

Research on the International Communication Strategies of Shu Brocade

Xie Lisha

Leshan Normal University, Leshan, China

Keywords: Shu Brocade, International Publicity, Strategies

Abstract: Shu Brocade has a long history, dating back over two thousand years. It is one of the four famous brocades in China and has a profound cultural heritage. In today's game of power, cultural soft power is becoming an increasingly important part of it. Doing a good job in the international publicity of Chinese culture has become an important way to show cultural confidence and improve the international influence of Chinese culture. Since the 18th CPC National Congress, the government has attached great importance to the international publicity of outstanding Chinese culture and makes efforts in strengthening the international publicity of Shu Jin through various ways so as to improve the international influence of Shu Jin.

1. Introduction

Shu Brocade has a long history, originated in Qin and Han Dynasty, dating back over two thousand years, was prosperous in Tang and Song Dynasty, and is one of the four famous brocades in China. It is the predecessor of Kyoto Nishijin Weaving, which is a national treasure of Japan, and is the treasure of China and the world silk culture, with high historical and cultural value. In 2006, the Shu Brocade weaving technique was listed in the first batch of national intangible cultural heritage list, and in 2010, the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China approved the implementation of geographical indication product protection for "Shu Brocade".

The report of the 20th CPC National Congress pointed out that it is necessary to enhance the spreading power and influence of Chinese civilization, adhere to the stance of Chinese culture, tell Chinese stories, disseminate Chinese voices, present a credible, lovely and respectable image of China, and promote Chinese culture to the world in a better way. With thousands of years of civilization, Sichuan Province has produced rich and colorful cultures in many fields and accumulated a profound humanistic heritage. In order to strengthen the protection of historical and cultural heritage and actively promote the publicity of Chinese civilization to the world, Sichuan Province has made positive exploration and great efforts. The great importance attached by the Party and the government, and the active implementation by local governments also point out the direction for the international publicity of Shu Brocade in the new era. We should put more efforts to strengthen the international publicity capacity of Shu Brocade, enhance its international influence, and promote its going out through multiple channels, levels and forms so that the whole world can recognize the value of Shu Brocade.

2. History of the development of Shu Brocade

Sichuan has always been one of the important birthplaces of mulberry silk in China in history. Shu Brocade, as a type of brocade, is named Shu Brocade because it is produced in Sichuan.^[1] Shu brocade has a history of more than 2000 years. The exact date of its birth cannot be verified, but it has been recorded in the Spring and Autumn Warring States period. Shu Brocade was unique and famous for its vivid figures, delicate weaving patterns and brilliant colors.^[2] During the Three Kingdoms period, Shu Han Prime Minister Zhuge Liang once evaluated the Shu Brocade, "now the people are poor and the country is weak, all the materials needed to fight against the enemy rely on Shu Brocade". From this, it can be seen that Shu brocade has become the main economic source for Shu Han to govern the country. During the Tang Dynasty, the development of Shu Brocade reached its peak, and the famous poet Liu Yuxi once wrote a poem saying, "Flowers bloom on both sides of the Zhuojin River. The spring breeze is blowing on the water, and the waves are washing away the gravel. The girl cut off a piece of Shu Brocade with mandarin duck pattern and threw it towards the middle stream of the Zhuojin River, which was more beautiful than the sunset.", and he praised the beauty of the Shu Brocade.^[3] The prosperity of Shu brocade in the Tang Dynasty can be seen from this. During the Song and Yuan Dynasties, due to the development of the weaving industry in the south, the status of Shu Brocade gradually declined under the competition from other regions. During the Ming Dynasty, the Shu Brocade craftsmen in Chengdu redeveloped the weaving skills of Shu Brocade, which ushered in a revival. In the late Ming and early Qing dynasties, due to the chaos of war, Sichuan was plunged into a state of war, and Shu Brocade suffered a devastating blow. At that time, it was said that the brocade workshops were destroyed and no patterns existed. In the 20th century, Shu Brocade incorporated modern textile techniques on the basis of traditional craftsmanship, making it more in line with modern aesthetic views, and gradually rose again. Shu Brocade has not only been recognized domestically, but also favored abroad. Historically, Shu Brocade has been an important foreign trade commodity, spreading all over the world through the Jianmen Shu Road, the Tea-Horse Road, the Minjiang River Waterway, and the Maritime Silk Road. In Japan, the Kyoto Nishijin Weaving, which is regarded as a national treasure, was developed after the introduction of Shu Brocade into Japan. In history, Sichuan brocade has traveled to various parts of the world through the Silk Road, continuously exporting to the Western Regions, from Central Asia and West Asia to countries along the Middle East and Mediterranean coasts. It has made an indelible and immeasurable contribution to economic and cultural exchanges between the East and the West, promoting the progress of human civilization. Xinjiang has always been an important node of the Silk Road, and modern archaeologists have unearthed a large number of Shu Brocades in Xinjiang, thus corroborating the value of Shu Brocades for international publicity. In 1901, the British-Hungarian Stein, led by a tour guide, discovered the Niya ruins buried in a sea of sand and excavated a large number of precious relics of the Silk Road, which included Shu Brocades. Since 1950, there has been a series of archaeological excavations carried out in Xinjiang along the Silk Road. A large number of silk fabrics have been unearthed. According to the research of experts and scholars, these brocades are mainly produced in Chengdu.

