

Intercultural Communication Strategy Of Our Country Traditional Culture

Xing Wei

Hunan Vocational College Of Commerce, Changsha, Hunan 410205, China

Abstract: *Since the 21st century, China's economic strength has been continuously enhanced, its international status has been significantly enhanced, and its voice and influence in the world has been significantly enhanced. Meanwhile, western countries have also created the "China threat theory", which has caused many people who do not know China's national conditions and traditional culture to have a negative impression on China. the reason is closely related to the extreme lack of cross-cultural communication in China. Culture is not only the symbol and important embodiment of a country's soft power, but also the spiritual soul of a country and a nation. After 5, 000 years of development, Chinese culture has become a treasure in the history of human development. In order for China to enhance its own influence, it is particularly important to improve the attraction and appeal of Traditional Chinese culture. Therefore, it is necessary to strengthen cross-cultural communication, spread Traditional Chinese culture to all parts of the world, so that people in the world can really love, understand and accept Traditional Chinese culture, and form an influential Chinese culture.*

Keywords: Traditional Culture; Cross-Cultural; Transmission.

1. INTRODUCTION

Since entering the new century, with the continuous enhancement of our country comprehensive national strength, our country influence in the world has gradually expanded. However, compared with other Western countries, our country still has big shortcomings in foreign cultural communication, which is obviously inconsistent with our country rising international status. Based on this, this paper mainly expounds the corresponding strategies of the cross-cultural communication of our country traditional culture. Key words: In order to ensure the reliability and validity of the measurement tool, the first part of the questionnaire is a table of influencing factors of college students' entrepreneurial ability which mainly examines the basic information of college students, including four factors of individual characteristics, individual resources, social environment and school environment, and adopts closed multiple choice question. the second part of the questionnaire is the evaluation form of college students' entrepreneurial ability, with a total of 21 items, using a Likert 5-point scale, that is, from 1, "strongly disagree" to 5, "strongly agree".

The index of the reliability test in this study selects the internal consistency coefficient of Cronbach's α . the α coefficient values of opportunity utilization ability, psychological resistance ability, team management ability, entrepreneurial learning ability, and innovative thinking ability are 0.703, 0.820, 0.893, 0.850, and 0.785, respectively, indicating the reliability of the entrepreneurial ability scale. Civil-criminal cases could be defined as those cases that involve both civil issues like private disputes and other affairs between individual(s) and organization(s), and criminal cases that concern individual safety, social and national stability and security. They represent crossovers between both civil and criminal cases [1]. Over the past decades, Chinese economy is developing in a sustainable and rapid manner, and some problems like civil-criminal cross cases have been becoming increasingly prominent. As a result, more and more research efforts have been made on civil-criminal laws and regulations. However, the problems of civil and criminal litigation are becoming more and more complex and marginalized, which involves not only practical problems, but also procedures, as well as restitution and recovery. The analysis of civil-criminal cross cases needs to be studied from multiple angles. In order to solve the problem of the protection of victims' civil rights and interests, we should fully stand on the macro perspective, strengthen the research on judicial practice, and put forward relevant theories to provide effective coordination and connection ideas for civil-criminal cross procedures.

2. BUILD NATIONAL BRAND IMAGE AND ENHANCE CULTURAL INFLUENCE

From the perspective of communication, national brand is mainly based on comprehensive factors with culture as the main body. National brand refers to the overall image of a country in the eyes of citizens of other countries in a period of time. Made in China after ten years of rapid development, despite the huge progress, but is still in the

