

The Animated Communication Strategy of Changzhou Canal Culture

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Abstract: In light of the current animation of Changzhou canal culture ecological communication strategy, after analyzing anime broadcasting and finds it has considerable, sensible and livable form advantageous, this paper puts forward the communication strategy in canal culture ecological resources with the development of animation industry depth fusion, so as to solve its feasibility broadcasting problem, the study strategy can provide new kinetic energy and the reference value for Changzhou economic construction of ecological civilization development.

1. Introduction

According to all media news of Zhongwu Changbao^[1], Changzhou Shihe river was dug in 495 BC. On the basis of historical research, Changzhou Xuhe river is one of the oldest artificial canals in the world. Changzhou local canal culture is unique and rich in content, such as the former residence of Shi Liang, Qu Qiubai and Zhang Tailei Memorial Hall. How to take “cultural ecology” as the core of economy and development, realize the inheritance of human culture and civilization, and extend it to the whole ecosystem is an important historical and social topic of social economy and sustainable development. Behind the feasibility of the research on the animation communication of Changzhou Canal culture, there are also obvious and hidden problems of insufficient utilization and inheritance. “The beginning is of great use, and those who enjoy the benefits are virtuous”^[2]. Therefore, it is of great significance for Changzhou Canal culture and animation industry to integrate green economy construction by adopting animation communication design methods and strategies, also it displays the rich connotation and times value of The Grand Canal culture.

2. Ecological Problems of Changzhou Canal Culture Animation Communication

2.1 Ecological Consumption of Canal Cultural Symbols Market Demand

The inheritance and protection of Changzhou Canal culture have attracted more and more attention from the government and the public, but the publicity and protection of the canal cultural heritage seems to be still in the stage of looking at the flowers in a fog. In addition, the mostly protected canal cultural heritage, which is far from the spiritual consumption objects of the general public. Therefore, it is necessary to enhance the public's understanding and strengthen the construction of a cost-effective economic corridor, so as to promote the integrated development of Changzhou Canal cultural tourism and animation communication.

2.2 The Ecological Construction of the Industrial Chain in Cultural Resources under Animation Communication

In Japan, the industry chain of animation culture obtains the maximum profits through “manga - animation - derivative products - consumers”. At present, in China, the industry chain obtains profits through “manga - readers”. Animation products, on the other hand, survive through “animation-investment”. According to the general rules of the international animation industry development, 70% of industrial profits comes from derivative products, including books, videos,

toys, clothing and so on. Manga is the front end of the animation industry chain, with film and television products in the middle and derivative product development at the back end. Derivative products can not only bring rich profits to animation enterprises, but also promote employment and the related industries development(Figure 1). However, how to take advantage of Changzhou Canal cultural resources to develop animation industry has become a practical problem.

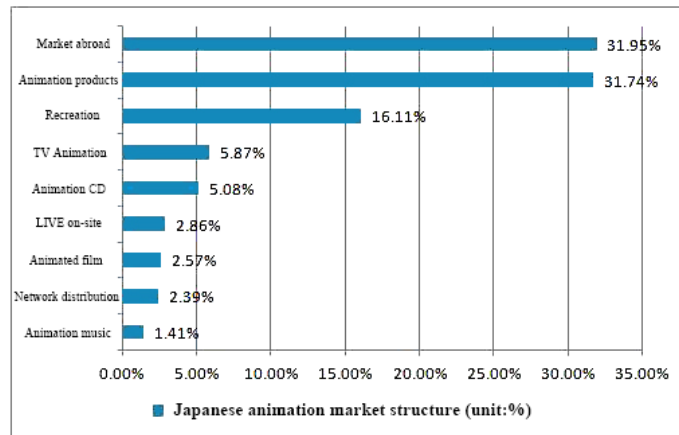


Fig.1 The Figure is from the 2019-2025 in-Depth Market Research and Investment Strategy Analysis Report of Chinese Animation Derivatives Industry

2.3 Publicity and Protection of Changzhou Canal Ecological Culture

The cultural heritage development of The Changzhou Canal, in addition to the traditional practice of protection and inheritance as a supplement, it can be aimed at the heritage of low cultural value but rich cultural connotation with more closely contemporary culture of bold development. It attempts to deconstruct and reuse cultural heritage through innovative thinking, and the development of complex cultural industry represented by “Canal 5” creative block, there are many cases of better excavation and inheritance of cultural heritage [3]. It is not enough to broadcast canal ecological culture through animation. On this issue, Japanese animation master Hayao Miyazaki's animation films are more with its deep cultural connotation and ecological consciousness throughout, which has certain reference significance for Changzhou Canal cultural ecological animation dissemination and ecological values.

