

Study on the Communication Strategy of Red Culture Brand under the Perspective of Discourse Transformation

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Abstract: Under the background of global informatization and social transformation, the influence of red culture is weakening, and the red culture brand is facing discourse challenges such as the decline of value appeal and the dissolution of audience inheritance, as well as communication difficulties such as the solidification of content and traditional methods. Based on the perspective of discourse transformation, this paper proposes a strategy for red culture brand communication, including the transformation of brand discourse content to contemporary, life emotion, core value and regional characteristics, and the transformation of brand discourse to all-media matrix, technology-enabled form innovation and horizontal and vertical industry chain development, aiming to revitalize the influence of red culture and effectively promote the creative transformation and innovative inheritance of red culture.

1. Introduction

In the great journey of promoting the construction of a modernized socialist country, the strategic position of culture is becoming more and more prominent, and the urgency and importance of the construction of a strong cultural country continues to rise. In this process, red culture, as an indispensable part of advanced socialist culture, profoundly contains the spiritual core and historical memory of the CPC, and is of inestimable value to the enhancement of the country's cultural soft power.

As a key carrier for the inheritance of the red gene, red cultural brands, through in-depth excavation of red resources and skillful integration of modern brand building concepts and strategies, have continuously nurtured brand images rich in profound cultural connotation and value orientation. These brands cover multiple dimensions, such as classic cultural tourism brands, red field brands, red cultural creative product brands, party education and training brands, and red city brands. They present diversified characteristics of brand development and positioning, and shape unique charismatic cultural identities. These red brands have not only enriched the connotation of culture and education, but also promoted the prosperous development of urban tourism, and become an important force to promote social and cultural progress and urban economic prosperity.

It is worth noting, however, that "cultural transmission is essentially a practical activity of passing on and perpetuating the spirit of a culture through discourse, and the spirit of culture must be realized through discourse".^[1]The dissemination of the same cultural spirit is often realized through different discourse systems in different historical periods and cultural audience groups,

which leads to the core issue of "discourse transformation". Discourse transformation is not only related to how to accurately express the spiritual essence of red culture, but also directly affects the communication effect and influence of red culture brand in contemporary society. Therefore, it is particularly important to interpret the spiritual core of red culture by using discourse that fits the contemporary reality, and to adopt efficient communication strategies to enhance the discourse effectiveness of red culture brands. Therefore, this study analyzes the bottlenecks and challenges encountered in the communication process of red culture brands from the perspective of discourse transformation. On this basis, it proposes a series of targeted and highly operative communication strategies for red culture brands, in an attempt to update the discourse content and expression of red culture brands, vividly tell the brand story of red culture, highlight the cultural confidence of socialism with Chinese characteristics, and further promote the wide dissemination and far-reaching influence of red culture.

2. Branding and Discourse System of Red Culture

Red culture is not only a treasure trove of cultural resources, but also a cornerstone for building cultural brands. As a unique cultural resource, red culture has been deeply excavated and carefully cultivated in combination with advantageous industries, and a series of red cultural brands have been successfully nurtured. These red cultural brands have shown rich value connotations in cultural inheritance, economic development, social education and the enhancement of national cultural soft power.

2.1. Branding of red culture

Red education brands, such as Jinggangshan Red Education Base, have revitalized red culture in the context of the new era through innovative ways of expression, providing vivid examples of cultural diversity. Red city brands, such as the "Red Holy Land - Drunken Zunyi" in Guizhou and the "Red City of Happiness" in Guangdong, have become local landmarks. For instance, the Xiangshan Revolutionary Memorial Hall in Beijing has been hailed by the media as "Beijing's new landmark"^[2] To a certain extent, "the image of a tourist destination is a key element of brand marketing in the tourism market"^[3], and the brand of red city image combines with local cultural tourism to create an image of the city. Red city image brand combined with the development of local culture and tourism industry derived from a series of cultural products and services to meet market demand, promote consumer upgrading, for economic and social development to inject new vitality, and in recent years the red film and television works frequently "break the circle" and word of mouth, the achievement of many film and television IP, such as "Lake Changjin" "Bravehearts Journey", etc., of which "Awakening Era", "Mountains and Seas", "Great River", etc. to obtain excellent overseas dissemination of works, the international dissemination of these red cultural film and television brands, showing the brilliant history of China's modern revolution and modern construction, and enhance the international influence of national culture.

