Research on International Communication Strategy of Wuxi Intangible Cultural Heritage

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Abstract: To carry forward the excellent culture of the Chinese nation, promote Wuxi cultural soft power, and promote the international process of intangible cultural heritage in Wuxi city, this paper deeply analyzes the problems and current situation of the intangible cultural heritage, mainly reflected in the propaganda depth breadth insufficient, lack of professional translation talents, lack of system of the translated text, and the weak of the market effect. Therefore, this paper put forward the advice to strengthen overall coordination between government departments, strengthen government and school cooperation personnel training mode, compile system of translated text, and innovate external transmission methods.

1. Introduction

According to the definition of UNESCO, intangible cultural heritage refers to various practices, performances, forms of expression, knowledge systems and skills, as well as relevant tools, objects, crafts and cultural sites regarded by various groups, groups and individuals as their cultural heritage. Various forms of expression are oral legends into the form of performance. These include traditional handicrafts, traditional festivals, media languages, performing arts, rituals, festivals and so on. Intangible cultural heritage is the crystallization of the wisdom of the nation and civilization, an imprint of thousands of years of history, and a witness to the development of the nation. It is closely related to the life and culture of all ethnic groups and is also an important cultural resource of the country.

2. Overview of Wuxi intangible cultural heritage resources

Wuxi, a city on the shore of Taihu lake, is one of the birthplaces of Jiangnan civilization and Wu culture. The birthplace of modern national industry is one of the developed cities integrating economy, culture and tourism. Wu culture with a long history and the national industrial and commercial culture remains prove Wuxi's brilliant history and profound cultural deposits.

Wuxi's intangible cultural heritage consists of nine categories: folk music, folk dance, folk literature, folk art, opera, folk craft, production and trade customs, consumption customs and folk beliefs. At present, Wuxi has 11 national intangible cultural heritage items, including Huishan clay figurines; Yixing purple sand vessel (pot); Wuxi green bamboo carving; WuxiJingweixiu; XiJu. In addition to the five outstanding national intangible cultural heritages mentioned above, Wuxi is also a national intangible cultural heritage of the following projects: legend of Liang Zhu, Wuge, Wuxi Taoism music, Zhihetang paste medicine making technology, Yixing pottery making technology, and Taibo temple fair. 51 items of provincial intangible cultural heritage, including traditional music Jiangnan silk foot, erhu art, etc. There are 133 municipal intangible cultural heritage items, covering various categories such as folk literature, traditional music, traditional dance, traditional drama, folk art and traditional art.

Abundant intangible cultural resources provide unique conditions for the transmission and inheritance of Wu culture. Wang Fuzhou, deputy director of the intangible cultural heritage department of the ministry of culture, QiuChunlin, researcher of the Chinese academy of arts, Xu
Yiyi, member of the national expert committee for the protection of intangible cultural heritage, and other experts fully affirmed the inheritance of Wuxi’s intangible culture based on Wu culture.

3. The international status of Wuxi’s intangible cultural heritage

Since the state council issued the opinions of the general office of the state council on strengthening the protection of China’s intangible cultural heritage in 2005, Wuxi municipal government has attached great importance to the inheritance and protection of intangible cultural heritage. The declaration, project approval and financial support of Wuxi’s intangible cultural heritage are also encouraged. Along with the Chinese dictionary of intangible cultural heritage compiled by the state, the Chinese dictionary of intangible cultural heritage organized by Jiangsu provincial department of culture and tourism is also under way, and the existing 11 national intangible cultural heritage projects in Wuxi and the inheritance status of 13 national inheritors are all included. The state council announced four batches of national intangible cultural heritage lists in 2017, and each batch of Wuxi projects were selected. By the end of 2017, there are 11 national intangible cultural heritage projects in Wuxi, including legend of Liangzhu, Wuge, Taoist music, tin opera, bamboo carving in Liuqing, Huishan clay figurine, Wuxi fine embroidery, YixingDark-red enameled pottery making technology, Zhihetang paste and nourishing medicine making technology, YixingJun pottery making technology, and Taibo temple fair. These intangible cultural heritage projects have a long history and rich connotation, and are also the representative of local culture in Wuxi. Non-genetic inheritors play an important role in the inheritance of non-material culture. As of May 2016, China has released five batches of national non-genetic inheritors, and five batches of national non-genetic inheritors total more than 3,000 people. Among them, Jiangsu has 178 national non-genetic inheritors, ranking second only to Zhejiang. This 178 craftsman “powers”, Wuxi has 13 people, master HuishanYuXiangLian, Wang Naxian respectively, tin embroidery master Zhao Gongyu, bamboo carving master QiaoJinhong, “singer wu” Zhang Haosheng, violet arenaceous list Wang Yinxian, Xu Xiutang, LvYaochen, Zhou Guizhen, YouWuZhong long, wang was cantona, are leading figures Shou-cai li tao, and paste to the sixth generation successor Liu Baisheng AIDS medicine making skill.

