

# An Investigation of the Current Status of the External Communication of Yancheng Red Culture and its Countermeasures

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## Abstract:

Yancheng, a land with a long history, is not only one of the important birthplaces of the Chinese revolution but also a treasure trove of red cultural resources. In recent years, the Yancheng municipal government and all sectors of society have attached great importance to the inheritance and promotion of red culture. Through a series of measures, such as holding red-themed exhibitions and carrying out red education activities, remarkable achievements have been made. However, in the context of globalization, the external communication of the Yancheng red culture is still insufficient, and its international influence needs to be further enhanced. This essay aims to conduct an in-depth investigation and analysis of the current status of the external communication of Yancheng red culture, reveal its existing bottlenecks and problems, explore the underlying reasons, and accordingly put forward practical countermeasures and suggestions to promote Yancheng red culture to better enter the world stage and showcase its unique charm and value.

## Keywords:

Yancheng red culture  
External communication  
Current status investigation  
Countermeasures

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## 1. Introduction

Yancheng, located in the eastern coastal area of Jiangsu Province in China, was one of the important battlefields during the war of resistance against Japanese aggression and the liberation war. On this fertile land, countless revolutionary martyrs fought bravely and made tremendous sacrifices for national independence and

people's happiness. Their heroic deeds and revolutionary spirit constitute the essence of Yancheng red culture. Yancheng is rich in red cultural resources and boasts numerous red cultural bases, with 248 known sites <sup>[1,2]</sup>. Among them, notable sites include the Memorial Hall of the New Fourth Army, the Memorial Site of the Joint Forces of the Eighth Route Army and the New Fourth

Army, the Martyrs' Cemetery of the Central China Luyi Academy of Fine Arts, Qiao Guanhua's Former Residence, the Memorial Site of the Baiju Joint Forces, the Anti-Japanese Base in Taishan Temple, the Former Residence of Martyr Gu Zhenghong, Liu Shaoqi's Former Residence, and Yancheng Martyrs' Cemetery, among others<sup>[3]</sup>.

These red cultural bases are of great historical, cultural, and educational value and are Yancheng's precious red cultural heritage. In recent years, the Yancheng municipal government and all sectors of society have actively promoted the inheritance and promotion of red culture, achieving considerable results. However, in terms of external communication, the influence of Yancheng red culture is still limited. This essay aims to investigate and analyze the current status of Yancheng Red Culture's external communication, explore its existing problems and causes, and put forward corresponding countermeasures and suggestions to provide new ideas and methods for its external communication.

## 2. Overview of the connotation and value of Yancheng red culture

### 2.1. The connotations of Yancheng red culture

Yancheng Red Culture is a cultural phenomenon and spiritual legacy formed by the Chinese Communist Party, primarily represented by the New Fourth Army, during the revolutionary struggles in Yancheng. Its connotations mainly include the following aspects.

(1) The Iron Army spirit: The Iron Army spirit is a valuable spiritual wealth formed by the New Fourth Army during the war of resistance against Japanese aggression and the liberation war. It embodies the excellent traditions of the people's army under the leadership of the Communist Party of China. It comprises a firm belief in following the Party's banner, an indomitable steel will, a broad mind for the country, a tenacious and unyielding style, sincere unity and self-discipline. The Iron Army spirit, nurtured and forged by the lives and blood of the soldiers of the New Fourth Army, is the brightest spiritual coordinate of Yancheng, inspiring generations of Yancheng people to forge ahead and continue to strive<sup>[4]</sup>. In Yancheng, the Iron Army spirit has been fully embodied and passed down. Yancheng currently has 248 revolutionary sites and 128 villages and towns named

after revolutionary martyrs. The iron army spirit has become the soul and spiritual backbone of Yancheng<sup>[5,6]</sup>.

(2) The revolutionary tradition of Yancheng: The revolutionary tradition of Yancheng is an excellent tradition and spiritual legacy formed by the Chinese Communist Party during the revolutionary struggles in the Yancheng region. It is primarily manifested in a firm belief, a spirit of daring to struggle, and a commitment to serving the people. The profound revolutionary tradition of Yancheng is fully reflected in the heroic deeds and revolutionary spirit of many heroes. These deeds and spirits are not only important symbols of Yancheng red culture but also crucial components of the history of the Chinese people's revolutionary struggles. They represent the unyielding and heroic spirit of the Chinese people, inspiring people to continue striving for the realization of the Chinese Dream of national rejuvenation.

### 2.2. The value of Yancheng red culture

Yancheng red culture possesses significant value, playing a crucial role in promoting revolutionary traditions, inheriting red genes, advancing patriotism education, and enhancing national cohesion. Its value is specifically manifested in the following aspects.

(1) Historical value: Yancheng red culture, being a spiritual legacy formed by the Communist Party of China during its revolutionary struggles in the Yancheng region, holds immense historical value. Through studying Yancheng red culture, one can gain a profound understanding of the Communist Party's revolutionary struggle history and experience in Yancheng, revealing the role and value of the revolutionary armed forces under the leadership of the Communist Party in the war of resistance against Japanese aggression and the liberation war.