It can be seen that the value of the red cultural brand stems from its cultural connotation. Shaping the red brand needs to uphold the socialist advanced culture-oriented, focusing on social benefits and economic benefits. The key is to clarify the core value, accurately interpret the connotation of red culture, relying on resources to create a high-value brand image, the formation of core competitiveness. At the same time, it promotes the transformation of cultural industry and turns red cultural resources into brand assets in the market. Through the all-round communication strategy to meet the diversified needs, so that people experience the charm of red culture in consumption. Therefore, branding of red culture not only promotes the modern integration of culture, but also enhances national pride and cultural self-confidence, and has both economic value

and far-reaching social impact.

2.2. Discourse System of Red Culture

Red culture is a blend of revolutionary struggle culture and socialist construction culture, with "Chinese Marxism" as its core, and is deeply nourished by the excellent traditional Chinese culture, which is the source of socialist core values with Chinese characteristics. The key to the dissemination and understanding of red culture lies in the expression of its discourse, and making clear the historical significance and practical value of red culture will help to make the discourse of red culture "fly into the homes of ordinary people".

Discourse is not only the basic symbol of information transmission, but also an important carrier of social and cultural meaning. The French scholar Michel Foucault's theory of discursive power profoundly reveals that discourse and power are closely intertwined, jointly shaping the social order and knowledge system. Pierre Bourdieu, on the other hand, further emphasizes that discourse, as a force for constructing reality, profoundly influences the interactive relationship between the exerciser and the receiver of power. Under this theoretical framework, the discourse system of red culture can be constructed. It deeply integrates red culture into social communication, utilizing specific vocabulary and forms of expression, thereby shaping the public's knowledge and understanding of red culture.

As far as the discourse system of red culture is concerned, its core elements include discourse content, mode, concept and context. Among them, the content of discourse is the core of red culture communication, carrying the essence and value of red culture. The mode of discourse, on the other hand, is related to the expression and transmission of information, involving the choice of language, the determination of expression style, and the adoption of media. Discourse content and mode play the role of bridge and link between the discourse system and communication effect, and they play a pivotal role in constructing the contemporary discourse system of red culture and effectively conveying and strengthening the core values of red culture.

3. Discourse Challenges and Communication Dilemmas of Red Culture Branding

The red culture brand faces many discourse challenges and communication problems in the contemporary era. How to break through the predicament in the context of the times and highlight the vitality and advancement of red culture has become an urgent task.

3.1. Discursive Challenges of Red Culture Branding

In the field of international cultural communication, the brand of red culture faces serious discourse challenges. In the wave of globalization, cultural sovereignty is fiercely contested, and the West, by virtue of its technological and media advantages, has infiltrated developing countries with its values, and our country has been deeply affected. Due to its historical complexity and western misunderstanding, the red culture is often in a disadvantageous position in international exchanges. For example, the one-sided interpretation and distorted reports of the Western media have greatly hindered the global dissemination of the red culture brand, limited the expansion of its discourse influence, and posed a threat to China's cultural security.

At the level of domestic cultural ecology, the value appeal of the red cultural brand discourse is declining. With the trend of economic development and cultural diversification, the discourse ecology has become increasingly complex. Due to its close connection with politics throughout history, red cultural discourse has served the purpose of political propaganda during certain periods. Its interpretation and expression of political significance have often been overly dominant. This

characteristic has triggered a lot of controversies in today's cultural context, which also makes it face more challenges in cultural communication and exchange.

From the level of individual cultural audience, "the red cultural discourse system is facing the deconstruction of fragmentation and mass consumption culture"^[4]. Additionally, traditional red cultural discourse is often expressed in a serious and authoritative manner, placing the public in a passive position of acceptance. This approach fails to resonate with their emotional experiences and life realities, making it difficult to meet the diverse developmental needs of modern individuals. In this way, the red culture is facing an extremely serious crisis in the process of intergenerational inheritance and social dissemination.

