



THE SPRED OF CHINESE CULTURE IN UZBEKISTAN

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ABSTRACT

Since Uzbekistan's independence, the friendship and cooperative relations between China and Uzbekistan have spanned over three decades. During this period, the two nations have experienced no significant disputes or confrontations, and their political ties have remained stable and progressively strengthened. By 2012, China and Uzbekistan further fortified their collaboration, announcing the establishment of a strategic partnership. Today, China stands as Uzbekistan's primary business partner, playing a significant role in investments as well.

The achievements of the collaboration between the two countries are substantial, especially in the field of infrastructure development. For instance, railways and highways connecting the two countries have been successfully constructed. In the energy sector, their partnership has yielded notable successes, including the laying of an oil pipeline and four natural gas pipelines to China, positioning Uzbekistan as a primary supplier of natural gas and a significant source of oil to China. Concurrently, China is the main consumer of Uzbekistan's energy, a collaboration that has boosted Uzbekistan's economy and improved the living standards of its residents. However, despite the deep economic ties, China's image in Uzbekistan still requires refinement. A majority of Uzbek citizens lack a comprehensive understanding of China, largely attributed to the insufficient promotion of China's cultural "soft power" in Uzbekistan. To foster a closer relationship with Uzbekistan and the broader Central Asian region, China needs to enhance its cultural influence.

KEY WORDS: *Chinese culture, intercultural communication, Uzbekistan, "Soft power" cultural dissemination, National image*

INTRODUCTION

After the collapse of the Soviet Union, Central Asia experienced dramatic geopolitical shocks. At that time, Russia, Turkey and Iran emerged as important players in the region. They share similar language and cultural backgrounds with Central Asia, providing a natural soil for their influence in Central Asia. But over time, an Eastern giant, China, began to emerge in Central Asia, especially in terms of economy and infrastructure.

As one of the most populous countries in the world with a large economy, China's economic size and influence continue to grow on the international stage. China's involvement in Central Asia, especially in economic and political terms, has undoubtedly had a significant impact on the pattern of the region. Uzbekistan, as an important country in Central Asia, has also felt the impact of this growth momentum from China.

Uzbekistan has unique geographical conditions. The fertile land breeds abundant agricultural products, and large amounts of natural gas and mineral resources have brought stable wealth to the country. At the same time, the country's demographic structure is changing, and the young population is gradually increasing. If they are well educated and trained, this generation will undoubtedly become an important driving force in the global economy.

Throughout history, China and Uzbekistan have had profound friendly relations, and the two countries have had close cultural,

economic and political exchanges. The ancient Silk Road is a witness to the cultural and commercial exchanges between the two countries. China has surpassed other countries and become Uzbekistan's largest economic and trade partner. The rise of China's middle class and changes in its consumption habits have brought new business opportunities to Uzbekistan's exporters, especially in agricultural products such as fruits and dried fruits. According to the latest statistical data from Uzbekistan, as of 2022, there are 15,801 foreign-funded enterprises in Uzbekistan. Among them, there are 3,156 Russian-Ukrainian joint ventures in Uzbekistan, accounting for 20% of the total; 2,204 Turkish companies, accounting for 14% of the total; and 2,141 Chinese companies, accounting for 13.5% of the total.

The Uzbek government knows that establishing close economic and trade relations with neighboring countries is crucial to the country's long-term development, especially in the current context of globalization. Uzbekistan's foreign policy has also changed accordingly, from a purely security-oriented to an economic-oriented one. Security and stability provide favorable conditions for economic growth.

China's attitude toward Uzbekistan has always been based on the principles of non-interference in internal affairs and peaceful development. Cooperation between the two countries has become increasingly close in many fields such as economy, security, and culture. Especially in terms of culture, China has realized the importance of cultural diplomacy and is improving its "soft power" through various cultural carriers such as



"Chinese fever", educational projects, national diet, sports and traditional medicine, and strengthening cooperation with Cultural exchange in Uzbekistan.

