

Strategies for the Overseas Dissemination of China's Stories through the Vehicle of Intangible Cultural Heritage

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Abstract: As a precious cultural heritage of the Chinese nation, ICH (Intangible Cultural Heritage) is of great significance in its overseas communication. This paper expounds the important position of ICH in Chinese culture and the importance of overseas communication, and puts forward some research questions. This paper mainly discusses how to tell the story of China effectively and improve the effect of overseas communication with ICH as the carrier. This paper provides a comprehensive strategic framework for ICH's overseas communication by constructing content strategy, channel and platform strategy, audience strategy and brand and cooperation strategy. At the same time, this paper also puts forward specific implementation paths and safeguard measures to ensure the feasibility and effectiveness of the strategy. In terms of content strategy, we should dig deep into the story elements in ICH and pay attention to the innovation and integration of content. In terms of channel and platform strategy, this paper makes full use of existing channels and expands new channels, especially digital media and social media. By implementing these strategies and measures, ICH's overseas communication can achieve remarkable results, enhance the soft power of national culture and promote international cultural exchanges.

1. Introduction

In today's era of globalization, cultural exchange and communication has become an important link connecting different countries and regions [1]. As one of the cultures with a long history in the world, Chinese culture is rich in ICH [2]. These ICH are the crystallization of the wisdom of the Chinese nation, bearing the historical memory, emotional identity and values of the Chinese nation. In the wave of globalization, how to make the world better understand and appreciate Chinese culture has become an important topic before us [3]. ICH is an important part of Chinese culture. Its overseas communication is of great significance for inheriting and carrying forward the excellent traditional culture of the Chinese nation, and it also plays an irreplaceable role in enhancing the country's cultural soft power and enhancing international mutual understanding and friendship [4].

ICH refers to various traditional cultural expressions handed down from generation to generation by people of all ethnic groups and regarded as part of their cultural heritage, as well as physical objects and places related to traditional cultural expressions [5]. It includes oral traditions and forms of expression, performing arts, social practice, ceremonies and festivals, knowledge and practice about nature and the universe, and traditional handicrafts [6]. The uniqueness of ICH lies in its liveliness. It is constantly being created, inherited and developed, which is closely related to people's lives. ICH has inheritance, which can be extended from generation to generation through mentoring and family inheritance [7]. ICH also contains profound cultural value, which embodies the cultural diversity of the Chinese nation and is an important symbol of national cultural identity and identity.

The overseas communication of ICH is of great significance for enhancing the soft power of national culture. Through the exhibition and dissemination of ICH, the world can feel the unique charm and profound heritage of Chinese culture more intuitively, and enhance the cultural influence and discourse power of the country on the international stage [8]. The overseas spread of ICH is also an important way to promote cultural exchange and mutual learning. Through the exchange of ICH, we can enhance the understanding and respect between different cultures and promote the

diversity and inclusive development of cultures. The overseas spread of ICH will also help to enhance the international image and show China's cultural self-confidence and open and inclusive attitude as a responsible big country. Based on the above, the purpose of this study is to explore how to effectively tell the story of China, improve the effect of overseas communication, and let the world know and perceive the charm of Chinese culture more deeply.

2. Present situation and challenges of overseas communication of ICH in China

2.1. China ICH's overseas communication process

The overseas communication of ICH in China has a long history. Since ancient times, with the opening of the Silk Road, China's silk, porcelain, tea and other commodities have gone to the world, but also brought rich ICH elements. These cultural treasures have won wide acclaim and love overseas [9]. For example: paper-cutting, embroidery, opera, etc. Since modern times, with the increasingly frequent international cultural exchanges, the overseas communication of ICH in China has also entered a new stage. The government, social organizations, folk artists and other forces actively participated in the exhibition, holding international exhibitions, cultural exchange activities, art festivals and other forms to show the unique charm of ICH in China to the world. In recent years, with the promotion of the "Belt and Road Initiative", the overseas communication of ICH in China has ushered in new opportunities. Cultural exchanges and cooperation between China and countries along the route are deepening, and ICH has become an important bridge to connect people's hearts and enhance friendship.

2.2. The main channels and ways of overseas communication at present

At present, the overseas communication channels and modes of ICH in China are increasingly diversified. On the one hand, the government actively promotes and builds a platform for the overseas communication of ICH by organizing international ICH festivals, exhibitions and other activities. These activities showed the unique charm of ICH in China and promoted the exchange and mutual learning with overseas cultures. On the other hand, the rise of digital media and social media provides a new way for ICH to spread overseas. Through the network platform, ICH can cross the limitation of time and space and spread to all parts of the world quickly. Folk artists and ICH inheritors also actively use various channels and ways to bring ICH abroad, so that more people can experience the charm of ICH in China.

