

Research on the Path of Shandong Traditional Culture's Dissemination to South Korea

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Keywords: Shandong traditional culture, dissemination to Korea, audience, enlightenment

Abstract: This article provides an in-depth exploration of the path of Shandong traditional culture in its dissemination to South Korea, with a focus on the perspective of the audience. Firstly, it introduces the concept and characteristics of Shandong traditional culture, which includes a wide range of intangible cultural heritage such as Confucianism, filial piety, and the art of paper-cutting. Secondly, the article analyses the interest and awareness of Korean people towards Chinese culture, revealing that a large proportion of Korean people have a positive attitude towards Chinese culture and are eager to learn more about it. Thirdly, it elaborates on the influence and recognition of Shandong traditional culture among Korean audiences, indicating that it has gained significant popularity and recognition in recent years through cultural exchange activities, tourism promotion, and social media platforms. Finally, the article summarizes the path of Shandong traditional culture in its dissemination to South Korea, emphasizing the importance of utilizing multiple channels and methods, such as television and online media, cultural exchange activities, commercial cooperation, educational exchange, tourism promotion, and social media. This will enable the creation of more appealing and influential cultural products and activities to promote the spread and promotion of Shandong traditional culture in South Korea.

1. Introduction

In the cultural exchange between China and South Korea, Shandong, as one of the important birthplaces of Chinese culture, plays an important role in the dissemination of traditional culture to South Korea. However, how to better promote Shandong's traditional culture in South Korea and gain recognition and appreciation from South Korean audiences is a problem that needs to be considered and explored.

By analysing the path and method of the dissemination of Shandong's traditional culture to South Korea from the perspective of the audience, we can better understand the recognition and demand of South Korean audiences for Shandong's traditional culture, and provide guidance and inspiration for more effective promotion of Shandong's traditional culture in South Korea. At the same time, by gaining a deep understanding of the cultural concepts and values of South Korean audiences, we can better promote cultural exchange and integration between China and South Korea, injecting

new dynamics and vitality into the friendship and cooperation between the two peoples [1].

2. The concept and characteristics

Shandong, located on the east coast of China, is one of the historical and cultural cities in China. Shandong traditional culture refers to a unique cultural phenomenon that has developed in the Shandong region over a long period of history, and its characteristics are mainly manifested in the following aspects

2.1. Deep cultural heritage

As one of the important origins of Chinese culture, Shandong's traditional culture has a long history that can be traced back to the pre-Qin period thousands of years ago. Shandong is not only the hometown of many cultural celebrities such as Confucius and Mencius, but also the birthplace of various cultures such as Qi culture and Lu culture.

2.2. Diverse cultural integration

Shandong has a vast territory and rich natural resources, and it is also an area where multiple ethnic groups and cultures have blended throughout history. Therefore, Shandong's traditional culture presents a diverse characteristic, including music, dance, painting, architecture, literature, and many other aspects [2].

Abundant and varied forms: Shandong's traditional culture not only has a wide range of content and diverse forms, but also has strong ethnic and local characteristics. For example, in Shandong's dance art, there are various forms such as Qilu Yangge and Daqin Emperor Dance, which have unique music and dance styles that give a strong visual and auditory impact.

Core values centred on Confucianism and Mencius: Confucianism and Mencius' philosophy is the core value of Shandong's traditional culture, which includes moral ethics, political thoughts, educational methods, and more. The core idea of Confucianism and Mencius' philosophy is benevolence, love, and filial piety, which are deeply ingrained in various aspects of Shandong.

Distinctive cultural heritage: Shandong has a rich cultural heritage, including many famous historical and cultural sites and scenic spots such as Mount Tai, Confucius Temple, and Qufu Academy. These heritages are not only an important part of Shandong's traditional culture but also the treasures in the Chinese cultural treasury [3].

3. Interest and Recognition of Chinese Culture among Koreans

Chinese culture has a wide influence in South Korea, especially in traditional Chinese culture. Chinese calligraphy, painting, music, philosophy, medicine, cuisine, clothing, and other aspects have had a profound impact on Korean culture [4]. This cultural exchange has not only enriched Korean culture, but also built a bridge of friendship between the two peoples.

3.1. The Korean people's interest in Chinese culture

This article uses counting and categorization methods to understand the number and proportion of different types of illustrations in Korean language textbooks. It analysis the frequency and distribution of illustrations, explores the impact of different types of illustrations on students' learning outcomes, and so on.

3.1.1. Traditional Culture

Korean people have a strong interest in Chinese traditional culture, including religious cultures such as Taoism, Buddhism, and Confucianism, as well as ancient and historical aspects of Chinese culture. For example, many Koreans learn Chinese, Chinese calligraphy, and painting, and also travel to China to appreciate its historical cultural heritage and scenic beauty.

3.1.2. Movies, TV dramas, and music

Chinese movies, TV dramas, and music are also very popular in South Korea. TV dramas such as "The Ming Dynasty 1566," and adaptations of the four great Chinese classics including "Journey to the West" and "Dream of the Red Chamber" are widely watched in South Korea. Young Chinese language singers such as Jay Chou, G.E.M, and Chris Lee are also very popular among young South Koreans.

3.1.3. Cuisine Culture

Chinese cuisine is also highly popular in South Korea, with dishes such as hot pot, roast duck, spicy hot pot, lamb skewers, and sweet and sour pork being among the most popular Chinese foods that Koreans enjoy. In addition to the aforementioned dishes, Chinese street food like baozi, jianbing, and roujiamo are also gaining popularity among South Koreans. Moreover, traditional Chinese teas, including green tea, oolong tea, and pu-erh tea, are increasingly being appreciated in the country.

