

THE STRATEGY OF INTERNATIONAL COMMUNICATION OF BA SHU CULTURE

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Abstract: As a treasure of the Chinese nation, Ba Shu culture carries deep historical deposits and unique regional characteristics, and has both opportunities and challenges for international dissemination in the wave of globalization. This study analyzes Ba Shu culture in depth, explores its rich connotations and core values, and clarifies the current situation of its international communication, including obvious cultural differences, obstacles of language differences, and limited communication channels. On this basis, the study builds a system of communication strategies from multiple perspectives: innovating the content of Ba Shu culture; pinpointing audience groups; disseminating Ba Shu culture through multiple channels; and establishing an interactive communication mechanism. Through the implementation of these strategies, we aim to enhance the influence and competitiveness of Ba Shu culture in the international arena, promote it to the world, and contribute to the exchange and mutual understanding of human civilization.

Keywords: Ba Shu culture; International communication; Cultural influence; Cultural differences

1 INTRODUCTION

As a bright pearl of Chinese culture, the culture of Ba Shu is in dire need of being known and appreciated by the world. This ancient and mysterious land has nurtured the Shu culture with Chengdu as the core and the Ba culture with Chongqing as the center of gravity, which are intertwined to build a magnificent picture of the Ba Shu culture. It not only carries rich tangible cultural heritage, such as the world-famous Sanxingdui Ruins and Jinsha Ruins, but also treasures endless intangible cultural heritage, such as Sichuan Opera, Shu embroidery, bamboo weaving, and other forms of art, which are like jewels that embellish the sky of the culture of Ba Shu.

The charm of Ba Shu culture lies in its long history, diversified integration and rich art. From the mysterious veil of the ancient Shu Kingdom to the prosperous scenery of modern Sichuan, thousands of years of historical precipitation have given the culture of Ba Shu a profound heritage. However, in the context of globalization, the road of international dissemination of Ba Shu culture has not been smooth. Although the process of globalization has set up a broad stage for cultural exchanges and dissemination, Ba Shu culture still faces many challenges and dilemmas in the process of going global. This study aims to analyze the research progress of Ba Shu culture, gain insight into the current situation and challenges of its international dissemination, and explore practical international dissemination strategies.

2 LITERATURE REVIEW

The culture of Ba Shu has a profound historical background and a wide range of practical influence in foreign communication. Liu's research found that the external communication of Ba Shu culture can be traced back to the 4th century B.C. After thousands of years of development, it has had far-reaching influence on the construction and dissemination of Ba Shu's image. As a representative of regional culture, Ba Shu culture is profound and diversified, with important influence, radiation and appeal, and has become an important part of the construction of contemporary China's image. In cross-cultural communication, Ba Shu culture not only has great significance in communication, but also has a complex and multiple relationship with Chinese culture, facing the challenges of cultural communication and image construction together [1]. Under the perspective of globalization, examining the communication value of Ba Shu culture can provide more diversified thinking for the overseas communication of Chinese culture. According to Hou's research, "Ba Shu culture" is an indispensable part of the excellent traditional Chinese culture, which is of positive significance for enhancing the cultural consciousness and firming the cultural confidence of the Chinese nation, and is an important carrier for manifesting the spiritual connotation and values of the Chinese nation. Numerous films with cross-cultural communication characteristics, such as "Vitality of the Southern Silk Road", "Sanxingdui: Recreating the Lost Civilization", and "Anthony Bourdain: Journey into the Unknown", etc., have shown the history and current situation of "Ba Shu Culture" in vivid audio-visual language, and have also shown the history and current situation of "Ba Shu Culture". Through vivid audiovisual language, the films present the history and current situation of "Ba Shu Culture" and develop ideas for the innovation and global mobility of "Ba Shu Culture". While depicting the specificity of the regional culture, these films also focus on how to highlight its universality, so as to establish the connection between Ba Shu culture and different cultural audiences, and to promote the audience's knowledge, understanding and recognition of Ba Shu culture and Chinese civilization [2]. At the same time, the issue of narrative legitimacy of foreign documentaries on "Ba Shu culture" also deserves in-depth consideration.

