The Impact of Cultural Exchange between China and South Korea on the Relations between the Two Countries in the Internet Era

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Abstract: Based on a clear understanding of the current situation of cultural exchanges between China and Korea, this paper focuses on the impact of contemporary cultural exchanges on the politics, economy, trade and society of China and Korea, and then expounds the problems arising from cultural exchanges between China and Korea, as well as the measures to be taken in the face of future cultural exchanges between the two countries, so as to guide the development of Sino-Korean relations in the direction beneficial to the common interests of the two peoples, to establish a comprehensive partnership strategy between China and Korea, to promote the smooth development of Sino-Korean relations, and to bring enlightenment to better play the role of cultural exchanges in promoting the relations between the two countries in the future.

1. Introduction
With the advent of the Internet era and the deepening process of world economic integration, cultural exchanges and integration among countries have become an inevitable trend, and play an increasingly important role in contemporary international relations. Especially in today’s international situation, cultural identity or conflict has increasingly become an important factor in political relations between countries. Cultural communication is the communication of human mind and emotion. As a kind of soft power, it plays an irreplaceable role in other exchanges. In the context of economic globalization, cultural exchanges play an increasingly prominent role in international relations. Cultural exchanges are deep-seated exchanges of soul and spirit. Their significance is not limited to culture itself, but also conducive to the development of relations between the two countries in a deeper field. More importantly, they can enhance friendship and feelings between the nationals of the two countries and enhance mutual understanding and trust. Good cultural exchanges between the two countries will promote the normal development of bilateral relations, and vice versa will affect or even destroy bilateral relations. Therefore, in the development of bilateral relations, we should not ignore the power and positive role of cultural exchanges.

2. Current situation and characteristics of cultural exchange between China and Korea in the internet era

2.1 Current situation of cultural exchange between China and Korea in the internet era
With the change of the times, the content and form of cultural exchange will also change, especially at the time of rapid development of human society. The cultural exchanges between China and Korea are in the Internet era, and their contents are bound to be varied and colourful. At present, the cultural exchanges between China and Korea mainly involve culture, art, academy, education, tourism, sports
and other aspects. The cultural exchanges have added fresh contents to the spiritual life of the two peoples and enhanced their understanding of the traditional and modern cultural development of China and Korea. The main areas and data of cultural exchanges between China and Korea in the Internet era are shown in Figures 1 below.

![Diagram of cultural exchanges between China and Korea](image)

Figure 1. Main areas and data of cultural exchanges between China and Korea

### 2.2 Characteristics of cultural exchange between China and Korea in the internet era

The contents and ways of cultural exchanges in different periods are different, and they also show different characteristics of cultural exchanges. In the internet era, cultural exchanges between China and South Korea have moved towards multi-fields, multi-channels, diverse forms and all-round exchanges.

![Diagram of characteristics of cultural exchange between China and Korea](image)

Figure 2. Characteristics of cultural exchange between China and Korea

Both sides have achieved rapid development in communication channels, modes and fields, as shown in Figure 2 above.

### 3. The motive force of the development of cultural exchange between China and Korea in the internet era

#### 3.1 The development of political relations

Since the establishment of diplomatic relations between China and South Korea, bilateral relations have developed rapidly, and the governments of both countries attach great importance to and develop cultural exchanges. When leaders of the two countries exchange visits or often meet in multilateral international activities, they will elaborate on cultural exchanges. China and South Korea have signed an intergovernmental cultural agreement, and have exchanged activities in sports, art and exhibitions. In addition, high-level leaders of the cultural departments of the two countries have frequently
exchanged visits. The two countries regularly send experts, performers and relevant civil servants to promote academic exchanges and cultural industry cooperation. All these have not only enhanced mutual understanding and trust between the two sides, but also laid a stable political foundation for the development of cultural exchanges between the two countries and become the driving force of cultural exchanges between China and Korea.

3.2 Strong cultural foundation and neighbouring geographical conditions
The cultural exchanges between China and South Korea have a long history. In history, the two countries had extensive exchanges in political, economic, social and cultural fields, which brought the same or similar cultural connotations to the two countries. Both China and Korea are deeply influenced by the traditional thought of East Asia, which mainly contains Confucianism. They share the same life style and values with the Chinese character cultural circle, Confucianism and Buddhism culture as the background. Therefore, since ancient times, the two countries have been closely related, exchanged and promoted each other, which has played a very positive role in the social progress of the two countries and formed a historical tradition of cultural exchanges lasting for thousands of years. In addition, China and South Korea are close neighbours across the sea and have very convenient transportation. In short, the cultural tradition of origin and the adjacent geographical environment have brought a lot of interpersonal exchanges between China and Korea, thus promoting the development of cultural exchanges.

3.3 The needs of the Chinese and Korean populations
The rapid development of cultural exchanges between China and South Korea reflects the strong demand of the two peoples for each other's culture, and the leaders of the two countries also believe that only the broad participation of the people can the exchanges between the two countries be better implemented. With the development of the Internet in the world, people are full of curiosity and demand for foreign culture while pursuing their own culture. The initial academic exchanges between China and Korea played an important role in restoring the traditional friendly exchanges between China and Korea, which also laid the foundation for future academic exchanges between China and Korea.

