

Study on the Current Situation of Red Culture Communication and IP Empowerment Enhancement Path in Suwanbei Area

Yuna Wu^{1,*}

¹Anhui University of Finance and Economics, Bengbu, Anhui 233030, China

*Corresponding author: Yuna Wu (Email: 2290249552@qq.com)

Abstract: The Soviet-Wan Chai border area provided valuable exploratory experience for the establishment and construction of new China, and contains a rich revolutionary spirit and the fine traditions of the Chinese nation. Therefore, it is important to disseminate and improve the effectiveness of the red culture of Suwanbeian District. From the perspective of animation IP communication, we propose suggestions in three aspects of IP image extraction and construction, development and operation, and communication and promotion to help the red culture of Suwanbeian District achieve better communication, in view of the problems in the current situation of red culture communication in Suwanbeian District.

Keywords: Suwanbeian area, Red culture, Animation IP, Cultural communication.

1. Introduction

Red culture is a concentrated embodiment of the spirit of patriotism, a very characteristic Chinese advanced culture, and an important cultural carrier for carrying forward the spirit of the Chinese nation. Red culture can stimulate the patriotic sentiment of the whole society, can lead the people along the correct political direction, and is conducive to helping the whole society establish a correct outlook on life, values and worldview. How to make good use of red resources, carry forward red traditions and pass on red genes; pass on the fire of ideals and beliefs and the genes of red cultural traditions from generation to generation, so that the revolutionary cause can be passed on from generation to generation and the bloodline can continue forever[1] has become an important part of the dissemination of red culture in China. Nowadays, combining the red culture with the trend of the times can better spread the red culture and pass on the red gene.

In recent years, scholars at home and abroad have conducted more in-depth studies on the cultural contents of the Soviet and Wan border area, such as currency and economy, land reform, historical figures, and spiritual connotations, from academic perspectives. [3]For example, He Shanchuan (2012) studied the policy of "monetary unification" in the Soviet and Anhui border area and concluded that the unification of the currency in the Soviet and Anhui border area stabilized and promoted the financial order and economic development of the Soviet and Anhui border area. "[4] ; Liu Hongwei (1991) compares and reviews Li Yilu's contribution to the establishment and development of the Soviet and Anhui border area government[5] ; Dong Weimin (2021) compares and depicts the situation in the Soviet and Anhui border area before and after the victory of the war based on the report of the medical officer Fritz A. Jensen of the United Nations Relief and Rehabilitation Administration on his visit to the Soviet and Anhui border area[6] . The Red Industry and Commerce History Group of Suqian City Bureau of Industry and Commerce, Jiangsu Province (2011) extracted the "Red Industry and Commerce

Spirit" from the economic management system of the government of Suwanbian District[7], etc. The above-mentioned results have provided rich historical materials and solid academic foundation for future generations to continue to study the red culture of Suwanbeian District. However, from the perspective of new media and Internet communication characteristics, the existing research results are slightly "fragmented" and mostly presented in "textual" form. This makes the red culture of the Suwanbeian area somewhat limited in the current communication environment.

As a new form of cultural communication, animation IP has been integrated into the daily life of the public. High-quality, vivid and interesting animation IP images can make the content of animation more full and impress people, which can better spread the red culture of Suwanbeian District, enhance the popularity of Suwanbeian District, continue the spiritual bloodline of Suwanbeian District and inherit the red genes of Suwanbeian District. The construction of animation IP to disseminate the red culture of Suwanbeian District is more vivid and visual than the previous forms of communication such as literature and historical materials, which are difficult to circulate quickly and widely in the new era, and has become an important means to disseminate red culture among the youth. The ultimate purpose of building animation IP is to serve animation itself. As a new type of communication carrier, animation is more acceptable and readily accepted by the public in the new communication environment. The audience can follow the images in the anime to understand the red culture of Suwanbei District in a more comprehensive and systematic way.

2. Overview of Red Culture in Suwanbei Area

The Suwan Border Region, or the Suwan Liberation Region, was the highest unified and democratic local self-government in Central China after the victory of the war. It was born in a period of great historical turnaround, in a strategically important area, and with outstanding political achievements, so that in a very short time it became one of the "models of democratic construction in China". It was the heart

of the Central China Revolution.[2] . On November 1, 1945, the Suwan Border District Government was established in Huaiyin. The Soviet and Wanbian District Government was the people's democratic coalition government of the four major liberated areas in Central, Northern, Huainan and Huabei under the leadership of the Communist Party of China after the victory of the War of Resistance. It not only provided valuable exploratory experience for the establishment and construction of New China, but also contained a rich revolutionary spirit and the fine tradition of the Chinese nation. In the process of building the border areas and the Liberation War, the Suwanbeian government forged a group of excellent leading cadres and construction talents from all walks of life for the new China in governing the Party, the

country and the army. They were resolute and bold, pragmatic and far-sighted, and took up the mission, sharpened in practice and quenched in the war, and built the Suwanbeian District into a "model of democratic construction in China" at that time. It was in the forefront of China's democratic political construction in every aspect. The construction experience of Suwanbeian District provided guidance for many liberated areas. Therefore, it is important to disseminate the red culture of Suwanbeian District.