In recent years, with the proposal of China's "One Belt, One Road" initiative, the cooperation between China and Ukraine has entered a new historical stage. But in this cultural exchange, how is the spread of Chinese culture in Uzbekistan? What are the motivations, values, effects and possible obstacles behind it?

Current research on the spread of Chinese culture in Uzbekistan is still relatively limited. Most studies focus on the macro theory of cross-cultural communication, or the economic and political cooperation between China and Ukraine, but lack in-depth discussions on specific cultural communication mechanisms, effects and obstacles. In order to gain a deeper understanding of China's cultural communication activities in Uzbekistan, this article will explore it from three aspects: first, to reveal the actual situation of cultural communication through field research and case analysis; second, to explore culture from the perspective of "soft power" theory The significance and value of diplomacy; finally, establish an analytical framework for studying cultural diplomacy, and conduct an in-depth analysis of activities in media, education, and cultural exchanges.

LITERATURE AND METHOD

Uzbekistan is a country with a long history in Central Asia. It has rich natural resources and a large population, and occupies an important position on the ancient Silk Road. In recent years, friendly exchanges with China have been increasingly deepened, especially cooperation in the fields of energy and economy and trade. Scholars have written numerous monographs to gain a deeper understanding of Uzbekistan.

"Uzbekistan (Second Edition)" (2016) was co-written by Sun Zhuangzhi, Su Chang and Wu Hongwei. It describes in detail the history, geography, politics, culture, economy and other aspects of Uzbekistan. Zhou Jianying's "One Belt, One Road" Country Overview: Uzbekistan (2018) and Zhang Ning's "Uzbekistan's Political and Economic Development after Independence" (2012) both provide comprehensive discussions on Uzbekistan. These studies provide Rich information allows readers to better understand Uzbekistan's national conditions and foreign affairs.

In addition, Shen Yuhua's "Research on Uzbekistan's Foreign Policy after Independence" (2008) started from the international and regional situation faced by Uzbekistan after its independence, discussed the various factors affecting the country's foreign policy formulation, and analyzed its relationship with the main Relations between international organizations, the United States, Russia and other major countries. The book not only summarizes the characteristics of Uzbekistan's foreign policy, but also provides insights into its future development.

In "The Story of China and Uzbekistan" (2019), Zhou Xiaopei shows in detail the development of friendly relations between China and Uzbekistan and the close people-to-people

exchanges between the two countries by collecting real experiences and insights from diplomats and friendly people from the two countries, providing readers with It presents the diplomatic process of steady development between the two countries from the establishment of diplomatic relations to the present and the profound friendship between the two peoples.

The "Central Asian Countries Development Report (2008-2019)" (2019) co-authored by Sun Li and Wu Hongwei provides an in-depth analysis of the five Central Asian countries, including their relations with global powers such as China, the United States, and Russia. The chapter about Uzbekistan, especially the policy evolution after the current president of Uzbekistan Shavkat Mirziyoyev came to power, provides readers with authoritative and reliable information.

Pan Zhiping's "Research on Relations between China and Central Asian Countries" (2018), from a holistic perspective, comprehensively examines the cooperative relations between China and Central Asian countries in the fields of politics, economy, security and culture, and also reveals The current situation of Central Asian countries and the future development trend of relations with China. At the same time, Wu Hongwei's "Research on Security and Stability in Central Asia" (2017) deeply explores the security challenges in Central Asia from the perspectives of economy, culture, society and external environment, while also providing directions for future development.

"Analysis of Bilateral Relations between China and Uzbekistan in the New Era" (2019) by Elifire Eska provides a detailed analysis of the results of cooperation between China and Uzbekistan in the fields of politics, economy and culture. At the same time, she also pointed out some problems and challenges in the development of relations between the two countries, such as Uzbekistan's domestic socio-economic problems, geopolitical competition between major powers and the security situation, etc., and put forward some suggestions for future cooperation between the two countries. Such as strengthening security cooperation and system building.