3. The necessity of spreading Chinese culture to the world

Since the 18th CPC National Congress, the international publicity of Chinese outstanding culture is receiving increasing attention. The world today is in an environment of a major power game, and cultural soft power is increasingly becoming an important part of it. Doing a good job in disseminating excellent Chinese culture to the world has become an important way to showcase cultural confidence and enhance China's international cultural influence.^[4] If we want to rise in the

forest of world culture, we must pay attention to the publicity of Chinese excellent culture to the world.

Chinese culture has a long history, with rich connotations and meanings. Many elements in the traditional culture can manifest cultural confidence. Carrying forward the excellent Chinese culture plays an important role in enhancing and manifesting China's cultural self-confidence. The construction of cultural self-confidence is closely related to traditional Chinese culture and is also an important reflection of core values. At present, China's economy has steadily ranked second in the world and is still developing continuously. Compared with its economic position in the world, China's cultural position is not prominent. China's cultural influence has seriously mismatched with its Comprehensive National Power. It is not only inferior to the traditional developed countries in Europe and America, but also inferior to the neighboring countries like Japan and South Korea. Japanese animation has a pivotal position in the world's animation industry, and Japanese cartoons and animation books can be found everywhere in many big cities in the world. 60% of the animated films broadcasted around the world come from Japan. In the proportion of Japan's GDP, animation has been as high as 10%. Japanese animation has become an important cultural symbol of Japan. Japan's animation industry cannot develop without the strong support of the government. Since the 1980s, the "Establishing a Country through Culture" was determined as a national strategy. Under such a strategy, the government has introduced laws and regulations to form a strong support for the animation industry. Our close neighbor, South Korea, is even stronger than Japan in terms of cultural export. South Korea's population and area is equivalent to Zhejiang Province. Such a small country, however, has a GDP ranking tenth in the world, surpassing Russia, the largest country in terms of area. In terms of cultural industry, South Korea has even surpassed other Asian countries and become the top stream of world cultural exports. Several countries in the world were forced to issue Korean restriction orders to stop the invasion of the Korean stream. As a resource-poor peninsular country, the South Korean government understood the importance of the cultural industry at an early stage. Since the 1990s, the Korean government has been vigorously supporting the cultural industry, especially after the Asian financial crisis in 1997, the Korean government regarded the cultural industry as a strategic pillar industry for the economic development of the country in the 21st century, and tilted to the cultural industry in terms of policies and resources. In just a few decades, Korea's culture has risen to the top, surpassing the traditional manufacturing industry to become the core driving force of economic development. Referring to the development of culture industry in Japan and South Korea is of great significance to the future development of culture industry in China. China has a deep cultural heritage, rich cultural resources. With the party and the government attaching great importance to the cultural industry, developing green and low-carbon cultural industry, as well as strengthening the publicity of outstanding culture to the outside world, China's economic development can be promoted and its international influence can be enhanced. China can refer to the experience of Japan and South Korea in the development of cultural industry, accelerate the promotion of the publicity of our excellent culture to the outside world, and realize the development of scale, marketization and internationalization.

4. Publicity strategies of Shu Brocade

Since the 18th CPC National Congress, the government has attached great importance to cultural construction, and China's cultural endeavors have become increasingly prosperous, and the international influence of Chinese culture has been increasingly enhanced. At the present time, the world is experiencing a great change that has not been seen in a hundred years. By changing communication technology and enhancing external communication efforts, we can better tell and spread Chinese stories.