3. Analysis on the Advantages of Animation Communication Performance Form

3.1 Considerable -- Visualization

Considerable, human in the 21st century enter into the information stage. During which time culture is gradually becoming “digital” due to the intervention of the Internet. Communication has often become digital trends. For this reason, in order to communicate well with the audience, Changzhou Canal Culture will not make the audience feel abrupt during the presentation. Therefore, the digital animation communication of Changzhou Canal culture has become an effective art form.

3.2 Sensible -- Interactivity

Sensible refers to the ability to feel and appreciate all kinds of sensory stimulation brought by animation communication. If animated communication does not have interaction, what it shows is an animated short film or a cartoon, then animated communication is no different from traditional media communication. In addition to the characteristics of digital media, animated communication has its own essential characteristics, namely, the interactive feeling with the audience. Animated communication not only has the function of media communication, but also has a strong artistic plasticity. The interactive features of animated communication can not only satisfy the viewers' curiosity, but also help the public better understand the essence of canal culture.

3.3 Livable -- Multi-Dimensional

Livable is a related word of garden architecture. The original meaning is that we can live in it and become a part of it. In animated communication, it refers to the multi-dimensional characteristics of animation art works, and the multi-dimensional characteristics of animated communication refers to the diversified forms of animation art works expression. For example, in parks, shopping malls, amusement parks and other environments, people will inadvertently come into contact with the existence of animation as paintings, toys, movies, games and books. Animated communication has the sensory stimulation of the virtual art world, the sense of realistic texture and the perception of modeling space. Animated communication gives rise to a broader interactive depth, integrates visual, auditory, temporal and spatial art together, also it expresses rich audio-visual language, so that generating artistic tension in the communication works.

4. The Extension Strategy of Changzhou Canal Culture's Animated Communication Ecological Value

4.1 Deep Integration of Canal Cultural Tourism Heritage and Animation Industry

4.1.1 The Animated Expansion of Canal Cultural Scenic Spot

How to use cultural products to transform and upgrade tourism is a concerned topic in the global industry. How to deeply integrate cultural heritage with the development of animation industry is also in line with the new development concept of integrating the current Marxist theory of ecological civilization with the development characteristics of the era ^[4].

Kumamoto Prefecture in Japan was originally a relatively backward agricultural country. In order to promote its volcanic geography and red food, the designer designed the image of kumamoto bear according to its local characteristics and adorable elements. The anime IP became the local mascot, and kumamoto Prefecture achieved double growth in tourist numbers and economic revenue. It breaks a green low-carbon environmental protection “cultural tourism town” precedent. Chen Nanjiang, the chief planner of tourism Research Institute of Guangdong Academy of Social Sciences, believes that the main reason for the failure of many tourism towns in the mainland is the lack of a unified cultural theme and distinct characteristics.

After the integration of animation industry and tourist attractions are realized, their development can be greatly expanded and deepened and the animation industry and tourist attractions can be broadened from both internal and external levels [5].The specific measures are :

- To enrich cultural travel communication types, and to enhance the travel experience of intelligent animated communication;
- To provide consumers with different aesthetic feelings with traditional appearance;
- To expand the derivative products and to break the singularity of traditional products without speciality.

4.1.2 Animated Dissemination for Canal Ecological Culture Tourism Industry

Chinese animated film *Nezha* has sold out nearly every performance since its release, grossing over 5 billion yuan at the box office. Its main character, Nezha, has smoky makeup, shark's teeth with a dejected and emaciated appearance. However, what impressed the audience the most was the scene when Nezha entered the *Global Mountain and River Map*. As mentioned above, it is appropriate that cultural tourism derived from Changzhou Canal can be organically integrated with animated communication. Changzhou has a picturesque canal scenery with boating lake, mountains and rivers, lakes and water colors contrasting with bamboo forest on the bank, which is a realistic version of *Global Mountain and River Map*. With the animated communication design of Changzhou Canal historical background and ecological culture tourism, it displays the rich connotation and the time value of the Grand Canal, which can demonstrate the Grand Canal tourism culture and the animation industry fusion value in an effective way.