Du's research points out that the history of foreign performances of Sichuan opera can be traced back to 1959, when in order to show the cultural and artistic image of new China, Premier Zhou Enlai decided to use Sichuan opera as a representative to visit and perform in Poland, Bulgaria, Czechoslovakia, and East Germany, which opened the prelude to the foreign performances of Sichuan opera [3]. Zhou Enlai's personal visit to the theater to review the performance repertoire and propose script revisions, as well as Chen Yi's and Guo Moruo's personal revisions of the scripts, reflected the national level's emphasis on and support for the spread of Ba Shu culture. Chen's research found that the development of science and technology improves life, brings new opportunities for cultural communication, enriches the subject of communication, expands the channels and forms of communication, and improves the effect of cultural communication. Under the new media environment, the communication of Ba Shu culture needs to optimize its strategies: taking advantage of the new media platform, integrating communication resources, innovating presentation forms, mining cultural symbols, and optimizing the communication environment [4]. These strategies can help Ba Shu culture enter a new stage and play a far-reaching value in the new media era.

The international dissemination of Chinese Ba Shu culture is promoted through the integration of its culinary traditions, regional imagery in poetry and historical elements in architecture, as well as globally through modern media and translation efforts. Li Bai's poetry reflects the unique regional cultural elements of Bashu, which has been enriched through dissemination by promoting artistic creation [5]. Tang poems and their English translations are valuable resources for the study of Ba Shu culture, reflecting Chinese folk culture and providing valuable information for further research [6]. The language of the Bashu characters in the Sanxingdui culture records lifestyles, religious beliefs and artistic achievements, and also reflects the transformation of abstract spiritual beliefs and social structures into tangible and concrete symbols [7]. In the English translation of Sichuan Road, the image of the Ba Shu region is accurately restored, highlighting its unique cultural connotation and spiritual significance in ancient Chinese Ba Shu poetry [8].

The foreign communication of Ba Shu culture not only has a long history and deep cultural heritage, but also plays an important role in cross-cultural communication. Through diversified communication methods and rich cultural products, Ba Shu culture has shown its unique charm and value on the international stage, and made positive contributions to the overseas dissemination of Chinese culture.

3 CURRENT SITUATION AND CHALLENGES OF INTERNATIONAL COMMUNICATION OF BA SHU CULTURE

3.1 Obvious Cultural Differences

Ba Shu culture faces the challenge of obvious cultural differences in international communication, a factor that significantly affects its communication effect. Different folk customs and cultural backgrounds lead to differences in audiences' understanding and acceptance of foreign cultures. For example, face-changing and fire-spitting in Sichuan opera, which are very characteristic of traditional Chinese culture, may encounter barriers to understanding and acceptance in Western cultural contexts. Such cultural differences are not only reflected in artistic forms, but also in values, aesthetic standards and social customs. For example, the elements of Ba Shu culture, such as family concept and traditional etiquette, may conflict with Western individualistic values, thus affecting the smoothness of cultural dissemination. In addition, language barriers are also part of the cultural differences. The unique expressions of the Ba Shu dialect and idiomatic sayings are prone to lose their original flavor and connotation in the translation process, resulting in incomplete or misunderstood messages. These cultural differences make it necessary to pay more attention to the use of cross-cultural communication strategies in the international communication of Ba Shu culture, and to enhance the international influence and communication effect of Ba Shu culture by means of cultural adaptation, increasing the interpretation of cultural background, and promoting cultural exchanges and interactions, so that its unique cultural charms can be understood and appreciated more widely.

3.2 Obstacles of Language Differences

Ba Shu culture is actively moving towards the international stage, however, language differences have become an obstacle that cannot be ignored in its international dissemination. As an important carrier of cultural communication, language difference directly affects the effect of cultural transmission and acceptance. Ba Shu culture is rich in dialects, sayings, idioms and other forms of language, which carry unique regional cultural connotations, but in the process of international dissemination, due to the huge differences in the language system with foreign languages, it is difficult to translate and understand. The profound cultural connotations and delicate emotional expressions contained in many cultural products, such as Ba Shu literary works, film and television works, and operas, are difficult to be accurately transformed into the target language in translation, resulting in misunderstandings or incomplete comprehension of the cultural information received by the international audience. In terms of academic research results, research papers and monographs on Ba Shu culture cannot be widely disseminated and exchanged in the international academic community due to language barriers, which limits the international academic community's in-depth understanding of Ba Shu culture and research cooperation. In addition, language differences also affect the dissemination of Ba Shu culture on international social media and online platforms. Due to the language barrier, online information about Ba Shu culture is difficult to be widely browsed and shared by users with different language backgrounds around the world, which reduces its visibility and influence in international cyberspace. Therefore, in order to enhance the international

communication effect of Ba Shu culture, it is necessary to pay attention to the impeding factor of language difference, and reduce the communication barriers caused by language difference by strengthening the cultivation of translation talents, promoting language and technology innovation, and fostering language and cultural exchanges, etc., so that the unique charm of Ba Shu culture can cross the boundary of language, and be understood and appreciated more widely and more deeply.