Uzbekistan is the first country in Central Asia to launch Chinese language teaching. In 2005, the first Confucius Institute in Central Asia was established in Tashkent, Uzbekistan. As time goes by, more and more people, especially the younger generation, are keen to learn Chinese and understand Chinese culture, not only in Uzbekistan but also throughout Central Asia. Uzbekistan, as an ancient civilization on the ancient Silk Road, is internationally renowned for its rich and unique culture and has rich tourism resources.

Li Huiling's "Current Situation of People-to-People Exchanges and Cooperation between China and Uzbekistan" (2018) provides an in-depth discussion of the results of exchanges and cooperation between the two countries in the fields of culture, education, science and technology, tourism and people-to-people exchanges. It also pointed out some existing problems, such as the lack of cultural exchanges, excessive government involvement, insufficient private exchanges, backward media methods and the lack of long-term strategic planning.



Xu Changchang's "Research on Chinese Language Teaching and Promotion in Uzbekistan" (2017) emphasized the popularity of Chinese language teaching in Uzbekistan and believed that it played a vital role in strengthening relations between the two countries. This article reviewed the development of Chinese language teaching in Uzbekistan from a historical perspective, focused on the role of the Confucius Institute, and put forward some suggestions for cooperation between the two countries in this field.

Liu Xingxing's "Development of the Confucius Institute in Uzbekistan and the Spread of Chinese Culture" (2016) emphasized the importance of the spread of Chinese language and Chinese culture in Uzbekistan to strengthen cultural exchanges between the two countries. The Confucius Institute not only promotes Chinese language and culture, but also strengthens the friendship between the two countries.

2. Current status of foreign research

Foreign scholars' research on Chinese culture in Uzbekistan is very weak, and their research on exchanges between China and Uzbekistan is also very small. Most Uzbek scholars focus on research in the fields of economy, trade, energy and tourism. Salvi discussed the current situation of Chinese teaching in Uzbekistan in the context of the "Belt and Road Initiative" (2018), and pointed out that with the deepening of economic and cultural ties between China and Uzbekistan, Chinese language learning has received more and more attention in Uzbekistan.

Tashmota Kamora is a researcher at the Institute of History of the Academy of Sciences of Uzbekistan. The author has an in-depth discussion in "Economic and Cultural Cooperation between Uzbekistan and Other Central Asian Countries with China: 1991-2011" (2011) It examines the historical roots of cooperation between Uzbekistan and other Central Asian countries and China, and analyzes China's economic influence in Central Asia. Comprehensive analysis of the causal relationship between how Central Asian countries establish cooperation with China in the economic and cultural fields, including the motivation, direction and importance of cooperation to countries in the Central Asian region, especially in the context of ensuring the security and sustainable development of the region. In addition, the positive and negative factors encountered by Uzbekistan and other Central Asian countries in economic and cultural cooperation with China are also discussed. These factors may affect the effectiveness and depth of collaboration. Finally, it summarizes the goals and principles that China and Ukraine share in economic and cultural cooperation, as well as specific methods on how to achieve these goals.

American scholars' attention and research on Uzbekistan began to increase mainly after the "9.11" incident. Martha Brier Orcutt's "Second Chance in Central Asia" (2007) analyzed it from the perspective of Western democratic values. democratization process in sub-national countries. Point out that the first attempts at democratization by Central Asian countries failed. When the United States intervened in Central Asia because of the war in Afghanistan, it brought a second

chance for democratization to these countries. But once again, Central Asia's political elites missed this opportunity.

The Center for International and Strategic Studies' "Uzbekistan's Foreign Economic and Security Policy" (2015) explores Uzbekistan's interests and strategies in foreign economic and security. In general, American scholars' research on Uzbekistan covers many aspects such as the country's social development, domestic and foreign policies, security conditions, and bilateral relations with the United States.

