

Analyze the Communication Strategies of Gaocheng's "Gong Culture" from the Intercultural Perspective

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Abstract: With the development of our society, globalization is an inevitable trend in the development of human history. In China, as socialism with Chinese characteristics has entered a new era, it is more necessary for our new generation of young people to tell a good China story, spread a good Chinese voice, and show a real, three-dimensional, and comprehensive China. In 2020, the products of "Gong Culture" in Gaocheng (a county in Hebei province), including gongmian, gongdeng, and gongjiu are listed in the Hebei Provincial Protection Project. Regional culture is the symbol of a place and the achievement of civilization. This paper analyzes the current status, obstacles in the process and the strategies of Gaocheng's "Gong Culture" from the intercultural perspective.

Keywords: "Gong Culture", Intercultural communication, Communication Strategies.

1. Introduction

Since the reform and opening up, our country has undergone tremendous changes and has made remarkable achievements. However, China's national image in the international community does not match its international political and economic status. Our President Xi Jinping pointed out at the 2013 National Propaganda and Thought Work Conference that we should do a good job of foreign propaganda, innovate the way of foreign propaganda, make efforts to create new concepts, new categories and new expressions that integrate home and abroad, tell stories of China well, spread voices of China[1].

Telling Chinese stories well is the mission of the age, and confidence in Chinese culture is foundation. Respecting the traditional Chinese culture which should be built out of the Western central ideological barriers is based on cultural confidence. A series of efforts of government are obvious, and culture has been extended to all field. With the development of Internet, its influence in global communication should not be underestimated. Telling the Chinese stories through Internet can make Chinese culture more easily spread at home and abroad. Promoting and developing regional culture and enhancing cultural confidence are necessary to promote and develop Chinese culture, tell Chinese stories well and spread voices of China. Spreading regional culture from an intercultural perspective is one of the ways to show Chinese culture to different regions and countries. The spread of regional culture is conducive to promoting regional cultural exchanges across the country, enhancing the status of Chinese culture, promoting cultural inheritance and economic revitalization.

"Gong Culture" not only has superb skills, but also has a profound culture with a long history. Promoting its spread from the perspective of intercultural communication at home and abroad, can help all people to understand the regional culture. Only in-depth studies of regional culture and national culture, we can be able to show their characteristics, and really promote Gaocheng's traditional culture.

2. The Status of Communication of Gaocheng's "Gong Culture"

2.1. Main Communication Channels

Gaocheng's "Gong Culture" is the carrier of its regional culture. So people living in Gaocheng have paid great attention to the inheritance and communication of it. It mainly through domestic and foreign newspapers, magazines, TV channels to promote. With the development of the Internet in recent years, "Internet Plus" has penetrated into all fields of our lives. WeChat official accounts, micro-blog stories, short videos and live broadcasts on platforms such as Tik Tok are constantly pushing to the traditional culture and business model.

Internet communication has become a new way of intercultural communication of Gaocheng's "Gong Culture". In 2014, the International Cultural Exchange College at Hebei Normal University in Shijiazhuang, Hebei Province, organized international students from various countries to visit Gaocheng's Gongdeng Museum, which promoted the spread of Gaocheng's "Gong Culture" among international students in universities. As the intangible cultural heritage of Hebei Province, gongdeng, which is one of the Gaocheng's "Gong Culture" has appeared in the Beijing Olympic Games, Shanghai World Expo, Beijing APEC meeting and other world-class stage, and has a profound impact on the international communication of Gaocheng's "Gong Culture". In addition, the government has also intensified its propaganda efforts, made propaganda videos, spread it through official media, built inheritance bases and cultural parks of Gaocheng's gongmian and gongjiu to provide convenient conditions for industrial tours and studies of intercultural exchanges. However, at present, there are only two public numbers of Gaocheng's "Gong Culture", and their micro blog accounts are not yet certified by micro blog, and the largest number of followers of all producers of "Gong Culture" is only 218. In the new media communication of Gaocheng's "Gong Culture", the utilization of relatively mature new media such as WeChat, micro blog and cell phone client is not optimistic, so the utilization of other more

advanced new media technology is even less. Gaocheng's "Gong Culture" is a traditional culture, new media is a powerful communication tool in the new era, traditional culture can only be carried forward by following the trend of the times and making full use of media as a powerful communication channel.

