

and Belarus in documentary production aims to provide audiences with true, comprehensive and valuable information through professional vision and technical means, thereby promoting the social progress and development of both parties.

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### Cross-cultural dialogue: catalyzing Belarus-China partnership through family values and the perspective of Chinese television

**Abstract.** *This paper explores cross-cultural dialogue between Belarus and China, focusing on cultural backgrounds and differences, family values, and the role of television media in promoting mutual understanding. Through comparative analyses, it highlights the importance of cultural exchanges and co-operation, and puts forward suggestions for strengthening co-operation in the fields of education, culture and media in order to promote the further development of relations between the two countries.*

**Keywords:** *intercultural dialogue; Belarus; China; cultural differences; family values; television media; mutual understanding; cooperation and exchange.*

### Межкультурный диалог: катализация партнерства Беларуси и Китая через семейные ценности и перспективы китайского телевидения

**Аннотация.** *В данной статье рассмотрен межкультурный диалог между Беларусью и Китаем. Особое внимание уделено культурным корням и различиям, семейным ценностям и роли телевизионных СМИ. Посредством сравнительного анализа подчеркивается важность культурных обменов и сотрудничества, а также выдвигаются предложения*

*по укреплению сотрудничества в области образования, культуры и средств массовой информации в целях содействия дальнейшему развитию отношений между двумя странами.*

**Ключевые слова:** *межкультурный диалог; Беларусь; Китай; культурные различия; семейные ценности; телевидение; взаимопонимание; сотрудничество и обмен.*

In an increasingly globalized world, dialogue among languages and cultures has become an important aspect of international relations and cooperation. This dialogue goes beyond superficial exchanges of languages or customs to a deeper understanding of each other's values, beliefs and lifestyles. One of the most important aspects is the understanding of family values. In both Belarusian and Chinese culture, the family is central. It is the basis for many social, moral and ethical norms. However, the formulation and interpretation of family values can vary considerably in different cultures.

Belarus and China, two countries with rich historical and cultural backgrounds, have deep cooperation not only on the economic and political level, but also diverse and meaningful exchanges in the cultural sphere. The dissemination of family values and their presentation on television media has become an important driving force in the deepening of relations between the two countries.

Cross-cultural dialogue serves as a vital prerequisite for establishing friendly international relations. Through dialogue, diverse cultures have the opportunity to showcase and exchange, leading to increased understanding and respect. The book by Gudykunst and Kim (2003) outlines the importance of effective communication in intercultural settings [2, p. 6]. For the Belarus-China partnership, a deep understanding of each other's family values is fundamental in fostering further collaboration.

Family values constitute the core component of a nation's culture. In Belarus, the family is viewed as the fundamental unit of society, emphasizing love, within a married couple or between parents and children, solidarity, and mutual assistance. In China, family values are deeply influenced by Confucianism, placing emphasis on filial piety, family, and tradition. These values play a pivotal role in the social life of both countries and profoundly shape their attitudes and behaviors in international relations. Kim (2001) posits that individuals must adapt their communication styles to different cultural contexts [3, p. 6].

Television, as a mass communication medium, wields vast influence and penetration. In Belarusian and Chinese society, television media play a pivotal role in the transmission of family values. Luo (2017) asserts that the media plays a crucial role in shaping international relations from an

intercultural perspective [4, p. 6]. Through various television programs such as dramas, variety shows, and news reports, people in both countries can gain a more intuitive understanding of each other's family perspectives, value orientations, and lifestyles.

In the early days of Chinese television, family values were often portrayed in a traditional and conservative light. The emphasis was on filial piety, respect for elders, and the importance of family unity. Zhang and Wang (2015) conducted a longitudinal study examining changing family values in Chinese television dramas [5, p. 6]. However, with the passage of time and the influence of globalization, these representations have become more nuanced and diverse.

Today, Chinese TV programs showcase a wide range of family dynamics, including traditional nuclear families, single-parent households, and blended families. Chen and Liu (2012) suggest that family values and intergenerational relationships in Chinese society are complex and multifaceted [1, p. 6]. These programs not only reflect the changing social norms but also promote a more inclusive and understanding attitude towards diverse family structures.

Media serve not only as disseminators of information but also as shapers of national images and cultures. In cross-cultural communication, the media have the ability to break down cultural barriers and facilitate mutual understanding. Through television media, Belarusian and Chinese people can gain a deeper understanding of each other's family values, thereby enhancing friendly relations between the two countries.

This trend towards inclusivity and understanding is not limited to the domestic audience. As Chinese television programs become more accessible to international viewers, they provide a unique window into Chinese culture and society. For Belarusian viewers, these programs offer an insight into the family values that are central to Chinese culture but may differ significantly from their own.

The dialogue of languages and cultures, therefore, becomes crucial in bridging these differences and fostering mutual understanding. Through this dialogue, Belarusian and Chinese people can learn to appreciate the unique family values of each other's cultures and find common ground for cooperation and partnership.

With the continuous deepening of cooperation between Belarus and China, cultural exchanges between the two countries will become more frequent. In the future, both parties can further strengthen cooperation in the field of television media. Joint production of more television programs that reflect friendly interactions between the people of both countries can foster greater understanding of each other's cultures and lifestyles. At the same time, academic research and cultural exchange activities can

enhance mutual understanding and recognition of family values, infusing profound cultural connotations into the long-term development of relations between the two countries.

In the context of developing the Belarus-China partnership, this understanding of family values can lead to deeper cultural exchanges and cooperation in various fields. For example, joint television productions that showcase the family values of both cultures can be a powerful tool for promoting mutual understanding and respect. Such productions can also open up new avenues for collaboration in the media and entertainment industries.

In conclusion, the dialogue of languages and cultures is a critical factor in developing the Belarus-China partnership. Through this dialogue, we can gain a deeper understanding of each other's family values and find new ways to collaborate and cooperate. As we move forward in this globalized world, let us embrace the diversity of cultures and languages and use them as a catalyst for deeper understanding and stronger partnerships.

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