In "The Evolution of Relations between China and Uzbekistan: 2001-2012" (2013), M.V. Danilovich, a scholar at the Belarusian State University, discussed the relationship between China and Uzbekistan during the period from 2001 to 2012. The evolution and changes in Stan's relationship. First, it reviews the series of geopolitical changes that occurred in Central Asia after the disintegration of the Soviet Union, which provides the background and historical context for the subsequent development of Sino-Uzbekistan relations. Subsequently, the author analyzed the respective national development paths of China and Uzbekistan, and how the two countries established and developed cooperative relations during this process. In order to more systematically understand the Sino-Uzbekistan relations during this period, M.V. Danilovich divided the development of cooperative relations during this period into two stages. This division helps to gain a deeper understanding of the characteristics and development trends of relations between the two countries in different time periods.

1. Document analysis method

In the process of researching the spread of Chinese culture in Uzbekistan, various aspects of cultural exchange and spread were deeply explored through document analysis. After collecting and carefully analyzing relevant literature and materials on Uzbekistan's attitude towards Chinese culture, acceptance level and the influence of Chinese culture in the local area, a large number of documents related to the spread of Chinese culture in Uzbekistan were obtained mainly through database searches such as China National Knowledge Infrastructure. Books, academic papers and news reports were analyzed in detail to collect relevant data on history, current situation, challenges and opportunities. However, no documents or information directly related to the spread of Chinese culture in Uzbekistan could be found in these databases.

2. Historical analysis method

In order to grasp the history of the spread of Chinese culture in Uzbekistan and its evolution, the history of cultural exchanges between the two countries was systematically sorted out, focusing on important cultural exchange activities, projects and cooperation. This process revealed the historical context of the spread of Chinese culture in Uzbekistan, and presented the changes in Uzbekistan's attitude and acceptance of Chinese culture over time.

3. Questionnaire method and interview method

In order to further understand the spread of Chinese culture in Uzbekistan, a questionnaire survey was conducted among Uzbek audiences, mainly to investigate their situation from the perspective of the spread of Chinese film culture. The survey



subjects of this article are students at the Confucius Institute in Tashkent, all aged between 16 and 31. A total of 100 questionnaires were distributed.

In order to explain the problem objectively and accurately, the research also adopted the interview method, mainly selecting ordinary audiences in Tashkent as interview subjects for analysis, trying to explore their true thoughts and specific reasons for encountering Chinese cultural bottlenecks when watching Chinese movies.

4. Data analysis and induction

In order to quantitatively grasp the influence of Chinese culture in Uzbekistan, Uzbekistan's consumption data of Chinese cultural products, statistics on the number of participants in Chinese cultural activities, and the specific number of Uzbek students learning Chinese were collected and analyzed. The data provide detailed information about the actual influence and reception of Chinese culture in Uzbekistan. Through further induction and summary, key conclusions about the propagation trends and characteristics of Chinese culture in Uzbekistan were extracted.

RESULTS

The research on cultural exchanges and "soft power" between China and Uzbekistan is not just a bilateral issue, but also a microcosm of the cultural strategies and international relations between countries in the context of globalization. How to conduct effective exchanges at the cultural level and how to use "soft power" to enhance a country's international status and influence are currently hot topics in the fields of international relations, cultural studies and foreign policy.

First of all, from a theoretical perspective, the definition, content and methods of cultural diplomacy and "soft power" are still in the exploratory stage. Although Joseph Joseph Nye proposed the concept of "soft power" and believed that it can more effectively affect relations between countries than "hard power", the specific practice of various countries, especially China's Uzbekistan's cultural diplomacy still lacks a systematic theoretical framework. It is from this perspective that this study attempts to construct a unique theoretical framework to explain and analyze China's cultural diplomacy and "soft power" practices in Uzbekistan.

Second, we cannot ignore the uniqueness of Central Asia. Central Asia, as the intersection connecting the Eurasian continent, has historically been a crossroads of various cultures, religions and economies. The cultural exchanges between China and Uzbekistan are not only an issue between the two countries, but also related to cultural exchanges and interactions in the entire Central Asia region and even the wider region. Therefore, the theoretical framework of this study is not only of great significance for explaining Sino-Uzbekistan relations, but can also provide useful enlightenment for Central Asia and even broader regional research.