world at the bottom of the industrial chain, slow development of related technologies, the innovation is insufficient, especially the national brand and the brand value and other western countries have obvious difference, with the disappearance of demographic dividend, rising labor costs, profit margins shrinking. In the future, Made-in-China should accelerate the transformation to made-in. The digital economy is a hot topic in current international competition and an important growth point for high-quality development of China's economy. Its development has broken traditional market boundaries, promoted technological innovation, and improved consumer welfare. However, with the increasing phenomenon of digital platform enterprises enhancing their competitive strength through mergers and acquisitions, the traditional concentration control system for operators faces four challenges due to the characteristics of platforms such as dual (multi) edge market effects, network effects, and lock-in effects, such as limitations in application standards, difficulty in defining "relevant markets", incomplete competition analysis frameworks, and insufficient punishment and deterrence. How to effectively regulate the concentration behavior of digital platform operators has become an urgent problem to be solved. This article believes that first of all, China should establish a declaration standard system with transaction volume standards as a supplement and turnover standards as the main focus. Based on strict division of the scope and objects that meet the mandatory declaration conditions, large internet enterprises should be required to bear a certain obligation to inform and improve the efficiency of antitrust law enforcement. Secondly, law enforcement agencies should flexibly apply relevant market analysis methods in specific cases to save judicial resources and law enforcement costs. Once again, improve the competitive effectiveness analysis framework by incorporating innovation damage factors and emphasizing user data and privacy protection, in order to adapt to complex and ever-changing platform monopolies. Finally, based on the enterprise's operating income, set the proportion and amount of fines according to the actual situation of the case, and enhance the deterrent power of punishment. In addition, we should continuously strengthen the research and practical exploration of antitrust theory in the digital economy, and achieve the improvement and innovation of the centralized control system for digital platform operators by combining traditional antitrust theory with the development of the digital economy.

2.1 Endowing national brands with more cultural connotation, and creating more national brands with Chinese cultural characteristics

With China's rapid economic development and rising influence, more and more people in other countries are eager to learn Chinese and learn about Chinese culture. China has abundant cultural resources. In order to facilitate the people of the world to understand Chinese culture and show the charm of Chinese traditional culture to the rest of the world, international Chinese education is an effective and key approach. Confucius is one of the representative figures of Chinese traditional culture, named after the "Confucius institute" is the main purpose of adhering to the Confucius "harmony", "harmony without uniformity" idea, undertake the task of the Chinese professors and disseminate Chinese culture, is the Chinese traditional culture and the rest of the world culture communication bridge, promote the Chinese culture and world culture, It is of great significance to building a prosperous and harmonious world. Since the first Confucius Institute was opened in South Korea in 2004, there have been more than 300 Confucius Institutes and Confucius schools around the world. Confucius institute is not in the traditional sense of the university, but as a Chinese language promotion, Chinese education and a cultural exchange mechanism of Chinese traditional culture, belong to the community public welfare organizations, the most important task is to learn from people all over the world to provide Chinese specification, authority of the teaching material, provide formal Chinese learning platform. At present, all countries in the world of the Confucius institute, adjust measures to local conditions, not only as a place where Chinese language learning, but also to carry out a variety of colorful activities to Chinese traditional culture, build the culture atmosphere of relaxed and happy, let the people of all countries experience and profound Chinese traditional culture, to show the Chinese nation history and culture, stimulate interest in Chinese culture, To promote their more in-depth contact and learning of Traditional Chinese culture. Confucius Institutes are designed to expand from point to area, gradually enhance the cognition and understanding of Chinese culture in the process of learning Chinese, effectively connect Chinese culture with the external cultural environment, enhance the influence of Chinese culture, and make more people accept Chinese culture.

2.2 The main filing departments of criminal cases are the public security organs and some courts and procuratorial organs

There will be conflicts among the public security, procuratorial and judicial organs in the filing of civil-criminal cross cases, so the filing process of the murdered people's affairs is not smooth. In the trial of civil-criminal cross cases, there are no precise provisions on the filing of civil-criminal cases. If there is no connection between

criminal and civil aspects, there will be no problems in their respective filing. However, during judicial practice, there may be the impact of criminal filing on civil affairs. For example, for the criminal part of the sentenced civil, there may be the problem of no longer managing the same matter. The specific circumstances of the convenience of filing a civil case are the same as those of the criminal case. The standards for filing civil and criminal cases are different. According to relevant laws and regulations, in order to ensure the litigation rights of the parties, the filing hierarchy system should be implemented. As long as the civil case meets the criminal factors within the scope of the case, the case should be filed. For whether the case is true or not, the acceptance should not be ignored in the case filing [1]. Therefore, if it is determined that the legal facts of the civil-criminal cross cases are the same and the case is not filed, the factors considered by the court may be to save judicial resources and absorb civil litigation, but this is not consistent with the value of the hierarchical system in essence, and deprives the victims of their civil litigation rights.

2.3 At the same time, there is also the problem of "one size fits all" trial in civil litigation

If a criminal crime is found in the trial of a case involving the intersection of civil and criminal law, it may have an impact on the civil procedure. According to relevant laws and regulations, in general, the trial of civil cases will be terminated by the judgment result of criminal cases. For example, in the crime of infringing trade secrets, it involves the identification of the right to trade secrets and the judgment of whether the infringement is established as a civil problem, which is the premise of defining the crime of trade secrets. If it involves the content of terminating civil procedures, the cart before the horse may appear, and it will lead to the difficulty of conviction and sentencing in the case. However, it will reduce the efficiency of civil and criminal procedures [2].