2.2. Problems of the Intercultural Communication

As a large province of intangible cultural heritage, Hebei Province has been committed to the protection and inheritance of intangible cultural heritage. Hebei Province has also formulated and issued some related policy documents, such as "Implementation Opinions on Further Strengthening the Protection and Development of Intangible Cultural Heritage" and "The 14th Five-Year Plan for the Protection of Intangible Cultural Heritage in Hebei Province", to comprehensively strengthen the protection and inheritance of intangible cultural heritage. However, the development of creative product development and design for non-heritage handicrafts in Hebei Province has developed in recent years. Although some achievements have been made, the development time is relatively short after all, and some problems inevitably exist[2].

In the traditional media era, due to the limitation of time and space conditions, the interaction between media and audience is infrequent, and the interaction usually takes the form of letters from readers, callbacks, SMS polls, etc. And with the advent of the new media, the spatial and temporal boundaries of communication are broken, and the amount of interaction becomes an important indicator to measure the value of a social media account. Whether it is WeChat or micro blog, the number of readers is minuscule, there are almost no re-posts and comments, and the push messages are not timely. In the process of communication, to maximize the communication effect, we must put the audience in the first place, fully understand their ideas and preferences, and push the content they are interested in to them, only then can we complete the interaction with the audience.

2.2.1. Cultural Diversity

A part of the barriers to the intercultural communication of Gaocheng's "Gong Culture" stems from the cultural diversities caused by different audience. In the process of intercultural communication, if the cultural communication mode and environment are similar to the cultural environment of the audience, the audience will have a high acceptance of the content of intercultural communication. If the audience is not familiar with the cultural background contained in Gaocheng's "Gong Culture", he or she cannot understand the importance of Gaocheng's "Gong Culture" from the local perspective, and will be less receptive to the content of intercultural communication. In the process of international communication, due to the differences between Chinese and Western food culture, meat accounts for most of the Western diet, while vegetables dominate the Chinese diet. In addition, they have different cookers, tableware and so on. Westerners use knives and forks more, while the Chinese use chopsticks more, which also causes obstacles to the international spread of Gaocheng's "Gong Culture". Therefore, in the process of intercultural communication, different audiences will have the phenomenon of cultural shock and cannot accept cultural differences, or even avoid receiving intercultural information in order to eliminate cultural differences[2].

2.2.2. Thinking Set

Thinking is the process of human brain's indirect and generalized understanding of objective things. It mainly includes three levels: daily experience, traditional habits and common sense. In different cultural backgrounds, people have different ways of thinking. For example, in China, most southerners usually drink tea to communicate with others in the process of doing business, because they believe that the more tea they drink, the clearer their mind will be and the clearer their business will be. In the north, people like to drink when they are talking about business, and they like to associate wine culture with business. Gaocheng's "Gong Culture" in the process of communication, will be affected by different thinking. In the domestic communication, most of the northern people have a special preference for wine, while the south is in love with tea, so gongjiu, one of the Gaocheng's "Gong Culture" in the intercultural communication will be hindered. In the process of international communication, Westerners always think red is an unlucky color, and red is believed to represent violence and bloodshed. However, most Chinese lanterns are red, so the international communication of gongdeng may be hindered. In addition, gongdeng and gongjiu are often used to celebrate festivals, and gongdeng is also used for Chinese Spring Festival and Lantern Festival, but these festivals are not available in the West. If people do have differences in ways of thinking and cognitive processes, they will have differences in attitudes and preferences. Therefore, people will abandon the culture that cannot adapt to their cognition and avoid receiving intercultural information.

2.2.3. Information Absence

Gaocheng's "Gong Culture" in the process of communication, can in the real realization of its ornamental, artistic, knowledge on the basis of the communication of its cultural connotation and humanistic spirit. In the intercultural communication process of Gaocheng's "Gong Culture", some documentaries, magazines and newspapers only recorded the production process of gongdeng, gongmian and gongjiu or its appearance display, while the cultural background, the history of inheritance and the contained humanistic spirit cannot be recorded in detail. Therefore, in its intercultural communication process, audiences can only understand some information, it is difficult to really understand its cultural connotation, and more difficult to identify with it. And since ancient times, after hundreds of thousands of years of development, the communication of Gaocheng's "Gong Culture" artisans have been countable. The thought of most local old artists are more conservative, and they don't would like to teach other people the basic craft. So as time went on, fewer and fewer artisans could do it.