3.2. The Communication Dilemma of Red Cultural Branding

Communication of the red culture brand often becomes rigid at the content level, with deviations in the excavation and utilization of red culture, failing to fully showcase its cultural value. The content of red culture communication does not adequately reflect the values and spirit of red culture in the new era, lacking an effective connection with modern society. As a result, red culture appears unable to attract a new generation of audiences. Furthermore, the development of red cultural resources is not sufficiently integrated with regional culture. The inadequate excavation of cultural and spiritual connotations, along with poor resource integration, has failed to create a high-quality product supply, limiting the depth and breadth of consumer experiences.

In terms of communication methods, red culture brands are facing multiple challenges in the new media era. The explosion of information and audience distraction have led to the marginalization of red cultural content within entertaining information. Additionally, cultural infiltration by Western forces has interfered with its dissemination. At present, the dissemination of red cultural brands relies excessively on traditional media and fails to effectively utilize the interactive advantages of new media and advanced technology, which affects the dissemination effect. As audience media usage evolves and cultural consumption demands increase, red culture brands urgently need to innovate their communication strategies. This will help them better adapt to the needs of the new media era and meet audience expectations.

4. Red Culture Brand Communication Strategy Based on Discourse Transformation

The contemporary discourse transformation of the red cultural brand aims to enhance the attractiveness and infectious power of the red cultural brand by innovating the content and methods of communication, accurately connecting with the modern language ecology and the pulse of the times while adhering to the core values and protecting the resources, and flexibly integrating into the diversified contexts. Such transformation can deeply explore the profound meaning of the red cultural brand through inheritance, highlighting its value-oriented function in the new era. It should also reasonably utilize and protect red cultural resources, allowing red culture to become a subtle and lasting force in shaping people's hearts.

4.1. Transformation of the discourse content of the red culture brand

4.1.1. Discursive discourse: from historical discourse to contemporary discourse

The development of red culture is closely related to the history of China's revolution and development, and is in line with China's contemporary spiritual culture. Therefore, the discourse of the red culture brand should shift from mere glorification of war to the refinement of the red spirit. It must adapt to the needs of modern social development, combine the theme of peace and

development with red culture, and naturally integrate it into contemporary education of ideals and beliefs. Transitioning from a focus on 'revolution' to 'rejuvenation,' and from 'advancing into the enemy's fire' to the comprehensive building of a modern socialist country and the advancement of the great rejuvenation of the Chinese nation, the strategy involves integrating contemporary and diverse materials. This includes tapping into the rich heritage of traditional culture, celebrating the stories of ordinary heroes of the new era, recognizing the contributions of returning scientific and technological talents, and showcasing the landscapes of the motherland. By employing the discourse of red culture to empower the narrative of rejuvenation and revitalizing red classics with innovative forms, the aim is to foster a citizenry that carries forward the red genes, stands at the forefront of the era, aligns with scientific and technological paradigms, and cherishes the grandeur of the motherland, thus progressing in step with the times.

4.1.2. Discourse Perspective: From Serious Reasoning Discourse to Life Emotion Discourse

The traditional communication of red cultural brands is often serious and authoritative, characterized by a stereotypical revolutionary discourse system and a high-level "Gao Weiguang" narrative that falls into a theoretical routine. This approach lacks attention to personal emotions and details of contemporary life. Therefore, the contemporary discourse perspective of the red culture brand should be adapted to the cognitive habits of contemporary citizens, combined with the experience of daily life, repackaging the serious red culture in a down-to-earth living language, enhancing its affinity, and realizing the unity of the concept, meaning and life. Moreover, red culture weaves the emotional thread of the Party and the people fighting against the enemy and building the motherland together, so it should be used for its emotional resonance, increase the input of emotional factors to reduce the sense of objectivity and detachment of the red culture brand brought about by reasoned education, and move the people with emotions to realize the internalization and practice of red culture.