3.1.4. Traditional medicine

Traditional Chinese medicine has a significant influence in South Korea as well. Many South Koreans choose to use traditional therapies such as herbal medicine and acupuncture to treat diseases, which are derived from Chinese medicine.

3.2. Korean Perception of Chinese Culture

3.2.1. Chinese Historical and Cultural Heritage

Koreans typically have a certain level of understanding of Chinese history and culture, such as the 5,000-year history of Chinese civilization, the ideas of famous philosophers and thinkers like Confucius, Laozi, and Mencius, as well as the rise and fall of feudal dynasties.

3.2.2. Chinese Food Culture

Chinese food culture is also well-received in South Korea, with many Chinese dishes being widely spread in Korean restaurants. Peking Duck, Beijing Roast Meat, hotpot, Mapo Tofu, and other Chinese delicacies are particularly popular among Korean diners.

3.2.3. Chinese Art and Culture

Chinese traditional art forms, including calligraphy, painting, paper-cutting, and collage, have been increasingly recognized and understood in South Korea. These art forms have been showcased in various cultural events and exhibitions, allowing the Korean public to gain a deeper appreciation and understanding of Chinese culture. This has contributed to the growing interest and admiration for Chinese art and culture among the Korean population.

3.2.4. Traditional Chinese Medicine

Traditional Chinese Medicine (TCM) has become increasingly popular in South Korea, with many people seeking treatment and pursuing education in this field. Acupuncture, herbal medicine, and other TCM practices have gained recognition and acceptance among the Korean public as alternative treatments for a wide range of health conditions. As a result, there has been a growing demand for TCM education and training programs in South Korea to provide the necessary knowledge and skills for those interested in practicing TCM.

3.2.5. Chinese Film, Music, and Entertainment Industry

In recent years, China's film, music, and entertainment industries have received significant attention and recognition internationally, with many Chinese films, music, and variety shows being broadcasted in South Korea. As a result, South Koreans have some understanding of these aspects of Chinese culture.

However, it is important to note that the level of awareness among South Koreans regarding Chinese culture may vary depending on personal experiences, educational background, interests, and other factors.

4. The influence and recognition of traditional culture in Shandong among the audience in South Korea

As China and South Korea's relationship strengthens, the influence of Shandong's traditional culture in South Korea is growing. Shandong's traditional culture is gaining recognition among South Korean audiences in several ways.

Firstly, cultural exchanges between Shandong and South Korea are becoming more frequent, and the people of South Korea are gradually becoming familiar with Shandong's traditional culture.

Secondly, South Koreans are increasingly interested in Chinese tourism, and Shandong's tourism resources are popular with South Korean tourists. Shandong's traditional culture is also showcased in the tourism industry. Additionally, as the economies of China and South Korea continue to develop, Shandong enterprises' business in South Korea is expanding, and Shandong's traditional culture is being showcased and promoted in business exchanges.

Overall, the growing recognition of Shandong's traditional culture among South Korean audiences can be attributed to the continuous political, economic, and cultural exchanges between China and South Korea [5].

5. The Path and Impact of Shandong Traditional Culture in the Spread to South Korea and its Inspiration to the Audience

In promoting the dissemination of traditional Shandong culture in South Korea, it is important to be mindful of cultural differences and communication issues. It is necessary to respect and understand the cultural and value systems of the Korean audience while also being aware of their cultural backgrounds and interests. By doing so, more effective ways and means of communication can be determined [6].

South Korea is a highly cultured country with a well-developed cultural industry, particularly in music, film, and television, which have a strong influence. Therefore, in promoting traditional Shandong culture, it may be effective to combine it with these cultural industries to create distinctive and appealing cultural products that attract the attention of younger audiences.

Additionally, it is important to consider the level of understanding and familiarity that South Korean audiences have with Chinese traditional culture. Despite being geographically close to

China, historical and cultural differences have limited the Korean audience's knowledge of Chinese traditional culture. Therefore, it is necessary to provide in-depth and specific introductions and interpretations of traditional Shandong culture to help South Korean audiences better understand and appreciate it.

Education exchange is also an important means of cultural communication. By strengthening education exchanges between China and South Korea, Shandong traditional culture can be incorporated into educational curricula to provide Korean students with more systematic and in-depth learning opportunities. Moreover, cultural events and exchanges in schools can offer richer and more enjoyable cultural experiences for Korean students.

Shandong is one of China's famous tourist destinations, with numerous historical and cultural sites and natural landscapes. By increasing promotion in South Korean tourism media, more South Korean tourists may be attracted to visit Shandong, thereby deepening the Korean audience's understanding and appreciation of traditional Shandong culture.

With the widespread use and development of social media, posting content related to traditional Shandong culture on popular South Korean social media platforms may attract the attention of younger audiences in a more relaxed and vivid manner. Through interaction and sharing, the influence of Shandong traditional culture can be expanded to a broader audience.

In today's information age, younger South Korean audiences are more interested in fresh, trendy, and personalized cultural products. Therefore, combining traditional Shandong culture with current popular cultural elements may create more fashionable and interactive cultural products that attract the attention of more young audiences [7].

In summary, in order to promote Shandong traditional culture in South Korea, it is important to take into account the cultural differences and communication issues, and to respect and understand the cultural values and beliefs of the South Korean audience. Furthermore, it is necessary to consider the level of understanding and awareness of Chinese traditional culture among South Korean audiences, and to provide in-depth and specific introduction and interpretation of Shandong traditional culture to increase understanding and recognition. Education exchange, cultural events and activities, tourism promotion, and social media are all effective channels for cultural dissemination, and combining Shandong traditional culture with popular culture elements can help to attract younger audiences. Commercial cooperation can also be considered to enhance the impact and influence of cultural products and activities. Ultimately, a tailored and strategic approach to cultural dissemination can facilitate the promotion and propagation of Shandong traditional culture in South Korea.

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