In terms of capital, policies and communication platforms, the Wuxi government has also launched a series of protection measures. According to the Jiangsu province non-material cultural heritage protection measures for the use and management of special funds, combining the reality of Wuxi, made in Wuxi city, the intangible cultural heritage protection measures for the use and management of special funds, non-material cultural heritage protection in Wuxi city, to regulate the use of special funds management, improve the efficient use of funds, promote the Wuxi city non-material cultural heritage protection and inheritance work. In order to better inherit the intangible cultural heritage of Wuxi, Jiangnan university, Wuxi business vocational and technical college, was approved by the department of culture of Jiangsu province in November 2014, becoming one of the first batch of “intangible cultural heritage research bases” in Jiangsu province. Two universities were selected into the first batch of provincial intangible cultural heritage research bases, marking a new step for Wuxi’s intangible cultural heritage protection and research.

While doing a good job in protecting and inheriting intangible culture, Wuxi municipal government has also strengthened its efforts in external communication. Wuxi has 13 special museums of intangible culture and folk customs. Wuxi intangible culture exhibition hall in laojie, Huishan ancient town, Wuxi clay sculpture museum, Liuqing bamboo carving studio, Meicun erhu expo park, Yixingdark-red enameled exhibition center, etc. In 2017, China successfully held the Wuxi exchange conference of high-level talents for innovation and entrepreneurship in the intangible cultural heritage exhibition “realizing the dream of Taihu lake, creating and winning Wuxi”. The intangible cultural heritage exhibition focused on six intangible cultural heritage projects, namely Huishan clay figure, Yixing purple sand, Wuxi fine embroidery, WuxiLiuqing bamboo carving, paper cutting and paper horse engraving. “A dream in Taihu lake, Wuxi win” the posthumous exhibition in the propaganda of Wuxi local characteristic culture and at the same time vigorously carry forward the spirit of craftsman in the Wuxi local city not heritage protection center
will not last for a cultural link, set the number of returnees from overseas study and Wuxi bridge of cultural communication, deepening their sense of identity and belonging of Wuxi.

4. Analysis of Wuxi intangible cultural heritage going international

4.1 External publicity and policy support from the government need to be strengthened

The government also attaches great importance to the protection and inheritance of intangible cultural heritage, but in the process of internationalization, the means and methods of external publicity are still lacking. In the process of internationalization of many national and provincial intangible cultural heritages, erhu in Meicun has achieved remarkable effects in its external communication. Meicun street fully supports the promotion of erhu, and invests a lot of financial and material resources in the publicity materials and dissemination. By “foreign language press” published “Yue yunqinxin - Wuxi erhu” bilingual books in English and Chinese. The book is illustrated with pictures and pictures, and introduces erhu masters' famous music, erhu rheology and erhu making in both Chinese and English in detail, making a detailed and detailed introduction for Wuxi erhu to the international market. Bilingual communication is the first step for Wuxi's intangible culture to go international. We have visited other intangible cultural heritages without any detailed bilingual introduction and publicity books. It can be seen that the government's support and input is an important support for Wuxi's intangible cultural heritage to go international. The government needs to further strengthen its efforts to accelerate the internationalization of intangible cultural heritage in Wuxi.

4.2 Lack of external publicity translation text for external communication

In terms of external communication means, it mainly relies on traditional media such as TV, we media network and WeChat platform. Wuxi culture bureau subordinate of non-material cultural heritage information center (http://crtt.Wuxi.gov.cn/ztzl/fwzwhyc/index.shtml), which mainly is a legacy of publicity and news reports, but throughout the page, news reports, remains in September 2017, visible in the propaganda is not enough. In terms of external publicity translation, when you open the website, the only English text you can see is the introduction of Wuxi's intangible cultural heritage. There are almost no other text translations. Wuxi intangible culture center Wechat public platform, no external publicity translation, only Chinese push. When I visited Huishan museum in Wuxi, Liuqing bamboo carving studio and double-sided embroidery workshop, I could only find a few pages of brief introduction. When I asked for more translations of external publicity texts, I could not provide them. For intangible cultural heritage products, there is no translation of intangible cultural heritage texts for publicity and international communication.

4.3 Lack of foreign communication and translation professionals

Propaganda bureaus and foreign affairs offices in Wuxi city, Wuxi city non-material cultural heritage is mainly composed of three departments to coordinate, culture bureau, the propaganda department of Wuxi, Wuxi, in the three departments, specializing in Wuxi intangible translation talents shortage, proficient in Wuxi non heritage are some of the old artists, retired cadres, they are all not familiar with some modern information means, not to mention the information translated into English.

There are translation talents in the foreign publicity office, but they have little understanding of intangible cultural heritage. In the process of external publicity and translation of intangible cultural heritage, it is necessary to understand the culture of intangible cultural heritage as well as be able to translate. There are not many such professionals in Wuxi. It can be seen that there are still some loopholes and problems in Wuxi intangible cultural heritage translation professionals.