Although the termination of case trial is not absolute, in judicial practice, judicial personnel are not a trial practice because they are used to interest demands. For example, in economic crime cases, through the handling organ to advocate the termination or transfer of civil cases suspected of economic crime, the court will generally terminate the case and transfer the case, which can not only reduce the pressure of handling the case, but also reduce the problem of miscarriage of justice. It can be seen that the termination of trial has become the normal treatment of civil and criminal cross cases [3]. However, because the sentencing cycle of criminal procedure is long and some civil cases can not be solved, it will damage the secondary rights and interests of victims and can not effectively protect civil rights and interests.

At the same time, there are still practical problems in the protection of the rights and interests of victims in civil criminal cross cases. The criminal incidental civil litigation has certain limitations, and the conflict between criminal recovery and restitution and civil litigation. There is a certain difference between civil action and incidental compensation in essence. Although in recent years, new provisions have been added to relevant laws and regulations, such as increasing the impact of pre litigation property preservation and incidental civil litigation mediation, compensation, conviction and sentencing, there are still some loopholes. On the conflict between recovery and restitution and civil litigation, there are "white notes" in the hands of the victims of the recovery and restitution judgment, and the problem of preventing the victims from filing another civil litigation. At the same time, there are also problems such as concurrence of civil execution. Although in essence, the nature of criminal restitution and recovery and civil enforcement is a relief procedure to protect the civil rights and interests of victims, the relevant legal basis and nature of the two are not the same, and there is no exact definition. Although they are equivalent to enforcement, they are not equivalent to general civil enforcement, and they are also different from the characteristics of criminal property punishment, Therefore, it has certain enforceability, which also means that civil execution may produce concurrence. To fully solve the current problems, we must combine the actual problems and explore the relevant laws and regulations, so as to master the protection measures for the rights and interests of victims in civil criminal cross cases [4].

2.4 Methods for Defining Innovation Related Markets

Compared to traditional unilateral markets, the dual (multi) sided market characteristics of platforms make defining related markets more complex. If the scope of definition is too wide or too narrow, it will directly affect the accuracy of antitrust review. Therefore, it is necessary to innovate the methods for defining related markets.

The external network effect of the platform is one of the factors that affect the definition of the relevant market, and this effect will have different effects on users on different sides of different types of platforms. For example, for platforms such as Tiktok and Google that provide places for paying advertisers to place advertisements, the user end can enjoy services for free, which has a negative cross effect. The advertiser end pays for advertising, which

has a positive effect. The change of platform price will not lead to the loss of customers on both sides, so the multi market analysis method can be used. On the contrary, platforms such as Didi and Meituan that require both merchants and users to pay fees have a positive cross effect on both users, and price changes will cause loss of users on both sides. Therefore, a single market analysis method can be used for this. Of course, law enforcement agencies should comprehensively examine the impact of centralized behavior on all users when conducting reviews, and then analyze specific issues.

China's Anti monopoly Law stipulates the methods of demand substitution analysis, supply substitution analysis and SSNIP testing in the relevant market definition methods. However, for the current competition between platforms, the price is no longer the first choice, but the free or low price competition mode is adopted, resulting in that the traditional relevant market definition methods based on price competition cannot objectively and truly reflect the overall market power of platform operators. It is difficult to apply the concentration review of operators in the platform field. In practice, the product performance testing method based on commodity performance (SSNDQ) and the profit model testing method based on profit model have been derived. Although their rationality has been applied in individual cases, they have not fundamentally solved the fundamental problem of defining the digital platform related market. Therefore, this article believes that law enforcement agencies should flexibly apply relevant market analysis methods in specific cases, using relevant market definition as a means rather than a necessary procedure. For monopoly cases that are difficult to define, relevant market definition can be weakened or even omitted, which is beneficial for saving judicial resources and law enforcement costs.

2.5 Improve the Framework for Analyzing Competition Effectiveness

The traditional competitive effect analysis framework cannot be well applied to the concentration behavior of digital platform operators, so it should be improved based on platform characteristics.