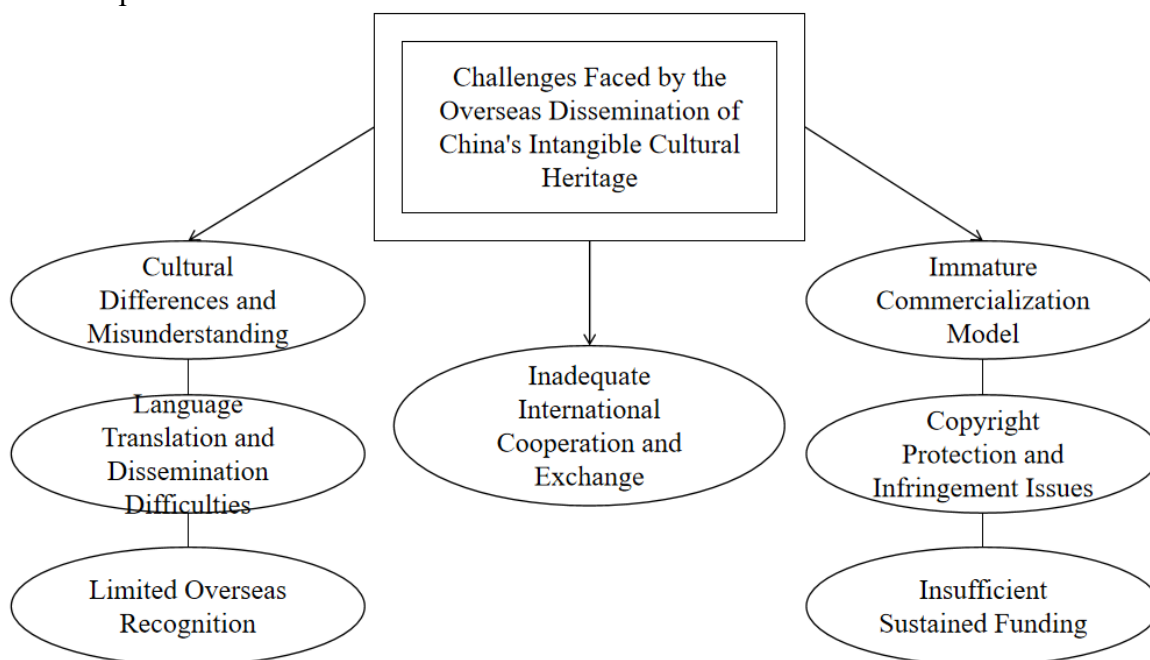


Figure 1 Challenges faced by ICH overseas communication in China

Although the overseas communication of ICH in China has achieved remarkable results, it still faces some challenges and problems, as shown in Figure 1. We need to constantly explore and innovate ICH's overseas communication strategies and methods in order to meet these challenges and problems and promote ICH in China to go global better.

3. Strategy construction for telling Chinese stories well through ICH as a carrier

(1) Content strategy

In the process of telling the story of China with ICH as the carrier, content strategy is very important. We need to dig deep into the story elements in ICH. Those stories with profound historical background, national feelings and humanistic care are the key to attracting overseas audiences. Relevant personnel should pay attention to the innovation and integration of content, combine ICH with modern society and the theme of the times, and create new stories with both traditional charm and modern aesthetics. For example, ICH technology is combined with modern technology and fashion design to show the vitality and innovative charm of ICH. In addition, the diversity and richness of content also need attention. We can show the diversity and inclusiveness of China culture through different ICH projects, so that overseas audiences can have a more comprehensive understanding of China.

(2) Channel and platform strategy

Channels and platforms are important ways for ICH to spread overseas. We should make full use of the existing international cultural exchange channels (international exhibitions, art festivals, cultural festivals, etc.) to take ICH overseas and let more people feel its charm. At the same time, we should actively expand new communication channels, especially digital media and social media. These platforms have the characteristics of fast communication speed, wide coverage and strong interaction, which are very suitable for ICH's overseas communication. We can publish ICH-related information, pictures, videos, etc. by establishing ICH special websites and social media accounts, and interact with overseas audiences to enhance the pertinence and effectiveness of communication.

(3) Audience strategy

Audience is the target of ICH's overseas communication, and it is also the key to the communication effect. Relevant personnel should thoroughly study the cultural background, interest preferences and acceptance habits of overseas audiences and formulate targeted audience strategies. For example, for overseas audiences interested in Chinese culture, we can provide more in-depth and professional ICH interpretation and experience. For the younger generation of overseas audiences, we can use more fashionable and lively communication methods to attract their attention and interest. We should pay attention to the interaction with overseas audiences and enhance their sense of participation and identity by holding online and offline interactive activities and workshops.