In order to show the main contents of the red culture of Suwanbeian District more clearly, the representative characters, representative stories and representative spirits of the red culture of Suwanbeian District are organized as shown in Table 1.

Table 1. Table of representative figures, representative stories and representative spirit of red culture in Suwanbeian District

Representatives	Representative Stories	Representative Spirit
Li Yixue	Land reform, leading the development of the Soviet-Wan Chai border area, unifying the decree system, promoting democratic work, consolidating the Soviet-Wan Chai border area, etc.	Studying hard, pragmatic and effective, selfless dedication, hard work
Zhang Dingcheng	He gave a report titled "Always be the people's best servant" at a mass meeting, and resolved the fighter beating incident fairly and justly, etc.	One heart for the people, selflessness
Liu Ruilong	Hands-on completion of rural research, etc.	Dedicated and pragmatic
Sun Lan	Being an official for the people, dredging to solve the problem of draught for the masses at the beginning of the war, etc.	Resolute, sharing the hardships with the masses, selfless, and willing to be a public servant
Qian Yi	He was arrested by Kuomintang troops for holding his post and was tortured without compromise, etc.	Strong will, loyalty, and willingness to die
Ng Fat Fu	Vow to protect the seal, etc.	Better to die than to submit
Zou Ping	Relief of disaster victims, etc.	Selfless dedication
Deng Zichuan	Land reform, etc.	Dutiful, clean and efficient, selfless and dedicated to the people
Li Jianzhen	Land reform, "liquidation" work, etc.	Truthful and pragmatic, clean and honest, caring for the masses
Li Lanzhen	Carrying the stretcher for the wounded, leading the production, automatically leading the masses in each township to prevent floods and save the fields, and carrying out propaganda on current affairs against the U.S. and Korea, etc.	Selfless dedication, self-sacrifice, forward thinking, willingness to be a public servant, self-sacrifice for others
Tian Feng	Not to compromise with the Japanese, to be dedicated to the Party, to lead the work of the border areas, etc.	Hard work and dedication to serve the people
Ji Yuting	Leading anti-Japanese resistance, armed struggle, and disaster relief	Diligence for the people, one heart for the party, heart for the masses
Li Yuanxiang	Serving as township chief, etc.	Clean and honest, law-abiding and courageous

3. Animation IP to Help the Dissemination of Red Culture in The Suwanbeian Area Suggestions

3.1. Refine the Red Culture of Suwanbeian Area and Build an Animation IP Image That Meets the Aesthetics of The Public in The New Era

The collection, sorting and refining of the red culture of Suwanbeian District is the basic work of building the IP image of the animation. Firstly, we collect and sort out information

on the connotation and meaning of the red culture of Suwanbeian District, revolutionary cultural relics, revolutionary documents, former residences of revolutionary leaders and promotion carriers, then we form a mind map of the red culture of Suwanbeian District through brainstorming, mind map and other methods or forms, then we effectively refine the special cultural contents of Suwanbeian District through secondary development means of art design, and finally build The red culture animation IP image of Suwanbeian area meets the aesthetics of the public in the new era. The construction of animation IP image of Suwanbeian Red Culture is an important task and the first foundation for the next series of publicity and promotion. The Soviet and

Anhui border area has rich historical and cultural materials and outstanding regional characteristics, and its oral revolutionary history and red scenic spot construction provide rich sources of inspiration and reference for the IP image construction. For the construction of the red culture IP of Suwanbeian District, we should be less utilitarian and more persistent, and go deeper into the Suwanbeian District, refine the national spirit contained in the red culture of Suwanbeian District, and dig the contemporary value of the connection, in order to better make the IP image contain the profound meaning carried by the red culture of Suwanbeian District.

When creating "animation IP", we must first clarify the original value of the IP and spread it based on that value. At the same time, while designing the IP, we should firmly grasp the original concept of the IP and find a suitable way to spread the IP. The wider the channels of dissemination, the stronger the influence of the IP and the easier it can be known.

