

# Research on the International Communication of Zhenjiang Regional Culture Based on Short Video

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This paper takes Zhenjiang regional culture as the research object and selects Zhenjiang regional culture suitable for international communication, such as the culture of Zhenjiang's three mountains, Jiangsu University's special agricultural machinery culture, and the culture of Pearl S. Buck. The paper explores international communication strategies such as optimizing video content to highlight Zhenjiang's cultural characteristics, focusing on the operation and promotion of short videos, and cooperation between the government, society, and universities, in the hope of improving the international communication system of Zhenjiang's regional culture, and also providing reference for international communication studies of regional culture in other cities and regions.

*Keywords:* short video, Zhenjiang, regional culture, international communication

## Overview of Zhenjiang Regional Culture

Zhenjiang is a famous historical and cultural city with a rich cultural heritage. Zhenjiang's regional culture is an important part of the culture of the Yangtze River basin and is characterised by its long history, compatibility between the north and the south, integration of east and west, and religious pluralism. The formation and development of Zhenjiang's regional culture is closely related to the Grand Canal. The convenience of the east-west and north-south waterways facilitated the exchange of cultures from north to south and east to west. By sorting out the regional culture of Zhenjiang, some representative regional cultures were selected and collated to produce Table 1.

Not all Zhenjiang regional cultures are suitable for international communication. We need to select those that are suitable for international communication based on the cultural content of the communication, the target audience, and other factors. For specific countries, we can select regional cultures that have a connection with Zhenjiang. For Japan, there are the Sino-Japanese Friendship Plum Cherry Garden, the paintings of Xue Zhou, and the poems of Liang Kuan; for Korea, there are the Temporary Government Historical Museum, the poems of Cui Zhiyuan and Li Qixian; for the United States, there is the former residence of Sai Pearl; for European countries, there are the travels of Marco Polo and the British Consulate. In addition, you can organize a visit to the Agricultural Machinery Culture Museum of Jiangsu University to experience the special agricultural machinery culture of Jiangsu University. There are also legends such as "The Golden Mountain of Water", "The Cowherd and the Weaving Maiden", and the culture of Zhenjiang's three mountains, all of which can be disseminated internationally.

Table 1

*Representative Regional Culture of Zhenjiang*

Type of culture	Name of cultural items	Cultural specifics
Architectural culture	Ancient buildings	Beigu Tower
	Ancient street	Xijindu Ancient Street
	Homes of famous people	The former residence of Pearl S. Buck and Shen Kuo
Food culture	Zhenjiang food	Balsamic vinegar, delicatessen meat, pot noodles
Landscape culture	Zhenjiang famous mountains	Jiao Mountain, Beigu Mountain, Chui Mountain
	The canal culture	Zhenjiang Section of the Ancient Canal
Religious culture	Buddhism	Dinghui Temple, Ganlu Temple, Zhaoyin Temple
	Taoism	Maoshan Sect
Folk culture	Folklore	Legend of the White Snake, Legend of Dong Yong, Legend of Hua Shanji
	Folkloric	Yang Zhong puffer fish food custom, Duan Wu customary costume
Technical culture	Dan Yang Fenggang Wine	The traditional brewing techniques of Dan Yang Fenggang Wine
	Balsamic vinegar culture	Heng Shun balsamic vinegar brewing technique
	Crab Roe Soup Buns	The art of making Crab Roe Soup Buns
Music culture	Taoist music	Music for the water and Land Puja Ceremony at Jinshan Temple
	Buddhist music	Maoshan Taoist music

### **Advantages of the International Dissemination of Zhenjiang's Regional Culture**

#### **Cultural Diversity**

Zhenjiang has a rich cultural heritage and a wide variety of cultures, such as the culture of the Six Dynasties, landscape culture, canal culture, religious culture, and folk culture, which have distinctive regional cultural characteristics. Cultural diversity is one of the characteristics of Zhenjiang's regional culture and one of the advantages of its international dissemination.

#### **A Long History of Foreign Relations**

In the Tang Dynasty, Cui Zhiyuan, the father of Korean literature, left his poems in Zhenjiang. In the Yuan Dynasty, the ancient Korean poet Li Qixian visited Zhenjiang many times and left behind many popular and widely circulated poems. The American writer Pearl S. Buck came to Zhenjiang when she was less than four years old. Here she spent nearly 18 years learning the Chinese language and understanding Chinese cultural life. Zhenjiang also has many buildings related to Pearl S. Buck, like the former residence of Pearl S. Buck, Pearl S. Buck Cultural Square, Pearl Bridge, and so on.

#### **Strong Government Support**

The Zhenjiang government attaches great importance to the cultural development of Zhenjiang, actively building a "City of Calligraphy", "City of Poetry", and "City of Seal Carving". With its deep historical and cultural heritage, good industrial base, and public facilities, Zhenjiang has been selected as a candidate city for the 2023 East Asian Cultural Capital. In addition, the Zhenjiang government is actively organising the Jinshan Culture and Arts-International Tourism Festival in Zhenjiang, showcasing the regional cultural characteristics of Zhenjiang in all aspects.