3. The Adaptability of Gaocheng's "Gong Culture" in Intercultural Communication

3.1. Material Selection

Gaocheng's gongmian is made of fine powder, essential oil and salt, using wheat flour which called GaoYouMai. It is a star wheat variety, which belongs to the strong gluten and high-quality varieties. And it is also a well-known product in our country and the national geographic indication trademark. Gongmian is very convenient, because it only needs a minute to cook. It is different from other convenient food, because of

its rich nutritional value and in line with the contemporary people's pursuit of simple and fast lifestyle. In order to realize the nutrition and diversification of traditional palace noodles, the processing farmers have also developed eggs, buckwheat, milk and other materials which are suitable for the elderly, children and the pregnant. In the process of intercultural communication, it is also favored by the majority of consumers at home and abroad.

Gaocheng's gongdeng have many types. The most representative gongdeng are made of red gauze or craft paper carved. Bamboo is the raw material for making the skeleton of the red gauze palace lantern, and the southern bamboo of Fujian must be selected, because the southern bamboo of Fujian has a long growing period, good hardness, high elasticity and is not susceptible to insects, so it can be preserved for a long time. Traditional palace lantern production process is extremely complex, a total of 56 processes, each process depends on manual work[3].

Gaocheng's gongjiu uses dominant red grain as raw material, barley as ferment, mud cellar fermentation, tiered storage. Therefore, gongjiu has the effect of relaxing tendons and promoting blood circulation, increasing appetite and prolonging life.

These products can be easier accepted by audiences in the process of intercultural communication, in addition to relying on their own experience of cognition and taste preferences, but also because of their own advantages. For example, gongmian is convenient and easy to cook, gongdeng are beautiful and strong, gongjiu can prolong life, etc.

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4. Analyze the Communication Strategy of Gaocheng's "Gong Culture" from the Intercultural Perspective

4.1. Keep Pace with the Times and Expand the Channels of Communication

Communication media is not only a tool for cultural expression and transmission, but also a necessary condition for cultural inheritance and development. In the new media environment, with the core of Gaocheng's "Gong Culture", an integrated information sharing platform is built at multiple levels and directions, especially with the help of cell phone APP, WeChat, micro-blog, video websites and other communication media, effectively integrating the strengths of various media, realizing complementary advantages, presenting traditional "Gong Culture" in the form of animation, short video, micro-film, webcast, film and TV drama, etc, and realizing the "integration effect" of traditional "Gong Culture"[4]. Through real-time interaction, the "interactive communication" effect is brought into play, and the content and knowledge structure are adjusted according to the characteristics of the audience of intercultural communication, so that the "Gong Culture" communication content of Gaocheng can be made more effective. The content of the "Gong Culture" is disseminated to the recipients in the most appropriate way, so as to increase their interest in "Gong Culture" and complete its cross-cultural communication. The expansion of communication channels is crucial in cross-cultural communication. In today's developed Internet society, it is important to make full use of video platforms and live streaming of products, which will not only increase the sales of products, but also increase the visibility and influence of Gaocheng's "Gong Culture".

We can also certify official accounts in major e-commerce platforms to expand the social influence of our products, spread the history, culture and production process of Gaocheng's "Gong Culture", so that the audience in the cross-cultural communication process can understand more about "Gong Culture" and further spread it. Gaocheng's "Gong Culture" will be further disseminated[5].

We can establish more cultural and creative related parks, and combine tourism and elements of "Gong Culture", and actively promote its translation standards of unification and standardization, so that it can communicate at home and abroad at the same time and we can use different languages with different standards to introduce it to other countries to spread it.

4.2. Seek Cultural Commonality and Expand Audiences

Different regions have different cultural backgrounds. Seeking cultural commonality can provide a foundation for the progress of intercultural communication and achieve good results. When two cultures meet, the first problem is "identity" which is the most important factor in a culture. The audience's recognition of culture is directly proportional to their acceptance of culture. In the process of communication of Gaocheng's "Gong Culture", we should pay attention to the

cultural learning and understanding of different countries and regions, fully realize the cultural background of different places, dietary preferences, values. And we can try to break through the cultural conflicts with new methods to develop and innovate the palace noodles and palace wine suitable for the taste of different regions. We can also produce produce different lanterns to suit for different aesthetic of different region to promote the intercultural communication of Gaocheng's "Gong Culture".