4.1.3. Discourse value: from the discourse of salvation to the discourse of core value system

Red culture is rooted in the struggle and search of China's modern history, and its discourse of salvation and survival reflects the urgent mission of the nation at the moment of crisis and the desire for independence and liberation, and played an important role in mobilizing the people and rallying their hearts during the revolutionary war. However, in the context of the new era of peace and development, the value orientation of the red cultural brand's discourse focusing on the past struggles and sacrifices no longer matches with the social reality, so how to integrate the red spirit into the development strategies and value pursuits of contemporary China, to cultivate the citizens' sense of nationhood, rule of law, and social responsibility, and to fight against the heterogeneous western cultural values in order to stabilize cultural sovereignty, has become the urgency for the red cultural brand in the new era.

Looking at the spirit of the nation and the spirit of the times embodied in such vivid deeds as fighting against epidemics, defending the frontier and competing for glory in the sports world, they are precisely the contemporary evolution of the connotation of the red culture, which is also an integral part of the socialist core value system. Red culture and the socialist core value system are interconnected and intertwined. Red culture, with its powerful revolutionary discourse and historical influence, is deeply rooted in people's hearts but feels historically alien in contemporary times. The core value system, grounded in contemporary values and closer to real life, is still seeking wider acceptance as a new reference in society. By achieving a "1+1>2" effect through collaboration and enhancing the red cultural brand, we can guide social trends and cultivate a new generation aligned with the ideological consensus that fits national conditions. This approach

provides value support for building a harmonious society and realizing the Chinese dream of the great rejuvenation of the Chinese nation.

4.1.4. Discourse focus: from macro-discourse to discourse of regional characteristics

The traditional brand discourse of red culture is often too macroscopic and general, and it is difficult to fully reveal the specific performance and deep charm of red culture in different regions. Regional culture boasts a long and colorful history. By employing the vivid language and specific cases of regional characteristic discourse, we can excavate the unique elements and expressions of red culture in different regions. Combining red culture closely with local history, culture, and customs, we can form a red culture brand with distinctive regional characteristics, enhancing its interest and interactivity.

First, we should deeply excavate the historical events, revolutionary sites, heroes and other red cultural resources of each region as the important materials of red cultural brand, give red culture more specific and vivid discourse connotation, and form the red cultural brand discourse with local characteristics. Secondly, we should transform the red culture brand discourse by incorporating regional cultural characteristics. We can integrate the diverse cultural backgrounds, historical traditions, and folk customs of different regions into the red culture discourse, making it more regional and approachable. For instance, by integrating local dialects, slang, folk stories, and other cultural symbols, and by combining local cultural activities and festivals, we can conduct red culture-themed propaganda activities and establish red culture museums with regional characteristics, make it closer to the people's life cognition, help form a red culture brand with regional characteristics, enhance the acceptance and influence of red culture.

4.2. Transformation of the discourse of red culture branding

In the new era of social transformation and the new media context, the digital communication of the red cultural brand is lagging. It is urgent to explore new communication channels, presentation forms, and industrial paths to achieve transformation and upgrading towards all-media, technology-driven, and diversified industrial development, thereby strengthening the discourse identity and loyalty of the red cultural brand.

4.2.1. Discourse channels: from traditional paper media to all-media matrices

Nowadays, many heterogeneous cultures are widely disseminated through network platforms, threatening people's value identity and shaking the main position of red cultural discourse. Therefore, there is an urgent need to build an all-media communication matrix of red culture brand. The first is to expand the role of the red culture brand in the deep integration of traditional media and new media, and add e-books, online newspapers, live performances, etc., so as to realize the linkage of Taiwan and the Internet, multi-screen interaction, and the deep development of online and downstream multi-media linkage. Secondly, expanding the new media dissemination of the red culture brand, increasing the amount of red culture content on new media platforms such as web radio and web TV, and utilizing the large user base, rapid dissemination, high interactivity and wide influence of new media platforms, so that the red culture reaches the public in a more innovative and vivid way. Thirdly, to enhance the digital promotion of mainstream media, to disseminate the red culture brand through multi-channel linkage such as client, APP, official website and third-party self-media account creation, and to utilize mainstream media's wide audience coverage and strong authority and leadership to grasp the discourse sovereignty of red culture.