The first factor to include innovation damage. Innovation, as the primary driving force for development, occupies a core position in the overall development of the country. The internet field is the main battlefield for innovation and development, and innovation is considered a factor in the analysis of the competitive effect of digital platform operator concentration in relevant laws and regulations such as the "Guidelines" and the "Anti Monopoly Law". The Anti Monopoly Law aims to "encourage innovation" and makes relevant provisions in Article 1. Innovation is similar to indicators such as price and consumer welfare, and as an implicit indicator, it is difficult to quantify in practice [11].The traditional competitive effect analysis framework cannot be well applied to the concentration behavior of digital platform operators, so it should be improved based on platform characteristics.

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2.6 Set an Appropriate Amount of Fines

According to the spirit of the 2020 Central Economic Conference, China's antitrust law enforcement departments have increased their enforcement efforts against concentration of business operators who have not been declared in accordance with the law. According to relevant data, the number of undisclosed cases of concentration of business operators publicly punished by the State Administration for Market Regulation in 2021 and 2022 was 106 and 32, respectively, an increase compared to 2019 and 2020. Although law enforcement agencies have increased their investigation and enforcement efforts, this does not effectively curb the occurrence of illegal activities. Before the amendment of the Anti Monopoly Law, penalties were only imposed on transactions that had the effect of excluding and restricting competition. However, in practice, most cases of concentration of operators did not have the effect of excluding and restricting competition. For example, in cases such as Alibaba's acquisition of Yintai equity and Fengchao's acquisition of Zhongyou Zhidi equity, concentration did not exclude the effect of restricting competition. Ultimately, fines could only be imposed without requiring them to return to their pre concentration state. The newly revised "Anti Monopoly" selects and applies different punishment schemes based on the different

effects of illegal implementation of concentration of operators on market competition, taking into account relevant experience from abroad and the actual national conditions of China. The amount of fines has also been increased. When the concentration behavior has or may have the effect of excluding and restricting competition, a penalty of less than 10% of the previous year's sales will be imposed. If the concentration behavior does not have the effect of excluding and restricting competition, a fine of no more than 5 million yuan will be imposed. This gives antitrust law enforcement agencies a certain degree of discretion, so it is also required that law enforcement agencies should consider various factors comprehensively, follow the principle of proportionality, and set an appropriate amount of fines when determining the specific amount. In this regard, this paper suggests that law enforcement agencies can set a certain proportion of fines based on the enterprise's operating income and in combination with the specific circumstances of the case, so that the punishment can give full play to its deterrent power.

3. INCREASE PROPAGANDA EFFORTS TO CREATE FILMS AND TV SERIES WITH CHINESE CULTURAL VALUE

Film and television play is an important part of the cultural industry, which itself has a certain enlightening and guiding role. A high-quality film and television work is bound to arouse the audience's emotional resonance through the story and plot, gain the audience's recognition, and further enhance the recognition of a certain social and cultural phenomenon. In the process of cross-cultural communication of Traditional Chinese culture, it is necessary to attach importance to the important functions of films and TV plays, take into account the interests of audiences in different countries, and express them in a way that is easy to be accepted by others, rather than self-infatuation. In "kung fu panda," for example, it is one of the more classic movies and works in recent years, Chinese kung fu as the theme in the American action comedy movies, drew on the traditional culture in China, in ancient China as the background, the landscape, scenery and reflects the strong Chinese elements such as clothing and food, endowed with unique cultural values, After it was introduced into China, it was loved and supported by fans and achieved great success. So why can't we do it the other way around? We should also learn from the successful cases of western films and TV dramas, reasonably grasp the propaganda scale, and actively carry out cultural innovation, so as to pack the content of cross-cultural communication properly, so as to achieve the effect of "wetting things silently" and insubly transfer Chinese cultural value. In this study, the Delphi method was used to determine the weights of each dimension, which were: 0.33, 0.20, 0.13, 0.27, 0.07. the average value of entrepreneurial ability is calculated to be 3.62, which is a high level. Taking the average value of entrepreneurial ability as the standard, among the five dimensions of entrepreneurial ability, higher than this value is entrepreneurial learning ability and psychological resistance to pressure, and below this value is team management ability, opportunity utilization ability, and innovative thinking ability.