(2) Cultural value: Yancheng red culture, as a cultural heritage formed by the revolutionary armed forces under the leadership of the Communist Party during the war of resistance against Japanese aggression and the liberation war, possesses significant cultural value. Through researching and disseminating Yancheng red culture, one can gain a deep insight into the revolutionary ideology and spiritual demeanor of the Communist Party, uncovering the cultural contributions and value of the revolutionary armed forces under its leadership in the war efforts<sup>[7]</sup>.

(3) Educational value: Yancheng red culture holds

considerable educational value. Promoting Yancheng red culture can inspire people's patriotic fervor and national pride, enhancing national cohesion and social responsibility. At the same time, inheriting red genes can cultivate people's patriotism and revolutionary spirit, promoting the construction of socialist spiritual civilization and social progress<sup>[8]</sup>.

### 3. Research methods

This study employed a diversified range of research methods, including online retrieval, questionnaire surveys, and interviews, aiming to comprehensively and thoroughly investigate and analyze the current status of the external communication of Yancheng red culture.

Firstly, online retrieval served as the foundational work of this research. We browsed the official websites of Yancheng red culture bases online to obtain first-hand basic information. Additionally, we utilized search engines such as Baidu and 360 to search for a vast amount of relevant materials regarding the external communication of Yancheng red culture, including news reports, academic papers, policy documents, and more.

Secondly, questionnaire surveys constituted a significant part of this research. We carefully designed questionnaires to gauge foreign students' and tourists' awareness and evaluation of Yancheng's red culture. The survey participants included 23 foreign students and 36 foreign tourists in Yancheng, representing a diverse range of cultural backgrounds and age groups, ensuring a certain level of representativeness and comprehensiveness.

Lastly, interviews served as an important supplement to this research. We invited 15 experts and scholars engaged in the research and dissemination of Yancheng red culture as interviewees. Through in-depth communication and discussion, we gained their insights and suggestions regarding the external communication of Yancheng red culture.

## 4. Findings and discussions

### 4.1. Achievements

The Yancheng red culture bases have achieved certain results in disseminating Yancheng red culture overseas. Firstly, some of these red culture bases have established

cooperative relationships with overseas institutions, jointly organizing exhibitions, cultural exchanges, and other activities related to red culture. For instance, the Yancheng Anti-Japanese Base Area Memorial Hall has established friendly cooperative relations with relevant institutions in Russia, Japan, and other countries, jointly hosting historical and cultural exhibitions about the Anti-Japanese Base Area.

Secondly, some Yancheng red culture bases are actively exploring innovative dissemination methods. By producing promotional and documentary films, and participating in international cultural exchange activities, they showcase the unique charm and value of Yancheng red culture to overseas audiences. For example, the Baiju Red Culture Base has produced several promotional videos highlighting the unique charm and value of Baiju's red culture, which are broadcast on international media.

Thirdly, some Yancheng red culture bases have also launched red culture tourism projects targeting overseas tourists, attracting a group of overseas visitors to visit and experience. For instance, the New Fourth Army Memorial Hall has initiated a red culture tourism project titled "Tracing the Footsteps of the New Fourth Army" which allows tourists to visit the memorial hall and the former site of the New Fourth Army's reconstruction, gaining insights into the history and culture of the New Fourth Army<sup>[9-12]</sup>.

These red culture tourism projects conducted by Yancheng red culture bases have enabled overseas audiences to gain a deeper understanding and recognition of the historical background and value of Yancheng red culture, making a positive contribution to the overseas dissemination of the history and culture of the Communist Party of China.

### 4.2. Existing problems

Despite the active promotion of the inheritance and promotion of red culture by the Yancheng municipal government and various sectors of society, as well as the certain achievements achieved by Yancheng red culture bases in disseminating Yancheng red culture overseas, there are still the following problems.

#### 4.2.1. Limited promotional means

The dissemination of Yancheng red culture to the outside world is limited in terms of promotional methods, mainly

manifesting in the following aspects.

(1) Lack of new media communication methods: The dissemination of Yancheng red culture primarily relies on traditional promotional means such as newspapers, television, and radio, lacking new media communication methods that are in line with international standards, such as social media, short videos, and online live streaming. This results in limited dissemination scope and difficulty in covering a wider international audience.

(2) Lack of diversified communication forms: The communication forms of Yancheng red culture are relatively monotonous, lacking interactive experiences, cultural creative products, and other diversified communication forms. This leads to unsatisfactory communication effects and difficulties in attracting the interest and attention of international audiences<sup>[13]</sup>.

The main reasons for these shortcomings are as follows.

(1) Insufficient understanding of new media communication methods: Some localities and departments lack sufficient understanding of new media communication methods, lacking the awareness and ability to utilize new media means to disseminate red culture.