3.3 Limited Communication Channels

Ba Shu culture faces the challenge of limited communication channels in international communication, which significantly restricts its scope and influence. Currently, the international dissemination of Ba Shu culture mainly relies on traditional media and cultural exchange activities, such as Ba Shu cultural exhibitions and academic seminars. Although these traditional channels have to a certain extent facilitated the overseas dissemination of Ba Shu culture, it is difficult to meet today's diversified dissemination needs due to their relatively single form of dissemination and limited scope of dissemination. For example, traditional media communication is often limited by time and space, and cannot realize immediate interaction with the audience, resulting in insufficient timeliness and relevance of the communication effect. Folk communication, as an important supplement to cultural communication, has not yet been fully developed in the international communication of Ba Shu culture, and its communication power is relatively weak, making it difficult to form a wide social influence. In addition, with the rapid development of digital technology, the role of modern digital technology in cultural communication is becoming more and more prominent, but the international dissemination of Ba Shu culture makes less use of this technology. This is manifested in the lack of professional digital communication talents and teams, and the lack of professionalism in the operation and maintenance of digital platforms, which leads to the poor quality and untimely updating of the digital communication content of Ba Shu culture. The number of new media platforms for external cultural communication is also extremely limited, failing to meet the diversified needs of international audiences for information acquisition on Ba Shu culture. Therefore, expanding communication channels, strengthening the power of private communication, improving the utilization of modern digital technology, and increasing the number of new media platforms for foreign cultural communication have become the keys to enhancing the effectiveness of international communication of Ba Shu culture.

4 ANALYSIS OF STRATEGIES FOR INTERNATIONAL COMMUNICATION OF BA SHU CULTURE

4.1 Innovate the content of Ba Shu Culture

Deeply excavate the connotation of Ba Shu culture, especially its unique cultural elements combined with stories to tell Ba Shu stories. Combine with modern design concepts to launch unique cultural products with international appeal of Ba Shu characteristics. For example, it is possible to combine Shu embroidery with modern cutting-edge design to launch Shu embroidery products with a Ba Shu style, Chinese style and world style. Innovate the content form of Ba Shu culture, combine with cutting-edge science and technology, and make good use of VR, AR and other technologies to innovate the expression form of Ba Shu culture. For example, through VR technology, the life scenes of Sanxingdui Ruins and Jinsha Ruins as well as the archaeological excavation scenes are displayed beside the international friends, so that they seem to be in the realm of immersive experience.

4.2 Precise Positioning of Audience Groups

According to the customs of different countries and the different cultural backgrounds of the audience groups, precisely locate and segment the market, and formulate effective communication strategies. For example, in the European and American markets, focus on the long history and rich artistic value of Ba Shu culture. In the Asian market, focus on the traditional crafts and folklore of Ba Shu culture. In the process, we constantly research and analyze the market to understand the interests and needs of different countries and nationalities for Ba Shu culture, and develop targeted communication contents. For example, the promotion of Sichuan opera is analyzed through social media comments, clicks, retweets, likes, etc. to understand the international market's interest in Sichuan opera.

4.3 Multi-Channel Dissemination of Ba Shu Culture

Make full use of modern digital technology means, such as Jittery, Xiaohongshu, TikTok, etc., to diversify and multi-level dissemination of Ba Shu culture, so as to attract foreign audience groups. Strengthen cooperation with international media, enterprises, and cultural associations to jointly promote local cultures of both sides, and to better bring Ba Shu culture to the world. For example, actively participate in international art festivals around the world, hold special exhibitions or performances of Ba Shu culture, and enhance the influence of Ba Shu culture overseas.

4.4 Establishment of Interaction and Exchange Mechanisms

Actively establish an international interactive mechanism for Ba Shu culture to enhance the sense of identity and participation of international audiences through online and offline activities. For example, workshops on Ba Shu culture

are held simultaneously online and offline, and intangible cultural heritage inheritors are invited to provide on-site guidance on craft production such as Shu embroidery and bamboo weaving, so that international audience groups can experience the charm of Ba Shu culture. In the process of video dissemination, we focus on collecting opinions from domestic and overseas viewers, and based on the opinions, we promote the improvement of the video dissemination of Ba Shu culture, so as to continuously improve the content and quality of Ba Shu culture videos.

The international dissemination of Ba Shu culture is not something that can be done overnight, but requires the joint efforts of many people. It requires a lot of concerted efforts to enhance the influence of Ba Shu culture in the international arena by innovating the content of Ba Shu culture, accurately targeting the audience groups, disseminating Ba Shu culture through multiple channels, and establishing interactive communication mechanisms and other strategic measures.

COMPETING INTERESTS

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