery, glass, grapes, cucumbers, coriander and other goods from Egypt, West Asia and other regions were also introduced to China in large quantities, and a two-way flow of commodity trade emerged. The Silk Road brought about mutual exchanges, mutual appreciation and integration between different cultures and civilizations, while bringing about trade in commodities. The "One Belt, One Road" initiative is based on the ancient Silk Road and has been expanded in accordance with the development of the world situation, further proposing the "five links" as the main content of the road of cooperation. Third, the spirit of the Silk Road embodied in the Belt and Road Initiative is a distillation and summary of the ancient Silk Road. Xi Jinping pointed out, "The ancient Silk Road stretched for thousands of miles and lasted for a thousand years, accumulating the Silk Road spirit with peace and cooperation, openness and tolerance, mutual learning and learning, and mutual benefit and win-win situation as its core. It is a valuable heritage of human civilization." [5] The Silk Road is both a road of trade and a road of friendship, and generations of Silk Road people have, through their own efforts, built ties of cooperation and bridges of peace between the East and the West. The Silk Road spirit is first of all a spirit of partnership, the "Belt and Road" advocates a new partnership of companionship and non-alignment, creating a community of interests, responsibility and destiny. Secondly, the Silk Road spirit emphasizes the correct concept of righteousness and profit. The "Belt and Road" advocates the righteousness and benefit concept of "taking into account the interests of the world", which is not only a fair and just concept of righteousness and benefit, but also a mutually beneficial and win-win concept of development [6]. It can be seen that the spirit of the Silk Road embodied in the "Belt and Road" initiative is the distillation and condensation of the Silk Road after more than 2,000 years. The "Belt and Road" initiative breaks through the simple appropriation of symbols, nesting the Silk Road factor into the historical memory and cultural context of the countries and people along the route, combining the national context of the "Belt and Road" with the civic context of the people along the route. The national context of the Belt and Road is combined with the civic context of the people in the countries along the route to arouse their strong identification with their own great history and national pride.

#### **4.2. The Belt and Road Initiative is a drawing and transformation of the excellent traditional Chinese culture**

First, the Belt and Road Initiative is a road to peace through harmony and coexistence. The idea of harmony is an important component of Chinese civilization and the core of Chinese philosophy. It emphasizes respect for and tolerance of the diversity and differences of all things in the world, the importance of not going to extremes, of resolving conflicts in a peaceful and balanced manner, and of the middle way [7]. The "One Belt, One Road" initiative is a good embodiment of the idea of harmony. First, the Belt and Road Initiative emphasizes the development mindset of harmony. "The Belt and Road Initiative is based on the principle of mutual consultation, construction and sharing, and emphasizes joint participation and common development. It respects each other's differences in ideology and national systems, and must not interfere in the internal affairs of other countries because of its own interests. When meeting with reporters after the conclusion of the Belt and Road Forum, President Xi Jinping pointed out that the construction of the Belt and Road "will not be based on ideological lines, political agendas or exclusive arrangements." [8]. Secondly, the "Belt and Road" is a road to prosperity that unites righteousness and profit. The relationship between righteousness and profit has been eloquently interpreted by thinkers throughout the ages. For example, Confucius of the pre-Qin Dynasty proposed "righteousness in profit", Xunzi proposed "righteousness in profit", and the Mohists proposed "to value righteousness in profit". In the Song Dynasty, Chen Liang and Ye Shi put forward the concept of "righteousness and profit, and the concept of merging work and will". The "Belt and Road" has well absorbed the idea of unity of

righteousness and profit in traditional culture, advocating that "we should adhere to the correct concept of righteousness and profit, put righteousness first and strike a balance between righteousness and profit, and build a global partnership with common destiny.[9] We insist on not basing our development on the interests of other countries, on the value of common prosperity, and on sharing the same boat with other countries. "The principle of cooperation of the Belt and Road is "common business, common construction and sharing", which is "not a solo performance by China alone, but a chorus of countries along the route". Therefore, it is easier to be recognized by history and accepted by the times. Thirdly, the "Belt and Road" is an open road of harmony and unity. The idea of harmonizing all states has been inherited by politicians through the ages, and applied to relations with neighboring countries. In the Zuo Zhuan, it is written that "To be kind to one's neighbors is a national treasure"[10]. The "Belt and Road" has well absorbed the idea of harmonizing all states. In the process of foreign relations, we insist on treating our neighbors as good and taking them as companions, on being good, safe and rich neighbors, and on practicing the concepts of proximity, sincerity, benefit and tolerance. It adheres to the path of peaceful development, opposes hegemonism and power politics, and is willing to live in harmony with all countries in the world and develop together. China hopes to build an open road through the Belt and Road Initiative, sharing its development experience with other countries and sharing the dividends of its reform and opening-up with other countries in the world.

