

Research on the Communication Strategy of Liangzhu Culture of “Total System Construction”

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Abstract: Comrade Xi Jinping proposed in the 20th Party Congress to increase the protection of cultural relics and cultural heritage, and to strengthen the protection and inheritance of history and culture in urban and rural construction, which is a powerful initiative to emphasize the construction of socialist culture, and to prosper the development of cultural undertakings and cultural industries. In 2019, the site of Liangzhu Ancient City was approved and formally inscribed on the World Heritage List, and the Liangzhu culture is a Chinese treasure that has been preserved. In this paper, the “whole system construction” communication concept will be cut from the perspective of cultural communication, integrated into the Liangzhu cultural communication practice, to enhance the effectiveness of Liangzhu cultural communication to provide operable countermeasures and practice carriers. To explore the innovation and dissemination path of the local landscape culture for the society.

Keywords: Liangzhu culture; system-wide construction; cultural communication

1. Preface

The author will conduct a literature review centered on the two categories of “Liangzhu culture” and “Liangzhu culture dissemination”. Most of the research on Liangzhu culture in China is from the perspective of archaeology, semiotics and cultural studies. Gao Menghe and Song Yuhan (2018) take the construction of Liangzhu Museum as an example, focusing on the period of Liangzhu Museum’s reorganization and display after 2018, and believe that the site museum with archaeological function can show the archaeological achievements of Liangzhu from multi-dimensional and multi-detailed, convey the connotation and value of Liangzhu archaeology and interpret the information of Liangzhu relics; Zhang Chunfeng (2015) researches the inheritance and exchange relationship between the symbols of Liangzhu and other symbols from the perspective of semiotics. Zhang Chunfeng (2015) studied the relationship between Liangzhu symbols and other symbols from the perspective of semiotics. He Nu (2021) proposed Liangzhu jade cong in Liangzhu culture on behalf of its core connotation, is the Liangzhu national period respected symbols graphic symbols system, with “national identity” function, and derivatives of the function of strengthening the stability of the social order and so on.

By analyzing the characteristics of Liangzhu culture, scholars such as Shuozhi, Li Zhilong, and He Jinyu believe that Liangzhu culture has a considerable role and value in the formation of early Chinese civilization. Zhou Ying (2008) believes that the inheritance and dissemination of Liangzhu culture is conducive to the study of the construction of Hangzhou’s urban culture and the expression of the city’s spirit. By analyzing the constraints in the process of inheritance and dissemination of Liangzhu culture, Wu Dan and Zhao Jiang (2016) argued that the communication method of new media advertisement can effectively disseminate Liangzhu culture in many aspects. Both of their research results focus on the inheritance and dissemination and new media advertising on the cultural excavation and construction, and this study focuses on the research system and model relying on cultural communication theory, exploring the new path of innovative communication is fundamentally different.

2. Communication of Liangzhu culture constructed by the whole system

2.1 Very few historical records and weakened mass communication capacity

In the vast ocean of Chinese history books, and Liangzhu culture related records are very little. Liangzhu site survival time is equivalent to the Yellow River Basin representative culture Yangshao culture to the early Longshan culture, Liangzhu ancient city gradually decline,

and ultimately abandoned, but many elements of Liangzhu culture but in various forms retained in the Chinese civilization, such as Liangzhu jade form, pattern, production process, which indicates that the same period of the Yellow River Basin ancestors and the ancestors of the Liangzhu, there has been a more frequent exchanges between the ancestors.

2.2 Insufficient brand communication power and limited scope of communication influence

Combing through the communication activities of Liangzhu culture, it is found that its audience is more regional, especially based on the Liangzhu Ancient City Ruins Park and Liangzhu Museum of all kinds of experiential activities, tourism product promotion and exhibitions, with Hangzhou local audience as the main focus, study and exchange, exhibition publicity, ceremonies and other communication activities are independent of each other, lack of integrity, and lack of follow-up after the end of the activities, the influence of a limited number of people. People's awareness of its only stays in the "know Liangzhu site heritage success" stage, for the Asian Games mascot William Skinner is the Liangzhu representative cultural relics of jade background know little. Therefore, at this stage, we should focus on improving the recognition of Liangzhu culture and Liangzhu area, deepen people's awareness and reputation.