In recent years, with the government's emphasis on reviving the excellent traditional Chinese culture, the lantern industries in Beijing, Luoyang, Zigong and other places has also developed rapidly, and Gaocheng's gongdeng has been on the world-class stage several times. In addition to having the important support of Gaocheng's Gongdeng Museum, which is also the only museum with gongdeng as the theme in China[6]. In recent years, Gaocheng's "Gong Culture" has been actively innovating, carrying out active learning of "Gong Culture", visiting gongdeng, gongmian and gongjiu industries and other learning and entertainment projects, creating a cultural industry group that integrates development, production, sales and tourism. This will not only change the inherent impression of some audiences, but also open up a new development situation of Gaocheng's "Gong Culture".

4.3. Cultivate More Professional Talents

Keeping pace with the times, the artisans of Gaocheng's "Gong Culture" should establish the consciousness of innovation, and combine modern culture, scientific and technological means, elements of the times with creation and update of Gaocheng's "Gong Culture". And we need cultivate more professional talents. Local government departments should establish related professional colleges, and promote its cultural teaching through the active teaching and inheritance methods for its inheritance and development and training more professional talents. We also focus on teaching international students all the cultural connotations embedded in it according to their characteristics, interests and cultural adaptability. We need to use scientific teaching system and scientific teaching methods, from the traditional single handicraft inheritance to the modern mode of developing teaching methods, so as to better contribute to the communication of "Gong Culture". Moreover, in the development of its intercultural communication process, the related departments can convene the local professional and technical person, and collect cultural background and production technology of "Gong Culture". Then integrate the data to fill the undocumented gap.

4.4. Government Support

In the study of the extent and characteristics of audience acceptance of heterogeneous cultures, American scholar Clyde Woods points out that the speed of mutual absorption and borrowing between cultures depends not only on the magnitude of cultural commonalities, but is also influenced by non-cultural factors, such as social environment, values, and vested interests. Gaocheng is a place with a long history and profound culture, with the "Gong Culture" and the world-famous Shang Dynasty site in Taixi. Therefore, the spread of Gaocheng's "Gong Culture" is not spontaneous, but needs to be promoted by people, and the government plays a leading role in this process.

Therefore, on the one hand, the government should incorporate the intercultural communication of "Gong

Culture" into the government's development plan, put forward specific development initiatives, and play the authoritative power of the government to promote the intercultural communication of "Gong Culture" and formulate corresponding supporting policies. On the other hand, the government should increase the study and organization of the resources of Gaocheng's "Gong Culture". The government should further enhance the intercultural communication of Gaocheng's "Gong Culture" by segmenting management and cultural docking, focusing on audiences from different cultural backgrounds.

In addition, we can also consciously organize activities such as cultural festival of Gaocheng's "Gong Culture", production skills exhibition and folklore experience, in which the elements of Gaocheng's "Gong Culture" are reasonably designed and integrated, and the cultural symbols related to "Gong Culture" are presented in a three-dimensional way, so that international students can be influenced and accustomed to it in such a consciously set overall environment, which can make Gaocheng's "Gong Culture" interesting and be accepted and recognized by the audience in a living and situational way.

5. Conclusion

Regional culture is a way of life. It comes from life and exists in life. It is a kind of social life education resources and the recipients can intuitively feel these vivid and dynamic full of life, and more easily understand and absorb it, which is closely related to life, and then promote their cultural identity and cultural tolerance. Therefore, the related institutions should take the lead of government, effectively use the rich resources of Gaocheng's "Gong Culture", combine the characteristics of domestic and foreign recipients, form the gathering effect of organization, industry and media, and create corresponding situations. Gaocheng's "Gong Culture" can be implicitly and tacitly promoted in the form of observation, experience, interaction, etc. The intercultural communication is accomplished in a subtle way.

In a word, regional culture is not only a symbol of a place, but also an inheritance of national spirit. In order to achieve the Gaocheng's "Gong Culture" intercultural communication and to enhance national cultural power, the related departments should actively promote its propaganda. We should promote and publicize "Gong Culture" at home and abroad on the basis of understanding each region and the cultural differences between China and foreign countries.

The essence of intercultural communication is awareness, the initiative of intercultural adaptation and the reduction of cultural differences. Intercultural communication of regional culture can promote communication between different regions and countries, build regional identity through regional culture, and enhance exchanges among people and mutual learning among civilizations. Therefore, in order to follow the basic principle of "take the essence of its culture, discard the dross" to innovate and develop the regional culture, the related person must pay attention to its inheritance and protection, so that it can shine in the traditional culture.

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