#### **Many International Students in Universities**

As there are many international students in universities such as Jiangsu University and Jiangsu University

of Science and Technology, international students can be regularly organized to go out of the classroom and enter Zhenjiang to investigate Zhenjiang's regional culture on the spot and have cultural exchanges and experiences. In addition, the number of courses on Zhenjiang's regional culture can be appropriately increased in the Chinese language curriculum for international students coming to Zhenjiang, and Zhenjiang's regional culture can be taken as the content of cultural teaching, so as to spread Zhenjiang's regional culture by relying on the cultural teaching of international students coming to town.

### **Advantages of Short Videos for International Communication**

#### **Fragmentation of Approaches**

In the current fast-paced social life, people are more likely to accept fragmented information. "Fragmentation" is the breaking up of something originally complete into many small pieces. The length of short videos is basically limited to less than five minutes, which is ideal for people to watch in fragmented time, so that people can easily access the information conveyed by short videos. With its short length, short videos meet the social and entertainment needs of people in their free time, which is in line with the current development trend.

#### **Strong Social Attributes and Interactivity**

The social and interactive functions of short videos are very important. The social and interactive functions of short videos provide a platform for direct communication and exchange between the purveyors and audiences of Zhenjiang's regional culture. When audiences see videos that they like, that are interested in, or that are cool, they will like, comment, and retweet them. Through the commenting function underneath the short videos, the disseminators can more accurately understand the audience's preferences and needs, and thus better improve the video content. In addition, audiences can also socialise by following and private messaging.

#### **Bringing Immersive Experience**

Short videos combine elements such as text, images, and music together, adding various filter effects, background music, cool mirroring techniques, and post-editing to fully engage the audience's visual and auditory senses, bringing them a strong immersive experience. For example, in the Tik Tok short video platform "Take a trip in Zhenjiang" Tik Tok number, there is a video "White Niangzi and Xiaoqing reappear in Jinshan?" which showcases Zhenjiang Jinshan Temple, Jinshan Park, and the White Niangzi Cultural Park with delightful music, exquisite video images, and delicate dance moves.

#### **Revitalising the Beauty of Cultural Dynamics**

Traditional methods of international cultural communication are mostly static displays and performances that are regularly focused, which are more restricted by time and space and have a limited effect on communication. By disseminating through short videos, it breaks the limitation of static display, not limited by time and space, and the culture of classic legends and production process can be vividly displayed in front of the audience, so that the culture gets the opportunity of dynamic display. You can see the amazing brewing process of Hengshun balsamic vinegar, and you can experience the music culture such as guzheng playing.

#### **Breaking Down Language Barriers and Reducing Communication Barriers**

Verbal and non-verbal communication are two important elements in the process of intercultural communication. When communicating across cultures, the first barrier is language. Non-verbal communication

has a huge advantage over verbal communication to a certain extent. Some of the short cultural videos do not require too much verbal narration, in terms of food, music, scenery, etc. The high acceptance of the communication content greatly reduces the difficulty for the audience to understand the content.

### **International Communication Strategy of Zhenjiang Regional Culture Based on Short Video**

#### **Optimising Video Content and Highlighting Zhenjiang's Urban Characteristics**

Optimising video content helps to enhance the effectiveness of short videos on domestic and international media platforms. Firstly, Zhenjiang's representative regional culture is selected and the cultural content is made into short videos. For example, Zhenjiang's balsamic vinegar culture. Zhenjiang has been awarded the title of "Vinegar Capital of China" and its slogan used to be "A city so beautiful that you will eat vinegar". Short videos including Hengshun balsamic vinegar brewing techniques and Hengshun soy sauce and vinegar cultural festival can be produced and released on domestic and international short video platforms to show the magic of Zhenjiang's balsamic vinegar culture to the world.

#### **Focusing on the Operation and Promotion of Short Videos and Strengthening Interaction**

In the increasingly competitive media era, the careful operation and vigorous promotion of short videos are indispensable to achieve sustainable competitiveness. Firstly, it is important to consider clearly whether the cultural content being disseminated is appropriate. Then, through creative and attractive videos, attract audiences and trigger emotional resonance. Video release is not the sign of the end of the dissemination, but also requires communication and interaction. After the short video is released, when the audience comments in the comment section, the operator needs to reply in a timely manner to increase the frequency of interaction, while strengthening the management of the comment section. From the feedback, the creator further optimises the content and presentation of the communication to enhance the effect of international communication of culture.

#### **Collaboration Between Government, Society, and Universities**

According to the *White Paper on Short Video and City Image Research*, the government is the definer of city image, the creator and promoter of hot spots. Therefore, the government should take the initiative to build cooperation links between universities and social media organisations to promote the international dissemination of Zhenjiang's regional culture in all aspects and from all angles. The government should encourage and support outstanding media organisations and professional teams to invest in short videos on Zhenjiang's regional culture, and create short video production competitions to attract more talented people to participate in the production of short videos on Zhenjiang's regional culture. At the same time, it should cooperate with universities, make good use of the resources of international students in universities, and encourage students from universities such as Jiangsu University and Jiangsu University of Science and Technology to actively participate in activities to spread Zhenjiang's regional culture, so as to help the international spread of Zhenjiang's regional culture.

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