(2) Insufficient financial investment: The utilization of new media communication methods requires significant financial investment, including technology research and development, platform construction, content production, and other aspects. Due to limited government investment, the new media dissemination work of red culture cannot be fully funded<sup>[14]</sup>.

#### **4.2.2. Lack of international-oriented communication strategies**

The external dissemination of Yancheng red culture lacks international-oriented communication strategies, which are mainly reflected in the following aspects.

(1) The dissemination content lacks international elements: Currently, the content of Yancheng red culture dissemination primarily focuses on historical events and introductions to historical figures, lacking elements that align with the needs and interests of international audiences. This makes it difficult for the content to resonate and attract attention from international audiences, thereby affecting the dissemination effect.

(2) Lack of cooperation with international

media: Currently, the external dissemination of Yancheng red culture has relatively limited cooperation with international media, lacking the awareness of leveraging the power of international media to enhance international influence. This results in a relatively low level of popularity and influence for Yancheng red culture on the international stage.

The main reasons for these shortcomings are as follows.

(1) Insufficient understanding of the needs and interests of international audiences: In formulating communication strategies, there is a lack of in-depth understanding of the needs and interests of international audiences, making it difficult for the dissemination content to resonate and attract attention from them.

(2) Weak awareness of cooperation with international media: In terms of cooperation with international media, there is a lack of proactive cooperation consciousness, making it difficult to leverage the power of international media to enhance the international influence of Yancheng red culture.

#### **4.2.3. Lack of talent for external communication**

Currently, the overseas dissemination of Yancheng red culture lacks professional cultural communication talents, which leads to difficulties in forming effective promotion strategies during the dissemination process and the inability to carry out targeted communication, based on the characteristics and needs of audiences in different countries and regions. The lack of talent for Yancheng red culture's overseas dissemination is mainly reflected in the following aspects.

(1) Lack of professional translation talents: There are many professional terms and unique concepts in red culture that require accurate and vivid translation into foreign languages, which places high demands on translation talents. Currently, the Yancheng talent pool in this area is relatively insufficient, affecting the accuracy and effectiveness of the overseas dissemination of red culture.

(2) Lack of planning talents with an international perspective: The overseas dissemination of red culture requires planning talents with an international perspective who can formulate targeted communication strategies based on the cultural backgrounds and audience needs of different countries and regions. Currently, Yancheng is

also lacking in such talents, which hinders the formation of effective promotion strategies during the dissemination process.

The main reasons for these shortcomings are as follows.

(1) Incomplete training mechanisms: Currently, Yancheng still has some deficiencies in cultivating cultural communication talents, such as a lack of systematic training mechanisms and insufficient scientific curriculum settings, which results in unsatisfactory talent cultivation effects.

(2) Low salary and benefits: The salary and benefits in the cultural communication industry are relatively low, which discourages some outstanding talents from entering this field, thus affecting talent reserves and team building.

## 5. Countermeasures and suggestions

In response to the problems identified previously, the following countermeasures and suggestions are proposed.

(1) Enrich external communication methods: On one hand, strengthen the utilization of new media and actively adopt new communication methods such as social media, short videos, and live webcasts to expand the audience base and cover more international viewers. At the same time, closely cooperate with new media platforms to establish effective communication bridges with international audiences through online interactions, topic discussions, and other forms. On the other hand, innovative communication forms and actively develop diversified communication means such as interactive experiences and cultural creative products to enhance the attractiveness and influence of Yancheng red culture<sup>[15]</sup>.

(2) Accelerate integration with international standards: Firstly, increase understanding of the needs and interests of international audiences. Through market research, data analysis, and other methods, gain a deep understanding of the needs and interests of international

audiences and formulate targeted communication strategies. Secondly, strengthen cooperation with international media. Actively establish cooperation relationships with international media and utilize their power to enhance the international influence of Yancheng red culture.

(3) Strengthen talent cultivation and recruitment efforts: Firstly, enhance talent cultivation and build a comprehensive talent cultivation system, optimizing educational curriculum to improve the quality and effectiveness of talent development. Secondly, strengthening talent recruitment, utilizing preferential policies, raising compensation, establishing reward funds, providing career development opportunities, and other measures to attract cultural communication talents with international backgrounds and professional abilities to Yancheng, contributing to the overseas dissemination of Yancheng red culture.

## 6. Conclusion

As one of China's revolutionary base areas, Yancheng is rich in red cultural resources. These resources are not only witnesses of history but also important carriers for inheriting the red gene and promoting the revolutionary spirit. Through in-depth investigation and analysis of the current situation of Yancheng's red culture external communication, this study reveals its achievements and challenges in overseas dissemination. In response to the problems found, this study proposes a series of specific countermeasures and suggestions. Implementing these countermeasures and suggestions is expected to further enhance its influence and external communication effect. In the future, Yancheng should continue to deeply explore red cultural resources, enrich dissemination content, expand dissemination channels, and strive to push Yancheng's red culture to a broader stage.

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The authors declare no conflict of interest.

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