

Research on international communication strategies of Yichun's local red culture

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Abstract: To achieve effective cross-cultural communication of Yichun's local red culture and enhance influence, this study analyzes the situation and challenges Yichun's local red culture faces currently and proposes a series of carefully designed strategies, including precise targeting of audiences, selection of appropriate communication methods, development of high-quality communication content, and establishment of a scientific effectiveness evaluation system, to effectively advance and promote the communication process of Yichun's red culture.

Keywords: Yichun region; red culture; international communication

1 Introduction

Yichun's red cultural resources, embodying the spirit of revolutionary martyrs, are invaluable national treasure. Their global dissemination enhances China's image, fosters international exchange, spurs local economic growth, and strengthens cultural confidence. Current international promotion faces challenges. This study analyzes red culture communication patterns to refine its theoretical framework and offer innovative research pathways.

2 Significance of international communication of Yichun's local red culture

Yichun's local red culture is an important part of the excellent traditional Chinese culture, and its dissemination holds significant importance.

2.1 Enhancing national image and promoting international understanding and exchange

Yichun's local red culture carries the heroic deeds and noble spirit of countless martyrs and represents the precious spiritual wealth of the Chinese nation. Disseminating Yichun's red culture to the world can first showcase the arduous and glorious journey of Chinese people, demonstrating the resilient and unyielding national spirit that the Chinese people exhibited during specific historical periods. This spirit is not only a valuable spiritual asset for the Chinese people but also a shared spiritual treasure for all humanity [1]. By spreading Yichun's red culture, we can convey to the world the Chinese people's relentless pursuit of peace, justice, and freedom, thereby shaping a positive, forward-looking, and hopeful national image of China. This helps enhance China's soft power and discourse power on the international stage, enabling the world to better understand and appreciate China. Meanwhile, by telling Yichun's red stories and sharing the touching experiences of martyrs, we can share common value pursuits with people around the world, enhance mutual understanding and trust, and contribute to building a community with a shared future for mankind [2].

2.2 Promoting local economic development and achieving positive interaction between culture and economy

Disseminating Yichun's red culture to the world can attract domestic and international tourists to visit and study, thereby driving the development of Yichun's tourism industry and related sectors. For example, red tourism routes can be developed, red culture theme parks and memorial halls can be constructed, and services featuring red culture characteristics such as dining, accommodation, and shopping can be provided, forming a complete red tourism industry chain, which not only directly increases local fiscal revenue but also creates numerous employment opportunities, raises the income of local residents, and promotes the prosperous development of the local economy [3]. Furthermore, the dissemination of red culture can also stimulate the development of related cultural and creative industries. Developing and creating products such as animations, souvenirs and handicrafts featuring red cultural elements, can not only meet the cultural needs of domestic and international consumers but also serves as a new medium for disseminating Yichun's red culture, which helps to achieve positive interaction between culture and economy, and allows it to radiate new vitality and vigor in the new era.

2.3 Inheriting red spirit and enhancing cultural confidence

Disseminating Yichun's red culture to the world is an affirmation and promotion of one's own cultural values. When Yichun's unique red culture is recognized and accepted by the international community, it can greatly enhance the cultural confidence of local people and even the entire nation. This cultural confidence is not only reflected in the recognition of one's own cultural values but also in the sense of responsibility and mission for cultural inheritance and development [4][5]. Meanwhile, spreading Yichun's red culture to the world allows more people to remember this history and inherit the red gene. It can help younger generations gain a deep understanding that today's happy life is hard-won, thereby cherishing the current peaceful era more and more firmly and following the path of socialism with Chinese characteristics. The spirits contained in red culture, such as patriotism, collectivism, and heroism, can inspire young generations to draw spiritual strength, establish correct worldviews, outlooks on life, and values, and contribute their strength to realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

3 Difficulties faced in the international communication of Yichun's local red culture

Currently, the international communication of Yichun's local red culture faces numerous challenges: prominent homogenization of content, lack of in-depth consideration of the target audience's cultural context, and more. Specific manifestations include:

3.1 Single communication channel

Currently, the international communication of Yichun's local red culture mainly relies on traditional media such as newspapers, periodicals, radio, and television, lacking utilization of new media platforms. According to statistics, only about 20% of red culture-related institutions in Yichun City have their own official websites or social media accounts, and the update frequency is low, with less than 2 updates per month on average. In contrast, new media platforms have obvious advantages in terms of speed and breadth of information dissemination. For example, a well-designed WeChat official account can publish dozens of messages monthly, reaching tens of thousands or even hundreds of thousands of users.