4.1 Refine the spiritual connotation and deeply cultivate the cultural value of Shu Brocade

As a culture inherited for more than two thousand years, Shu Brocade has a long history, far-reaching influence and rich cultural connotation. Shu Brocade occupies an important position in Chinese weaving and dyeing crafts, and is a representative work of traditional Chinese weaving and dyeing crafts. Shu Brocade is the signature skill of Chengdu, which makes Chengdu known as the "Brocade City" and "Brocade Officials City". The Min River is the backdrop for the brocade, which is also known as the "brocade river". Culture, as the superstructure of society, has a long-lasting influence on the spiritual energy it contains, and high-quality cultural output must be condensed to its inner quality. Shu Brocade is deeply rooted in Shu culture and has distinctive regional characteristics. When doing a good job of spreading Shu Brocade to the world, we should fully refine the cultural connotation of Shu Brocade and show the deep spiritual core of it. At the same time, we should carry out innovative transformation, innovative development, and give the traditional brocade modern personality. In addition, culture has material attributes. Cultural and creative works are important carriers that transform culture from abstract to physical. Whether it is a material Shu Brocade cultural and creative work or an artistic literary and artistic work, it is necessary to extract spiritual essence in the creative process, and focus on creating Shu Brocade cultural masterpieces with profound ideas, exquisite art, and excellent production.

4.2 Enhance the power of cultural interpretation and improve the narrative discourse system of Shu Brocade

Cultural interpretation is to speculate the meaning through cultural explanation and understanding. Shu Brocade, as an Intangible cultural heritage in Sichuan region, encounters certain obstacles in the process of international publicity. For example, many foreigners have difficulties in understanding and recognizing the cultural connotation of Shu Brocade due to cultural differences. Therefore, it is very important to improve the cultural interpretation power. By improving cultural interpretation, it can help foreigners overcome cultural gap and improve their identification with Chinese culture. In the international publicity of Shu Brocade, the following three points should be paid attention to: Firstly, we should set high-quality, multi-level and personalized publicity themes. According to the different regions and cultures of foreign audiences, we should show the real, three-dimensional and comprehensive culture of Shu Brocade through multi-dimensional and multi-perspective ways. Secondly, it is necessary to enrich the discourse paradigm of foreign communication, find the point of convergence between Chinese culture and foreign culture, and promote the good convergence between brocade and cultures of different countries, so as to promote the dissemination of brocade to the globalization, and to improve the international publicity power and cultural guiding power of brocade. Thirdly, we should cultivate foreign propaganda talents in the new era, and train a group of foreign propaganda talents with excellent political quality, high cultural literacy and strong professional ability.

4.3 Enhance international publicity power and develop all-media communication paths

In current era, with the popularization of mobile Internet, 5G and Artificial Intelligence and other emerging technologies, self-media has become an important communication force. The traditional mode of communication has been greatly impacted, while also providing new opportunities for external communication.^[5] International publicity work should conform to this important transformation, and do a good job of expanding the function of "Internet +". In this new context, all parties should continue to explore the all-media communication model, improve the communication

technology system, and create a comprehensive platform with wide coverage, strong penetration, high timeliness and good communication effects.

4.4 Grow the cultural industry and promote cultural exchanges through economic trade

Cultural trade is the fundamental driving force for promoting the prosperity and development of cultural undertakings. Only by continuously promoting the high-quality development of Shu Brocade-related industries can we inject inexhaustible vitality into the dissemination and protection of Shu Brocade. It is necessary to further expand market channels and strengthen policy support for cultural exports, expand the channels and categories of cultural exchanges and promote the market-oriented allocation of cultural elements. It is also necessary to encourage the integration of Shu Brocade with literature, movies and TV, increase the proportion of Shu Brocade in foreign cultural trade, provide policy support for the publicity and development of brocade, encourage small and medium-sized enterprises to participate in the competition and cooperation in the international market, support leading enterprises to develop "specialized, special and new" products and services, and increase policy and resource support for brocade.

5. Conclusion

In the context of the new era, with the improvement of China's international status, China's culture is also deeply concerned by the world, which provides a good opportunity for the publicity of Chinese excellent culture to the world. However, Shu Brocade faces great challenges in international publicity due to various reasons such as profound skills, shortage of craftsmen, and lack of attention from the society. Therefore, we must adopt corresponding strategies to solve these problems in a targeted way, so as to do a better job in the international publicity of Shu Brocade, improve the international influence of Shu Brocade.

Acknowledgements

This paper is one of the achievements of the project "Research on English Translation and International Publicity of Intangible Cultural Heritage—Taking Shu Brocade as an Example" supported by Sichuan World Heritage Popularization Base. (No. SCYC-01).

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