3.4 Requirements for the development of economic and trade relations
Economy determines culture, and economic structure creates corresponding cultural forms. In the Internet era, the increasingly close economic ties between China and South Korea constitute a strong bond that will draw closer to each other. Good and expanding economic and trade cooperation provides great opportunities and support for cultural exchanges between the two countries. Since then, great achievements have been made in the foreign trade between China and South Korea. The rapid development of bilateral trade, the enhanced complementarity of trade and the rapid growth of economic cooperation between the two countries undoubtedly have a positive impact on the promotion of cultural exchanges. People are interested in each other's culture in the course of business contacts. While carrying out economic and trade, people bring their own culture into each other's countries, and economic cooperation makes it easy for each other to accept their own culture.

4. The impact of cultural exchange between China and Korea on the relations between the two countries in the internet era
With the continuous progress of science and technology and the advent of the Internet era, the exchanges between China and South Korea have become more and more close. Cultural exchanges, as an inevitable product of social development, have become an important part of the relations between the two countries and have a profound impact on their foreign policies and practices.
4.1 The impact of cultural exchange between China and Korea on the political relations

With the advent of the Internet era, the exchanges between China and South Korea have become closer and closer. Cultural exchanges, as an inevitable product of social development, have become an important part of the relations between the two countries and have a profound impact on their foreign policies and practices. With the change of international situation and the establishment of diplomatic relations between China and the United States and Japan, the improvement of relations between China and Korea has become a historical necessity, and in this process, folk cultural exchanges have had an important impact. It has always played an irreplaceable role in opening the door of bilateral exchanges, promoting the flourishing of the Sino-Korean Friendship Movement and the normalization of diplomatic relations, and promoting the comprehensive, healthy and smooth development of bilateral relations.

4.2 The impact of cultural exchange between China and Korea on economic and trade relations

Since the Internet era, the mutually beneficial economic cooperation between the two countries has been deepening as an important trading partner. The total volume of import and export trade between the two sides is also increasing, and the scale of trade is gradually expanding. As shown in Figure 3 below. The extensive cooperation between China and South Korea in the fields of economy and trade is the result of the sustained development of China and South Korea, as well as the result of China's own high-speed economic growth, the increase of its comprehensive national strength and the improvement of its international status. This is in line with the common interests of China and South Korea, and is also the result of gradual consensus between the two sides on the basis of economic and trade development and cultural exchanges and integration.

![Figure 3. The expanding scale of trade between China and Korea](image)

4.3 The impact of cultural exchange between China and Korea on the two societies

The national culture reflects the national temperament, character and tradition. By understanding the culture of a nation to understand the nation, we can see the political situation, economic situation and the spiritual outlook of the people in each other's country, and deepen the mutual understanding and friendship between the two peoples. China and South Korea promote their own brands through cultural exchanges with foreign countries, and build up the image of the whole country by creating a good impression of their own culture in the hearts of people from all over the world. After Korea's cultural products flooded into China and became popular in China, many people did accept some Korean culture, and some Korean culture has been integrated into many aspects of people's daily life and changed their daily behavior. At present, this "Korean Current" has spread to many fields, such as culture, commodities and education. It has deepened the Chinese people's understanding of Korean culture by imitating and learning for contemporary Chinese youth, especially urban youth.
5. Problems and solutions in the cultural exchange between China and Korea in the internet era

5.1 Problems in cultural exchange between China and Koreas
While the bilateral trade between China and South Korea continues to grow rapidly, the trade deficit continues to expand, trade structure issues become prominent, and trade frictions are increasing. One of the most obvious phenomena is the unequal cultural trade between the two countries, especially during the period when Korean Current was prevalent. One of the deep-seated reasons for the problems in Sino-Korean economic and trade relations is the conflict between the two cultural values. It further demonstrates the influence of cultural factors on the economic and trade relations between China and Korea.

5.2 Solutions of cultural exchange problems between China and Korea
The exchange and integration of cultures is the inevitable result of the globalization of politics and economy in the world today. China and South Korea are at different stages of social and historical development. Strengthening cultural exchanges and cooperation between China and South Korea will promote the great rejuvenation of their cultures. The two countries should conduct dialogue on the basis of equality, strengthen exchanges, enhance understanding and expand consensus. In some historical and cultural issues, the two countries should strengthen communication in advance, strengthen exchanges, or study together to limit these issues to academic fields and not let them trigger nationalist sentiments. The all-round development of human beings, as the common goal of human values, is the common goal pursued by all countries in the world. However, due to the different stages of social and historical development and the imbalance of social, political and economic development, the cultural differences will inevitably result. Only by taking a fair and just stand and treating cultural differences with tolerance can we realize cultural exchange and integration, expand the common interests of both sides, improve and promote Sino-Korean relations and jointly build a comprehensive cooperative partnership.

6. Conclusions
In the Internet era, the mutual integration of Chinese and Korean cultures in exchanges has promoted the development of economic relations and the increase of political dialogue between the two countries. Cultural exchanges and integration promote the mutual benefit and interdependence between countries, and enhance the common ground of seeking mutual interests. Humanistic exchanges are an important part of the all-round development of China-ROK friendly and cooperative relations, as well as a beautiful scenic line in bilateral relations. In the future, China and South Korea should adhere to the principle of "Equality and Mutual Benefit, Complementarity of Advantages, Sincere Cooperation and Common Development", develop bilateral relations, treat cultural exchanges between China and South Korea with an equal and fair attitude, and regard cultural exchanges as the way and basis for achieving communication, deepening understanding and establishing mutual trust relations. Only when cultural differences are treated with tolerance can cultural exchanges and integration be realized, common interests of both sides be expanded, Sino-Korean relations be improved and promoted, and comprehensive cooperative partnership be jointly built.

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