4.2 The Creation of the Story-Based Canal Cultural Product Brand

4.2.1 Animation of the Storytelling Narrative Communication

The value of Changzhou Canal cultural and creative products' animated communication needs to come from the audience of stories and cartoon images as well as the ability of secondary development. Whether the story is wonderful or not first determines whether the grand Canal cultural and creative products can arouse the audience interest. Changzhou canal can be its own cultural traits combined with local cultural narrative, and to extract a series of stories and animation derivatives, so the audience is easy to evoke memories. It will reduce the cost of product transmission to a certain extent, increase consumers' purchasing desire, make Changzhou River culture inherit and continuously develop in future [6].

4.2.2 The Animation Visualization of Character Modeling

Changzhou has famous celebrities since ancient time, such as Liu Haisu, Li Boyuan, Tang Jingchuan, Shi Liang, Liu Guojun, Qu Qiubai and so on. After having the subject selection, the plastic art of its animation image becomes very important. The popular animation products inevitably require the familiar cultural stories with the people. For example, Changzhou Canal red culture of the great memorial-Qu Qiubai, Zhang Tailei, Yun Daiying are carried on the animated character image by animation professional students. With distinctive artistic features, the comics, school bags, water cups, commemorative medals and other series of cultural products have been subsequently developed (Figure 2). The market promotion of animated images with distinctive plastic art images can improve the audience interest, and it provides a broader space for the consequent development of its derivatives, thus realizing the promotion of the value and influence for Changzhou Grand Canal red cultural products.



Fig.2 Comics and Derivative Pictures by Creative Students

4.3 The the Dissemination of the Animation Derivative Product Based on the Canal Culture

Comics, animation films, animated communication strategies of derivative products [7], and even the development model of ACG creative industry in game development. For example, the Japanese animation *The Little Prince* is adapted from a novel to comics, then the comics is made into a film, thus realizing the industry model of game development. The animation derivatives development of *The Little Prince*, which carries its culture to countless people, it also has been closely cooperating with domestic first-line brands such as Kindle, Hape and ClubMed, so as to create all kinds of derivatives with family warmth. Thus forming a very prominent image characteristics, detailed description, reflecting each delicate cultural feelings (Figure 3).

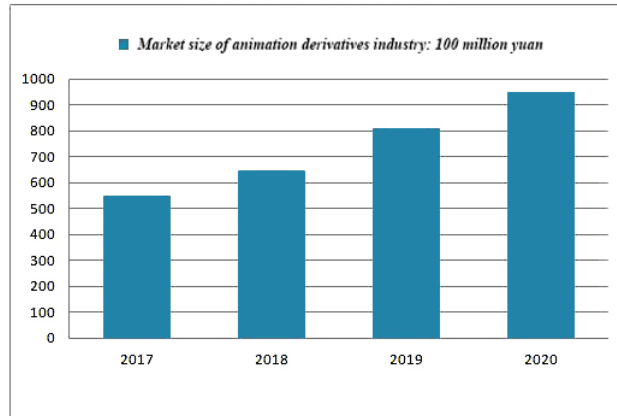


Fig.3 The Chart is from a Research Report on the Operation Trend and Development Trend of Chinese Animation Derivatives Industry from 2018-2024

5. Conclusion

After combining theory with practice, this paper makes a case study of Changzhou Canal cultural animated communication, which meets the requirements of contemporary economic and ecological civilization construction. It not only reflects the applied research of animation theory, but also reflects the comprehensive research among interdisciplinary fields. Animation, as a popular form of art communication among young people, should be valuable and feasible for the protection and publicity of Changzhou Canal culture. It plays an important role in promoting the development of culture and tourism industry along the Changzhou Canal, and thus providing reference significance and value for the development strategy of new driving force to enhance the urban cultural communication in Changzhou.

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