4.2.2. Discourse presentation: from traditional display to technology-enabled form innovation

In the era of technological explosion, the rapid development of mediatized society and artificial intelligence applications, "the ecological pattern of international communication is evolving towards the trend of youthfulness, user-friendliness, mobility, seamlessness and intelligence"^[5]. It is necessary to make good use of technological means to innovate the form of discourse presentation of the red cultural brand.

First, the digital integration of red cultural resources: the use of artificial intelligence, big data and other technologies to digitally store and display red cultural resources, to achieve the permanent preservation of resources and wide dissemination. Secondly, creating technology-enabled, scenario-based experiences involves using emerging technologies like 5G, big data, cloud computing, and virtual reality to craft immersive scenarios. For instance, 3D virtual pavilions and interactive guide systems in red culture pavilions can transport audiences into historical scenes, enhancing the interactivity and emotional engagement with red culture. Thirdly, breaking external constraints in content interpretation involves optimizing story scene presentations with emerging technologies. This approach saves labor, enables high-fidelity restoration, and can even recreate historically significant scenes that are now damaged or lost. By breaking these external constraints, creators can focus more on refining the content of the red culture brand, thereby improving content production efficiency. Fourth, personalized recommendation and big data-driven red cultural brand performance innovation: the use of artificial intelligence algorithms to optimize content recommendation, personalized red cultural brand content push according to user behavior and preferences, breaking the information cocoon; the use of big data to collect the most popular cultural brand of mobile users' discourse expression forms to feed the innovation of the red cultural brand means of expression to achieve the new possibilities of red cultural brand dissemination.

4.2.3. Discourse industry: from single industry to two-way development of horizontal and vertical industry chain

Red culture brand building needs to break through the discourse limitations of single industry structure, broaden the breadth and depth of red culture brand through horizontal and vertical industry chain development strategy, and build a diversified industrial symbiosis pattern led by red tourism. For horizontal industrial integration and drive, the red tourism industry should be established as the core, driving the synergistic development of the surrounding industry chain. This includes investing in the construction of robust red attraction infrastructure, ensuring smooth tour routes, complete service facilities, and reasonable price concessions. Concurrently, we should focus on optimizing the environment around red attractions, integrating the red cultural experience with the surrounding environment to create an immersive red cultural brand experience. In terms of vertical red cultural brand industry deepening, the first is to closely integrate cultural creative industry and red culture, integrate scattered red cultural resources with the help of innovative cultural creative IP empowerment mode, and focus on the in-depth cooperation with Internet platforms and cultural and creative enterprises to create red cultural brand boutique programs, compile and promote red cultural brand reading materials, and launch red brand education and study and cultural and creative products and activities, so as to inherit and spread the red cultural brand. Secondly, implementing school-local cooperation involves partnering with local colleges and universities to advance research on red cultural brand development and talent cultivation. Organizing student visits to local red cultural attractions or memorial halls can deepen the engagement of colleges and universities with the red cultural brand. This collaboration enhances the ongoing innovation and discourse power of red culture within both educational and local contexts.

5. Conclusion

In general, the construction of red culture brand as a core strategy to enhance the influence of red culture has encountered multiple challenges in contemporary times. Based on discourse theory, this paper proposes innovative communication paths of discourse, perspective and value transformation, as well as the integration of all-media, science and technology and industrial chain, aiming to meet contemporary needs and strengthen brand influence. However, this study has not yet fully explored the practical application effects and potential challenges of these strategies. The discourse analysis primarily focuses on content and mode, while the exploration of audience psychology, cultural identity, and other deep-rooted factors in the communication of red culture brands remains insufficient. Moving forward, we will continue to verify the effectiveness and feasibility of these strategies through empirical analysis and interdisciplinary approaches.

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