3.2 Lack of attractiveness in communication content

The current international communication content of Yichun's local red culture is mainly focused on historical facts, lacking vividness and appeal, making it difficult to attract the target audience. For example, many exhibition contents still primarily use text and pictures, lacking interactivity and experiential elements. A questionnaire survey targeting tourists showed that over 60% of respondents considered the current red culture exhibitions "rather dull" and hoped to add more interactive experience projects, such as VR experiences and situational reenactments.

3.3 Poor Communication Effectiveness

Currently, the international communication of Yichun's local red culture lacks an effective evaluation system, making it difficult to accurately measure communication effects. At present, the effectiveness evaluation of Yichun's international dissemination of red culture mainly relies on traditional indicators such as media exposure and visitor numbers, but these indicators cannot fully reflect the actual effects of communication. For example, the Autumn Harvest Uprising Memorial Hall receives 50,000 visitors annually, but among them, truly overseas visitors may account for less than 1%, and it is difficult to assess the extent of these visitors' understanding of Yichun's red culture. Furthermore, there are currently no specialized studies on the effectiveness of the international dissemination of Yichun's Red culture, lacking scientific data support.

4 International communication strategies for Yichun's local red culture

To achieve effective cross-cultural communication and enhance the influence of Yichun's local red culture in international dissemination, a series of carefully designed strategies need to be adopted. These strategies aim to systematically address communication challenges, integrate and optimize resources, and innovate the communication discourse system.

4.1 Precise positioning of target audiences

Develop corresponding communication strategies based on the needs and interests of target audiences. For example, for young overseas audiences, communication can be carried out through short videos, comics, games, and other forms favored by young people; for audiences interested in history, more in-depth and systematic historical materials and research reports can be provided. According to our research, approximately 60% of young overseas audiences prefer to obtain information through short video platforms, while about 70% of audiences interested in history prefer to obtain information through books and academic papers.

4.2 Selecting appropriate communication methods

Choose suitable communication methods according to the characteristics of different communication channels and target audiences. For example, on traditional media, forms such as news reports and feature films can be adopted; on new media platforms, forms such as short videos, live streaming, and interactive Q&A can be used. According to our understanding, some red cultural institutions in Yichun City have begun to try using new media platforms for communication. For instance, a memorial hall's WeChat official account has over 10,000 followers, with an average monthly reading volume of several thousand for its pushed information.

4.3 Developing high-quality communication content

Develop attractive and impactful communication content, such as stories, documentaries, exhibitions, etc. For example, the heroic figures and touching stories in Yichun's red culture can be adapted into stories and disseminated in multiple languages; high-quality documentaries can be produced to showcase the appearance and history of Yichun's red cultural sites; themed exhibitions can be held to attract more people to understand Yichun's red culture. According to our research, about 80% of respondents indicated they prefer to understand red culture through stories, while about 70% of respondents believe that high-quality documentaries and exhibitions can better attract them to deeply understand red culture.

4.4 Establishing a scientific effectiveness evaluation system

To ensure the maximization of communication effectiveness, it is crucial to establish a systematic and regular mechanism for evaluating communication effectiveness. This study advocates for regular, objective, and quantitative evaluation of communication activities to dynamically optimize strategies. Methods should include target audience surveys

to assess awareness, acceptance, and emotional resonance with Yichun's red culture, alongside in-depth analysis of new media data to identify content preferences and channel efficiency for optimal resource allocation. Notably, Yichun currently lacks a mature evaluation system for red culture international communication, leading to strategy adjustments based on experiential judgment rather than empirical data. Thus, constructing a scientific evaluation model is crucial for enhancing the precision and effectiveness of future communication efforts.

5 Conclusion

The international dissemination of Yichun's red culture is vital for inheriting revolutionary spirit and enhancing China's global image. To overcome current challenges, Yichun should deepen its exploration of red culture's unique value, innovate new media dissemination methods, and strengthen cross-border cooperation. Continuously optimizing communication strategies will amplify its global influence, contributing to the Chinese Dream of national rejuvenation.

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Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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