(4) Brand and cooperation strategy

The overseas communication of ICH is inseparable from brand building, which is the core symbol to enhance the communication effect. We should devote ourselves to building a distinctive ICH overseas communication brand, enhance ICH's recognition and expand its international influence by means of unified brand visual image, exclusive logo and popular slogan. At the same time, it is particularly important to strengthen cooperation and exchanges with international organizations, overseas cultural institutions and well-known enterprises. For example, we can join hands with overseas cultural institutions to hold ICH exhibitions, performances and other activities; We can also cooperate with well-known enterprises to develop ICH derivative products, cultural and creative products, etc. In this way, we can broaden the international communication channels of ICH and explore the new path of its commercial development. By implementing the strategy of brand and cooperation, we will promote the overseas spread of ICH more effectively, and let the world know and appreciate the unique charm of Chinese culture more deeply.

4. Implementation path and safeguard measures

When implementing the strategy of telling the story of China with ICH as the carrier, we need to make clear a clear and feasible path. First of all, we should set up a special ICH communication project, define the project objectives, contents, time and expected results, and ensure that all work is carried out in an orderly manner. Then, a professional team should be formed, including ICH experts, cultural communication scholars, marketers, etc., who will be responsible for content mining, creation, dissemination and docking with the international community. At the same time, we should actively seek cooperation with cultural institutions and educational institutions at home and abroad, and expand the influence of ICH by jointly organizing activities and sharing resources. In addition, we should make full use of modern scientific and technological means, such as virtual reality and augmented reality, to provide new presentation and interactive experience for the spread of ICH, so that overseas audiences can feel the charm of ICH more personally.

In order to ensure the smooth implementation of ICH's overseas communication strategy, this paper takes a series of safeguard measures, as shown in Table 1.

Table 1 Safeguard Measures for the Overseas Dissemination Strategy of Intangible Cultural Heritage

| Safeguard Measure | Specific Description/Implementation Approach |
|--|--|
| Establish a dedicated project with clear goals and plans | Develop a detailed project plan, including objectives, content, timeline, and expected outcomes |
| Assemble a professional team responsible for content and dissemination | Form a diversified team comprising experts in intangible cultural heritage, cultural dissemination scholars, and marketing personnel |
| Seek cooperation with domestic and foreign institutions to share resources | Establish partnerships with domestic and foreign cultural institutions and educational organizations, jointly organize events, and share resources |
| Utilize modern technology to innovate presentation methods | Employ modern technological means such as virtual reality and augmented reality to provide new presentation methods and interactive experiences |
| Establish a monitoring mechanism to ensure implementation effectiveness | Set up a monitoring team to regularly assess project progress and implementation effectiveness, ensuring the strategy is effectively implemented |
| Strengthen financial support to ensure project operation | Secure diversified funding sources such as government grants and corporate sponsorships to ensure adequate project funding |
| Conduct training and exchanges to enhance team capabilities | Organize regular training, seminars, and other activities to enhance the professional competencies and international perspective of team members |
| Establish a feedback mechanism to promptly adjust strategies | Establish audience feedback channels to timely collect and analyze feedback opinions, and adjust and optimize dissemination strategies |

5. Conclusions

In summing up the results of this study, we deeply feel that ICH, as a valuable cultural heritage of the Chinese nation, its overseas communication is not only of great significance for promoting Chinese culture and enhancing the soft power of the country's culture, but also an important way to promote international cultural exchanges and enhance mutual understanding and friendship. Through in-depth research, we have made clear the strategy construction of telling China stories with ICH as the carrier, including content strategy, channel and platform strategy, audience strategy and brand and cooperation strategy, which provides comprehensive guidance and support for ICH's overseas communication. At the same time, we also put forward specific implementation paths and safeguard measures to ensure the feasibility and effectiveness of the strategy.

Looking ahead, ICH's overseas communication still faces many challenges and opportunities. With the in-depth development of globalization and the continuous progress of digital technology,

the communication methods and means of ICH will be more diversified and convenient. We will continue to deepen the study of ICH, explore its deeper connotation and value, and create more attractive and infectious works. At the same time, we will actively expand the overseas communication channels of ICH, strengthen exchanges and cooperation with the international community, and let more people understand and appreciate the unique charm of ICH in China. We believe that with the joint efforts of all parties, ICH's overseas communication will achieve more brilliant achievements and contribute more China wisdom and strength to building a community of human destiny.

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