3.2. Development and Operation Of "IP+" Mode of Red Culture Animation in Suwanbei Area

In the animation industry, the development and operation of IP is the trend, which can help the red culture of Suwanbeian area to renew its vitality in a new era, and is another deepening and popularization of "red cultural confidence" and "red aesthetic education". On the one hand, the development and operation of red animation IP can give new vitality to the red culture of Suwanbeian area; on the other hand, the key to make animation content evergreen is to deeply explore the value of animation IP, that is, to develop "animation IP +". IP is a new concept that not only creates a brand with strong publicity and wide distribution, but also strengthens brand value through new media such as animation. "IP+" is an extension from the initial animation, and with the help of animation IP, we have derived cartoon production, animation, animation movies, animation games, and related peripheral cultural and creative products, tourism souvenirs, etc. While developing and operating the "IP+" mode of Suwanbeian red culture animation, we should consciously establish the spiritual product system of Suwanbeian red culture and vigorously build the brand of Suwanbeian red culture products. Cooperate with local museums, tourist attractions and enterprises, and use their respective resources to promote each other, which can achieve twice the effect with half the effort. Through conscious and planned production of micro-animated short films, cartoons, h5 interactive games, the basic content of "animation IP+" operation, and gradually develop other diversified operation methods, relying on the local institutions and communication advantages of Suwanbeian District, IP image promotion, laying the foundation of their own. In terms of IP creative resources, the "IP+" of Suwanbeian red culture animation is an innovative shaping of the spirit and connotation of Suwanbeian red culture in the process of its development in the new era. It has a strong influence and market competitiveness in terms of both quantity and quality. This multi-form and cross-industry means can not only achieve brand culture identity, but also quickly differentiate from other red animation IPs, which is more helpful for spreading the red culture of Suwanbeian District. In addition, in February 2017, the Ministry of Culture issued the "Thirteenth Five-Year Plan for Cultural Development and Reform", which states that it will further support the creation, production and promotion of original animation and cultivate national animation creativity and

brands.[8], such policies support the "IP+" model development and operation of red culture animation in the Suwanbei area. "mode development and operation smoothly.

3.3. Combining New Media Technology to Carry Out Comprehensive Communication and Promotion of Red Animation IP In the Soviet and Anhui Border Area

In the era of comprehensive penetration of new media, the traditional offline publicity means are restricted to a great extent, we should follow the pace of the times and make full use of new media technology to disseminate the red animation IP image of Suwanbeian area, and finally achieve the purpose of inheriting the red culture of Suwanbeian area. On the one hand, "animation IP" has the characteristics of high recognition, self-contained flow, strong realizing ability and long realizing cycle, which has a wide spreading range and significant social influence; on the other hand, the new media technology is more diversified and scientific compared with the old media, which not only improves the spreading speed, breaks the previous single spreading method On the other hand, compared with the old media, new media technology is more diversified and scientific, which not only improves the speed of communication and breaks the single communication method, but also meets the needs of people at different levels, and can be accurately delivered to people who are interested in the relevant information. Therefore, the integration of "red animation IP" and "new media technology" can effectively expand the influence of red culture IP and enhance the effectiveness of red education, which is one of the important trends of red culture IP dissemination. As an emerging cultural IP, red culture has a strong heritage. In building its content and expressing its connotation, the red animation "IP+" of Suwanbeian must require communication contents that the public is willing to accept, enjoy and meet the current social trend. With the advantage of technology, new media technology can not only change the direction of public opinion and attract the public's attention, but also realize "fission forwarding" through various short video platforms and video platforms. Thus, by combining the advantages of new media technology, we can not only realize the red culture of Suwanbeian area more effectively, but also provide new opportunities for the dissemination of Suwanbeian red culture in the new era, so that the red culture of Suwanbeian area can "come alive" and "go on".

4. Conclusion

From the perspective of animation IP communication, this paper proposes suggestions for the problems existing in the current situation of red culture communication in Suwanbeian area. Firstly, it refines the red culture of Suwanbeian area, builds an animation IP image that meets the aesthetics of the new era, then develops and operates the "IP+" mode of Suwanbeian red culture animation, and finally combines new media technology to carry out comprehensive communication and promotion of Suwanbeian red animation IP. These suggestions provide a new path for the dissemination of Suwanbeian red culture.

Acknowledgment

We thank Anhui University of Finance and Economics. This work was supported in part by a grant from Foundation project: Anhui University of Finance and Economics undergraduate research innovation fund project funding (XSKY22057ZD), Anhui University of Finance and Economics undergraduate innovation and entrepreneurship training program project (202210378343).

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