"The Belt and Road Initiative transcends the divisions and cultural segregation of the world in recent times by revitalizing the ancient Silk Road civilization, integrating it into contemporary Chinese civilization and shaping it, transmitting to the world the achievements of Chinese civilization's progress, expressing the friendliness, wisdom and enthusiasm of the Chinese nation, expanding the common interests and cultural integration of the countries and peoples concerned, and attracting them to transcend the divisions and confrontations of recent times and seek and create a path of cooperation and win-win cooperation among countries. them to transcend the divisions and confrontations of modern times and to seek and create a path of win-win cooperation among nations.

## **5. The Logic of Struggle in The Dissemination of the Belt and Road Initiative**

To achieve a great dream, a great struggle must be waged. The essence of international political communication is to safeguard the national interests and ideological security of one's country. "The challenges and difficulties faced by the Belt and Road Initiative, which is not only an internal affair but also an important diplomacy involving many specific international relations, certainly require a great struggle to deal with them.

"The dissemination of the Belt and Road Initiative is not only aimed at achieving the goal of poverty alleviation and civilizational progress in the countries and regions along the route, but also at fighting the prejudices and concerns of the Western Powers and countries along the route about the Belt and Road Initiative.

### **5.1. The theoretical struggle over the dissemination of the Belt and Road Initiative**

Although the Cold War has ended, Cold War thinking still prevails from time to time. The Cold War mentality in the dissemination of the Belt and Road Initiative is manifested in the following ways. The Cold War mentality is an outdated zero-sum mentality, but many people still view the Belt and Road Initiative in this way, believing that it will fall into a Thucydides trap. In a speech on the 19th Communist Party Congress in Japan, he argued that China is challenging the world order, in particular by "planning to achieve its goals by advancing four major economic

strategies: high-tech manufacturing, the 'Belt and Road', the 5G network, and the replacement of the US dollar as an international currency with the RMB ", thus replacing the global leadership of the United States and establishing China's global hegemony. In this regard, Liu Jianfei, a professor at the Central Party School, believes that "this rhetoric of Bannan is full of cold war thinking and highly compelling [11]. In order to break this cold war thinking. China must take action to prove that the "Belt and Road" construction will not threaten any country, but will be beneficial to world peace, so as to eliminate the obstacles to the spread of the "Belt and Road" initiative from the root.

## 5.2. "The practical struggle over the dissemination of the Belt and Road Initiative

With the advancement of the Belt and Road Initiative, some European and American countries, either out of their own interests or because of their insufficient understanding of the Belt and Road Initiative or under the influence of populist thinking, have taken a narrow and one-sided view of the Belt and Road "Some countries in Europe and the United States, either out of their own interests or because they do not know enough about the Belt and Road Initiative, or because they are influenced by populist thinking, view the Belt and Road Initiative in a narrow and one-sided way, and even stigmatize or stigmatize it. In concrete terms, the Belt and Road Initiative has been misinterpreted as a restoration of the tribute system or a demonstration of State power. "Soon after the Belt and Road Initiative was proposed, Europe, the United States and Japan positioned the Belt and Road Initiative as a Chinese version of the Marshall Plan. They ignored the complementarity of industries among the countries along the Belt and Road, placed one-sided emphasis on the transfer of China's excess production capacity, ignored China's input and responsibility for the world's public goods, and wrongly considered the initiative as a means to seek global hegemony. Protecting economic interests and preserving political values are not necessarily compatible, so we see that Dutch think tanks are (economically) positive but (politically and diplomatically) cautious about China's Belt and Road Initiative, fearing "megaphone diplomacy". Some Western countries are concerned that once the Chinese model becomes a widely accepted world standard, it will squeeze out the priority and discourse that the West has enjoyed in the past, so they are attacking and maligning the Chinese model in terms of public opinion[12].

At this new stage of accelerating the dissemination process of the "Belt and Road" initiative, in the face of difficulties, challenges and risks at home and abroad that hinder the great rejuvenation of the Chinese nation, the Communist Party of China has to be bold and adept in the struggle to deal with and resolve these problems, which is a major mission of the "Belt and Road" initiative and its dissemination. This is the major mission of the Belt and Road Initiative and its dissemination.

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