Furthermore, the importance of cultural diplomacy and "soft power" in modern international relations has gradually increased. In the information age, the spread of culture and information is getting faster and faster, and the influence of

culture is also growing. Culture has become an important means of interaction between countries. From this perspective, this study is not only of great significance for understanding Sino-Uzbekistan relations, but can also provide useful reference for the theory and practice of international relations.

In terms of research methods, this article will combine historical analysis, comparative research, empirical research and other methods to conduct an in-depth discussion on the practice of cultural diplomacy and "soft power" between China and Uzbekistan. The study of Sino-Ukrainian cultural diplomacy can provide useful inspiration and suggestions for cultural exchanges between China and other countries, especially with Central Asian countries.

To sum up, this study not only has important practical significance for explaining and analyzing Sino-Uzbekistan relations, but also provides a unique theoretical perspective for the study of cultural diplomacy and "soft power". Through this study, we can gain a deeper understanding of the role of cultural diplomacy in modern international relations, and how to use "soft power" more effectively to enhance a country's international status and influence.

DISCUSSION

The purpose of this article's research is to cultivate the ability to correctly interpret the specific manifestations of communicative behavior in Chinese culture; to cultivate practical skills and abilities in communicating with other cultures. Currently, academic research on the spread of Chinese culture to other regions focuses mainly on economic and political strategic interests. However, it is difficult to find specific interactions between all these factors or a comprehensive methodological basis in these studies. The reason is that most of these studies regard economic interests as the main driving force for the spread of Central Asian culture. Furthermore, studying China's cultural diplomacy toward Uzbekistan from the perspective of flexibility does not understand or advance the broader concept of China's "soft power."

The innovations of this study are as follows:

1. This study is the first to comprehensively explore the role and impact of China's diplomatic "soft power" in Uzbekistan. Different from the past, which regarded "soft power" mainly as a component of economic strategy, this study emphasizes the importance of Chinese cultural communication in maintaining regional political and social stability and enhancing national strength, and empirically analyzes China's role in the international arena through cultural communication. Strategies to create a positive image.

2. Regarding the cross-cultural communication between China and Uzbekistan, this study reveals for the first time in depth how cultural communication promotes the integration of the two societies and the establishment of cultural identity. It further elaborates on the profound significance of "soft power" as a driving force for social and cultural changes in the transmission and interaction of values between different cultures.

3. Through a new perspective, this study explores the complex interaction between China's cultural communication



based on “soft power” and its economic, security and political strategic interests. It emphasizes the basis of cooperation between China and Uzbekistan based on common interests and a common future for mankind, and provides a new research perspective for the diplomatic academic community.

4. For the first time, it systematically analyzes the challenges and impacts brought by external factors, especially the interference of Western countries, on China’s cultural dissemination in Uzbekistan. This study also explores how China responds to these challenges through different institutions and means, such as the media, diplomatic teams, and cultural centers, thereby further strengthening mutual trust and friendship between China and Uzbekistan.

In short, this study is ground breaking in the field of the spread of Chinese culture in Uzbekistan and provides subsequent researchers with rich research materials and new research perspectives.

CONCLUSION

In recent years, China has demonstrated its continuously strengthening “soft power” in its diplomatic activities in Central Asia. This is mainly reflected in two aspects: first, the economic ties between China and Central Asian countries continue to expand; second, Chinese culture has had a profound impact on these countries. Taking Uzbekistan as an example, the spread of Chinese culture in the country has received increasing attention. This kind of cultural communication is of extremely important significance for studying the political and economic relations between China and Central Asian countries, as well as the evolution of China's foreign foreign policy and cultural communication strategy.

First of all, cultural soft power is the embodiment of the authoritative power of the national spirit and national will. It not only includes the essence of the country's system and economic and social development concepts, but also includes the country's values. In the process of cross-cultural communication, cultural soft power manifests itself as a kind of control, influence and discourse power through national leadership and the use of cultural resources. It affects and wins people's hearts through the practical operation of cultural industries and cultural undertakings, with the help of powerful communication media and effective communication methods.