It can be seen from the Pearson correlation that the five dimensions of entrepreneurial ability are all positively correlated, indicating that the overall new generation college students' entrepreneurial ability will change with the level of ability of each dimension. At the same time, the existence of this relationship also shows that there is a certain correlation between the five dimensions of entrepreneurial ability, and their levels also affect each other. These five dimensions can be used to represent the level of entrepreneurial ability. In the general social perception, male's energy in career is equivalent to female's energy in the family, so in many cases, the social environment will prompt male to have entrepreneurial awareness earlier, and gradually begin to cultivate their entrepreneurial ability on this basis. However, variables such as "profession", "part-time job", "entrepreneurial experience", and "story reading" failed to meet the relevant criteria of the significance test, indicating that the entrepreneurial ability of college students in the new era is not affected by these variables. "Part-time job" mainly tests the hands-on ability of college students, or there is no direct correlation with the professional quality of college students. "Entrepreneurship story reading" can stimulate the willingness to start a business, but it cannot enhance the substantive entrepreneurial ability of college students.

In terms of individual resources, the condition of superior family can significantly enhance the entrepreneurial ability of college students. the research results show that "family savings support" meets the requirements of the significance test, and the main reason is that college students with superior family background can have a stable channel of entrepreneurial funds, which is key significance for their first entrepreneurial activities. Generally speaking, when college students start entrepreneurial activities, they will encounter many financial problems in the early stages. If there is no strong financial support, entrepreneurial activities cannot continue. However, "family economic income" didn't pass the significance test, indicating that family economic income is just a necessary condition for entrepreneurial funds. Only when families convert these economic incomes into entrepreneurial funds, can it be helpful to the cultivation of college students' entrepreneurial ability.

In terms of family environment, "family or relative entrepreneurship" meets the requirements of the significance test. The studies have shown that the strength of college students' entrepreneurial ability in the new era is related to whether they have relatives and friends with entrepreneurial experience, and the gap between the haves and have-nots can exceed 2.5 times. It shows that friends and family with entrepreneurial experience can help college students establish entrepreneurial awareness and help them improve their entrepreneurial ability. However, "family area" and "guidance from relatives and friends" have not passed the significance test, which means that they have no impact on the strength of college students' entrepreneurial ability.

4. EXPLORE CHANNELS OF CULTURAL DISSEMINATION AND VIGOROUSLY PROMOTE THE CHINESE SPIRIT

We need to actively participate in various international activities, and always keep in mind that going out represents the national image, we need to firmly safeguard national interests, from their own connotation, behavior, everywhere reflect the spirit of Chinese culture. For example, in the 2016 Rio Olympic Games, Chinese athletes achieved excellent results and practiced the Olympic spirit. In the process of competition with athletes from other countries, he showed a strong, brave and striving national spirit. For example, the Chinese Women's Volleyball Team, which won the gold medal in the Olympic Games, demonstrates the spirit of the Chinese women's volleyball team all the time. This spirit

is indomitable, hardworking, brave to take responsibility, willing to give up and live up to the expectations of the public. It has left a strong mark of the Chinese national spirit on the international stage. To sum up, in the process of intercultural communication of Chinese traditional culture, need to constantly expand the culture transmission, attaches great importance to the national image communication, for the people all over the world speak good Chinese story, especially to cultivate internationally competitive media team, timely and accurate Chinese sound, guide the international marking public opinion, the positive spreading Chinese traditional culture. The level of college students' entrepreneurial ability is affected by multiple factors, including individual characteristics, individual resources, social environment and school environment (Zhong Yunhua, Rosie, 2016). On the basis of absorbing previous research, this study mainly involves individual factors and environmental factors. In which individual factors include individual characteristics and individual resources, and environmental factors include home environment and school environment. Meanwhile, it is necessary to transform the dependent variable of college students' entrepreneurial ability into a dichotomous variable.

4.1 Establish the Principle and Concept of Handling Cases

In the process of judicial practice, the status of civil litigation is lower than that of criminal litigation, so there is no need to emphasize the priority of criminal litigation, but to be unified with the development of criminal litigation. Adopting the principle of "people before punishment" will reduce certain civil rights and interests of victims, and can not be effectively corrected in the short term, so it is necessary to establish the content of the principle. The establishment principle is as follows: "when there are two procedural conflicts in civil criminal cross cases, civil litigation precedes criminal litigation, and this priority includes the order of handling cases and the order of execution." In dealing with cases, we should fully consider the rights and interests of victims, and the principle of "people before punishment" is also reasonable in practice. Moreover, the implementation of this principle can ensure the "parallel punishment between the people", reduce the conflict between the two systems, prevent the civil rights and interests of victims from being hindered by criminal procedures, and ensure that the principle of "first people and then punishment" is theoretically reasonable and practical [5].