2.3 One-way communication is the mainstay, lacking interactive experience

At present, the main body of Liangzhu culture dissemination is the government, professional organizations and mainstream media, and their understanding of the overall value of Liangzhu cultural heritage and their ability in content production, resource deployment and other aspects of the dissemination of its dominant position. The activities of these communication bodies are mainly one-way communication, the most important forms include news reports, feature documentaries, although it can systematically show the historical and cultural value of Liangzhu cultural heritage, but it is still a "knowledge popularization" type of communication, lack of interaction with the public.

3. Liangzhu Culture Communication Enhancement Strategy

3.1 Build cultural and creative series products to improve the dissemination of Liangzhu culture

Liangzhu culture as "an important evidence of China's 5000 years of civilization history", its historical heritage and the accumulation of heavy culture over the years needs to be re-examined and expressed from the perspective of contemporary communication, in which the design of "cultural and creative products" is an important part of the dissemination of Liangzhu culture. Cultural confidence is the new era of national soft power to enhance the requirements of the design of cultural and creative products in line with the national cultural development policy, excellent cultural and creative products to shape the cultural image, improve cultural influence has an important role. Previously, the Palace Museum President Shan Jixiang said that the turnover of cultural innovation products of the Palace has reached 1.5 billion yuan, fully illustrates the importance of the cultural and creative market, so we should fully explore the cultural advantages of Liangzhu Museum, combined with the market for the product demand for the development of cultural and creative development of the Liangzhu Museum to provide appropriate design methods and specific design solutions.

3.2 Brand IP to help Liangzhu culture brand building

At present, Liangzhu culture has a single channel of brand communication, which is only reported in the official mainstream media; the content of the communication is old and boring, and lacks of heart. Liangzhu culture, as a spiritual cultural brand with rich cultural connotation and value, is also the epitome of the spiritual life of the people in a certain area, which has the basis of cultural identity and public participation. IP will continue to operate in-depth, enhance the activity and stickiness of the fan audience. At the same time, cross-border cooperation and momentum marketing are also effective ways to promote IP. Leveraging on famous brands and hot events to enhance brand awareness, derivatives of peripheral products and services, to achieve symbiosis and commercial realization.

3.3 The use of modern digital technology means to break through the Liangzhu communication difficulties

Liangzhu Museum should take the current concerns and interests of the general public as the primary consideration, realize the integration of resources, focus on the development of digital works, develop online exhibition activities, combine online browsing with offline activities, use AI, AR, VR, MR and other digital modeling technologies for cultural relics display, realize the vivid and interactive display of cultural relics, and realize the online immersive viewing of the exhibition. Plan and launch a series of special online theme evenings, which will be broadcasted on major video platforms. Reference to Henan Radio and Television “Tang Palace Night Banquet” and other series of evening programs, traditional festivals combined with novel forms of performance to tell the story of Liangzhu.

Conclusion

The system-wide construction of Liangzhu culture communication model is of great value to the presentation of the historical value of Liangzhu culture and the overall development of Hangzhou culture. Firstly, it helps to create an “important window” for local culture: as a key cultural heritage of Hangzhou Yuhang District, Liangzhu culture is of great value to the development of local culture by shaping its brand image and enhancing its communication. Secondly, to enhance the “charm of Hangzhou”: this stage focuses on how to enhance the communication of Liangzhu culture in the era of mobile Internet, which is not only conducive to the enhancement of cultural popularity, but also can show the cultural soft power and innovation of the local culture. Finally, through the all-round demonstration of “Yuhang strength”: targeted communication effect and communication suggestions, cultural communication as a breakthrough to drive the development of industries around Yuhang District and communication power enhancement, and all-round demonstration of Yuhang’s cultural communication strength. Through the three phases, it will fully create the future cultural communication picture of Liangzhu, from Liangzhu of Yuhang to Liangzhu of the world, and display the millennium culture to the world through the communication media and mode of the digital era, so as to blossom brilliantly again.

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