4.4 The excavation of Wuxi's intangible cultural heritage is not deep enough

In the international communication of Wuxi's intangible cultural heritage, extensive publicity and deep excavation are not enough. The government's orientation to resource integration and regional culture is not clear enough. In 2012, Wufeng tale -- Wuxi intangible cultural heritage atlas, edited
and published by Wuxi municipal government and Wuxi bureau of culture, radio, television, press and publication, recorded the current status and image of Wuxi intangible cultural heritage. However, there was no systematic record of the culture and history of the intangible cultural heritage itself, and complete resource integration. This is also because some of the intangible cultural heritage is passed on orally, and there is a lack of relevant written records. Such in-depth excavation can also play an important role in witnessing the intangible cultural heritage of Wuxi, as well as the historical and cultural heritage of Wuxi.

4.5 The international market effect of Wuxi intangible cultural heritage is not high

Intangible cultural heritage is the inheritance and symbol of local culture and belongs to the record of local cultural history. Intangible cultural heritage should not only belong to history but also meet the needs of contemporary culture. The marketization of intangible cultural heritage is exactly the innovative development of realizing the cultural value of intangible cultural heritage. In terms of market cultivation and development, Wuxi has a large variety of intangible cultural heritage. In the process of international communication, due to cultural differences between countries, the recognition and acceptance of intangible cultural heritage products from foreign cultures should be considered when expanding the international market demand. The author in the study of bamboo carvings left in the green know, Japan to leave bamboo carvings recognition is high, but compared to Europe and America is somewhat inferior.

5. Suggestions on Wuxi's intangible cultural heritage going international

Intangible cultural heritage is the essence of national culture and the product of the combination of traditional culture and national culture. Wuxi intangible culture reflects the profound Wu culture of thousands of years and inherits the essence of Wu people's culture. The protection and inheritance of Wuxi's intangible culture will help improve Wuxi's economy, culture, tourism and culture. Accelerating the external dissemination of Wuxi's intangible culture is conducive to promoting the internationalization process of Wuxi's intangible cultural heritage. In view of the existing problems of Wuxi's intangible culture, the following Suggestions can be put forward:

First, strengthen coordination among government departments and actively guide policies. The three departments, Wuxi cultural bureau, Wuxi intangible cultural heritage center and Wuxi propaganda department, coordinate with each other. The government has further strengthened its policies, funding, protection and inheritance. Combined with the main line of Wu culture, all kinds of intangible cultural heritage in Wuxi are integrated together. For example, in the case of bamboo carving and erhu in Wuxi, the erhu itself needs bamboo carving as decoration. The government does a good job in building Bridges, integrating national intangible cultural heritage with provincial intangible cultural heritage, which not only improves the market effect of intangible cultural heritage, but also integrates existing resources properly.

Secondly, the cultivation of translation talents of Wuxi intangible cultural heritage should be strengthened. There are several higher vocational colleges in Wuxi, including Jiangnan university, Wuxi vocational college of science and technology and Wuxi vocational and technical college, all of which have majors in foreign language and art. In the process of cultivating professional talents of intangible, break the traditional single training mode, the arts and foreign language major especially for English majors, the joint training, strengthen the cooperation colleges and Wuxi non-material culture research center, make full use of the training mode of ZhengJiao cooperation, for Wuxi reserves of non-material cultural heritage and professionals.

Thirdly, the cooperation between artists and inheritors of intangible cultural heritage in Wuxi and professional translators should be strengthened. Most of the inheritors are older and the historical, cultural and production systems of intangible cultural heritage at national, provincial and municipal levels in Wuxi should be compiled into a book and translated into English. Only by combining intangible cultural heritage talents with foreign language talents can we truly push the intangible cultural heritage in Wuxi into the international market and promote the internationalization of Wuxi's intangible culture.
Fourth, innovate communication means and break traditional communication mode. At present, there is the information network of Wuxi intangible cultural heritage center and the official account of Wuxi intangible cultural heritage WeChat, which can be used as the basis to further expand the means of communication, broaden the way of communication through multiple channels, and create column reports on various intangible cultural heritage with bilingual Chinese and English. Through the dissemination of new media, accelerate the international dissemination of Wuxi intangible cultural heritage. Through the new media communication of modern informatization and the English translation of the world's common language as the carrier, it provides a practical guarantee for the world to understand Wuxi intangible cultural heritage.

6. Summary

Intangible cultural heritage is the crystallization of national wisdom, the product of national culture handed down from generation to generation, and the symbol of national culture, so as to enhance China's cultural soft power and enhance cultural self-confidence. Based on Wu culture, Wuxi plays a decisive role in promoting the soft power of Wuxi's culture through the external dissemination of excellent intangible cultural heritage. However, in the process of Wuxi's non-material culture becoming international, there are some problems, such as lack of professional talents, lack of systematic text, and the external publicity still needs to be improved. These undoubtedly become obstacles for Wuxi's immaterial culture to go international. Therefore, the government to strengthen overall coordination between departments, make full use of ZhengJiao cooperation mode, cultivate Wuxi non-material cultural heritage translation talents, broaden the intangible cultural heritage and innovation of Wuxi foreign communication means and ways, in order to speed up the Wuxi international process of intangible cultural heritage, promote Wuxi the soft power of culture, carrying forward the excellent culture of the Chinese nation.

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