4.2 Clarify the Application of the Principle

"People before punishment" belongs to a flexible principle, which can effectively ensure the general use of the country and the rational utilization of resources. Although there are some disadvantages, it will not be completely denied. In the specific implementation, it will produce different judicial effects due to different ideas. Combined with practice, for some criminal priority cases, it is indisputable to adopt this principle, such as contract fraud. It may be easy to enter the procedure and difficult to exit the procedure. From the perspective of procedure, the problem of reducing litigation efficiency due to the obstruction of criminal procedure can give priority to civil litigation. Therefore, it needs to be clear that the principle of "first people and then punishment" focuses on solving civil disputes, so it should be used flexibly in combination with the application. There are similarities and differences in word meaning between English and Chinese, which can be divided into three cases: complete

correspondence, incomplete correspondence and vacancy. It is easy to grasp the exact correspondence of word meaning and find words or phrases with exact matching meanings in English and Chinese, such as sun, moon, mountain. When it comes to the expression of a specific thing, the scope of English and Chinese is different. There are more hyponyms in English than that in Chinese, but there is a relative lack of hyponym in Chinese. For example, the word “scenery” in Chinese refers to natural scenery, cultural landscape. However, “scenery” in English contains many synonyms. For example, scenery (the overall appearance of a country or region), scene (a specific scene and character activity), view (scenery seen from a distance or window), landscape (natural scenery). As a branch of hyponym, hyponym in English represents different meanings, so it is particularly important to choose the right words in the process of writing. The situation of word meaning vacancy is easier to deal with, generally, when writing, students can explain the specific words in detail through understanding. After analyzing and comparing the differences between English and Chinese at the lexical level, the common negative transfer of vocabulary can be divided into the following situations: simple correspondence (Chinglish), confusing parts of speech and misuse of collocation.

4.3 Optimizing Incidental Procedural Remedies

In essence, criminal litigation is a special civil litigation. The content involved in criminal litigation cannot be separated from civil litigation. As a special litigation, it is quite different from general litigation, and even causes the harm of general litigation [6]. For the relief of incidental procedure, because the criminal procedure absorbs the civil procedure and the relief for the rights and interests of victims mainly takes the criminal procedure as the leading core. If you want to effectively deal with the problem of the civil rights and interests of victims, you need to fully implement the victim's property compensation and spiritual comfort, which will lead to the obstruction of the criminal procedure to the victim's relief rights and interests. In practical measures, first of all, we should expand the specific scope of incidental civil delivery and ensure the way of relief. Secondly, we should refer to the legal relief interpretation of civil infringement, compensation standards, etc., which are the same as the civil legal standards, and the effective implementation of the victim's right to compensation. Scholars at home and abroad mostly use the method of contrastive analysis to study the phenomenon of mother tongue negative transfer at the lexical level in college students' English writing. The following is mainly explained from two aspects: the methods of word formation and the meaning of words in English and Chinese. In terms of word formation, there is a difference in the composition of morphemes between Chinese and English. In Chinese, a word can be formed into a single word. In addition, two or more morphemes can also form words. English words are composed of root affixes, and the common ones are prefixes and suffixes. English can directly arrange entries according to phrases, such as: germ, germiculture, germinate, germinative. It can be seen that the forms of English derivative words are varied, which are composed of basic affixes and roots to form cognate words with different meanings and parts of speech.

4.4 Negative Vocabulary Transfer

Before learning English, college students have formed a relatively perfect mother tongue system and certain thinking patterns and language habits, and Chinese knowledge will inevitably have an impact on students' English vocabulary learning [2]. Therefore, without understanding the conceptual meaning, internal meaning and derivative meaning of English vocabulary, it is easy for students to use English according to the law of Chinese thinking, resulting in negative transfer of their mother tongue.