Secondly, cultural soft power plays an important role in both internal and external dimensions. Internally, it is the cultural driving force for the country to maintain its internal cohesion and a virtuous cycle of economic and social development; externally, it is an important force to enhance its international influence and enhance its voice in the world. For China, improving cultural soft power is the only way to realize the strategic goal of the Chinese Dream of great rejuvenation of the Chinese nation.

Next, the analysis of the spread of Chinese culture in Uzbekistan shows that Chinese culture has had a positive impact in many fields such as politics, economy, society and environment. Chinese culture not only strengthens communication and trust between China and Uzbekistan,

improves China's national image in Uzbekistan, but also promotes the development of bilateral economic exchanges and cultural industries, and provides an example for multicultural exchanges.

In addition, the motivations, diverse manifestations and effects of the spread of Chinese culture in Uzbekistan show that cultural spread not only promotes educational cooperation and cultural exchanges, but also deepens artistic exchanges and Internet media cooperation, and promotes the continued progress of cultural tourism cooperation.

Finally, the challenges and promotion strategies faced by Chinese culture in Uzbekistan reveal the difficulties of cultural communication and acceptance, as well as misunderstandings caused by external factors and cultural differences. In order to more effectively promote the spread of Chinese culture in Uzbekistan, it is necessary to deepen the essence of culture and conduct diversified displays, stimulate the spread and exchange of Chinese culture in Uzbekistan, and expand new communication channels and platforms. At the same time, we should broaden the promotion strategy of Chinese culture in Uzbekistan, use the "One Belt, One Road" strategy to promote cultural communication, strengthen communication between China and Uzbekistan, ease cultural differences, and eliminate external negative influences on the communication of Chinese culture.

To sum up, this study not only clarifies the core elements and functions of cultural soft power, but also deeply explores the multiple dimensions, influences and challenges faced by the spread of Chinese culture in Uzbekistan. Through a comprehensive analysis of the spread of Chinese culture in Uzbekistan, this article reveals the importance of cultural soft power in international relations, especially its key role in promoting mutual understanding and cooperation between countries.

This study emphasizes that the improvement of cultural soft power is not only crucial to China's international status and influence, but also an important force in promoting global cultural diversity and mutual respect. In the current era of globalization, cultural exchanges and the improvement of soft power have become important aspects of competition between countries. The richness and uniqueness of Chinese culture, as well as its successful spread in Uzbekistan, demonstrate how cultural soft power can play a positive role on the international stage and promote exchanges and understanding between different cultures.

However, the process of cultural dissemination is full of challenges, which requires China to pay attention to cultural differences and acceptance issues while promoting its culture. Effective cultural communication strategies should take into account the cultural background and receptive capabilities of the target country and avoid one-size-fits-all communication methods. At the same time, China needs to continue to strengthen the construction of its domestic cultural soft power to ensure that the culture spread is authentic and attractive.



Finally, the findings and analysis of this study provide valuable perspectives and inspirations for further cross-cultural communication research. For China, understanding and responding to the challenges that arise in the process of cultural dissemination not only helps improve the country's image and international influence, but is also a key step in building a community with a shared future for mankind and promoting harmonious coexistence around the world. Therefore, future research should continue to focus on the development and application of cultural soft power and how to achieve effective cultural exchanges and win-win situations in the context of global cultural diversity.

Although the promotion of Chinese culture in Uzbekistan has encountered various difficulties and obstacles, as long as both sides continue to make efforts and work together, the prospects for cultural exchanges between China and Uzbekistan are very broad, and the potential opportunities are countless. This in-depth cultural interaction will further consolidate the friendly ties between China and Uzbekistan and open up a new economic and social development path for Uzbekistan. Through cultural exchanges, the two countries can not only enhance mutual understanding, but also bring more business opportunities and social value to Uzbekistan.

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