It is not uncommon to have a simple correspondence between Chinese and English. Many students are used to using Chinese thinking to associate different expressions of meaning between English and Chinese, resulting in many language problems. For example, many students will translate it into “Give you some color see see” word for word according to Chinese. Although the literal meaning of this sentence is translated, it doesn't understand its deep meaning. The correct translation should be “I'll teach you a lesson”. And it is also common to confuse parts of speech when students write. The misuse of part of speech can also include the mixed use of nouns and verbs, transitive and intransitive verbs, and the mixed use of personal and subjective pronouns. The misuse of collocation is also worthy of attention. Verb-object collocation is the most common error in writing. some noun objects have specific verb collocations, so they are not consistent with the meaning of verbs in Chinese.

4.5 Negative Syntactic Transfer

The negative transfer at the syntactic level refers to the use of Chinese syntactic thinking in English writing, resulting in English language defects [3]. In order to find out the causes of negative transfer at the syntactic level, scholars at home and abroad usually study the differences between the syntactic structures of the two languages. Due to the different cultural and historical backgrounds of English and Chinese, they represent the characteristics of their respective language families, and there are differences in sentence composition and syntax. Chinese is a typical bamboo structure (its structure shapes like a bamboo), while English is a typical tree structure (its structure shapes like a tree). Therefore, most of the English sentences are complex sentences. English is a morphological language with clear structure, clear hierarchy and strict logic through the use of a large number of relative words and leading words [4].

In addition, another obvious difference between English and Chinese is that the passive voice is often used in English while the active voice is often used in Chinese. For example: The dictionaries have been affected with damp. There is an “inanimate subject” in English, and most of them take inanimate objects as sentence subjects, so the passive voice is used more frequently. From the perspective of word order, Chinese sentences generally start from big events, topics, and then to details, while English sentences gradually go deep into the topic from details. The positions of attributives and adverbials in sentences are different between the two languages. It is customary in Chinese to put the attributive at the beginning of the sentence, while in English it is customary to put the attributive postposition at the end of the sentence. The order of adverbial positions is also similar to the order of attributive placement, such as the position of time and place adverbials in English and Chinese.

4.6 Negative Discourse Transfer

A text is a language unit with function and meaning. It can generalize the text as a simple combination of unrelated sentences, but a semantic unity, which organically combines some meaningful sentences through a variety of relevant cohesive devices [2]. The basic composition of the text is the word. And if the semantic relationship between the word and the object is clear or not is an important factor in whether the meaning of the text can be understood by the reader. The relationship between the word and the referential object is called referential cohesion, also known as anaphora. (It is an invisible force of life. So long as there is life, the force will show itself.).

As can be seen from the example sentences, anaphora generally refers to the consistent reference of noun subjects, echoing each other, and replacing nouns with pronouns for repeated nouns. Therefore, in addition to anaphora, it can also use pronouns to replace nouns, or even omit nouns that have been repeated many times. For Chinese students, the first person is often used in the composition, and repetitive pronouns will be used in English writing, so there will be too many repetitions in the article. In addition, Chinese sentence patterns are mostly short sentences, scattered sentences, lack of obvious logical words, students are easy to ignore the use of logical transitional words in English writing, resulting in the lack of hierarchy and logic, and the central idea has not been highlighted.

5. CONCLUSION

To sum up, spreading Traditional Chinese culture to the world through cross-cultural communication is of great significance for improving China's soft power and shaping the national image, and is also one of the core contents of China's "cultural power" strategy. So we need to attach importance to the cross-cultural communication of Chinese traditional culture, adhere to the concept of advancing with the Times, have all rivers run into sea of improving cultural self-confidence, promote world multicultural communication, dialogue, makes cross- cultural communication of Chinese traditional culture to promote the harmonious development of the world of thrust, occupy vantage point in the national soft power competition, Thus build up the national image of economic power and cultural power. Civil - criminal cross cases involve quite complex legal relations that may lead to some disputes and/or conflicts between the civil litigation procedures and criminal litigation procedures. In practice, civil - criminal judicature features the following steps: filing to execution may cause the civil litigation to be affected by the criminal part, resulting in the victims not being fully protected. From a theoretical point of view, victims have two roles in the cross cases of civil and criminal litigation. With the complexity of the cross case of civil and criminal litigation, the identity of the victim is prone to contradictions in the cross case, and it is difficult to carry out the relevant procedures. Combined with the actual situation, it is found that the problems existing in the protection of victims' rights and interests in civil - criminal cross cases mainly belong to civil criminal

procedure, the limitation of the role of criminal incidental civil litigation and so on. If we want to improve these, we should strengthen the protective measures by constructing the principle of "people before punishment" and optimizing the relief ways of incidental procedures.

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