

# Research on the International Communication of Huizhou Culture

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**Abstract:** *This paper delves into the external communication of Huizhou culture, aiming to comprehensively analyze its current situation, existing challenges, and effective strategies for promoting its global dissemination. Huizhou culture encompasses various kinds of aspects, such as unique architecture, profound Confucian-based merchant ethics, traditional handicrafts, and distinctive folk customs. By exploring the significance of external communication of Huizhou culture, this research provides theoretical support for cultural dissemination practices of the culture. Through in-depth case studies of cultural exchange activities, media promotion, and international educational cooperation related to Huizhou culture, the paper identifies issues like limited international awareness, cultural translation barriers, etc.. Finally, corresponding countermeasures and strategies are put forward, such as building international cultural communication platforms and so on to boost the international influence of Huizhou culture.*

**Keywords:** Huizhou culture; External communication; Countermeasures; International influence.

## 1. Introduction

Huizhou culture is a remarkable gem in the treasure trove of Chinese traditional culture. Rooted in the unique geographical and historical environment of Huizhou, which roughly covers present-day Huangshan City, Jixi County in Anhui, and Wuyuan County in Jiangxi, it has developed a self-contained cultural system. During the Ming and Qing dynasties, Huizhou merchants, known as “Huishang,” thrived across the country, and their business activities, along with their adherence to Confucian values, significantly contributed to the prosperity and spread of Huizhou culture within China. However, in the context of globalization, the external communication of Huizhou culture still faces some challenges. Studying the external communication of Huizhou culture is not only conducive to the inheritance and development of this traditional culture, but also helps to promote cultural exchanges between China and the outside world.

## 2. The Connotations and Significance of Huizhou Culture

### 2.1 Rich Connotations

Huizhou Culture is rich in content. It includes aspects such as Huizhou architecture, Huizhou merchants, Huizhou cuisine, Huizhou opera, and Huizhou school of painting. Huizhou architecture is represented by well-preserved ancient villages and buildings with unique styles like Xidi and Hongcun villages. The Huizhou merchants were a powerful business group in history, known for their business acumen and integrity. Huizhou cuisine is one of the eight major cuisines in China, featuring unique flavors and cooking techniques.

This culture follows profound cultural heritage. It embodies the traditional Chinese Confucian culture, emphasizing ethics, education, and family values. Many Huizhou families have strict family rules and encourage their descendants to study and become officials or engage in business, promoting the inheritance and development of culture. Huizhou architecture, represented by dwellings, ancestral halls, and archways, features unique styles with horse-head walls, elaborate

woodcarvings, brick carvings, and stone carvings. These buildings embody the Huizhou people's aesthetic tastes, family concepts, and ecological wisdom. For example, the Hongcun and Xidi villages, recognized as World Cultural Heritage Sites, are living museums of Huizhou architecture.

The Huizhou merchant culture is another important aspect. All those merchants adhered to the business philosophy of “valuing righteousness over profit,” combining Confucian ethics with business operations. Their business ethics, such as honesty, trustworthiness, and the spirit of solidarity, left a profound mark on Chinese business history. In addition, Huizhou culture also includes traditional handicrafts like the inkstones, Huizhou inksticks, and paper-cuttings, as well as unique folk art forms such as Huizhou opera, which has influenced the formation of Peking Opera.

### 2.2 Significance of Its External Communication

From the perspective of cultural heritage, external communication helps attract global attention, which in turn promotes the protection of Huizhou cultural relics and intangible cultural heritage. Internationally, cultural exchange enriches the world's cultural diversity. Through introducing Huizhou culture, the world can have a more comprehensive understanding of the diversity of Chinese traditional culture. Moreover, for local economic development, promoting Huizhou culture can boost cultural tourism, driving the development of related industries such as handicraft production, catering, and accommodation.

Its external communication is of some historical values. It is an important part of Chinese historical and cultural heritage, reflecting the social, economic, and cultural development of the Huizhou area and even the whole of China in different historical periods. By studying Huizhou Culture, we can better understand the evolution of ancient Chinese society. Meanwhile, the external communication also has cultural influence. It has had a profound impact on the cultural development of surrounding areas and even the whole country. For example, Huizhou architecture has influenced the architectural styles of many regions, and the business philosophy of Huizhou merchants has also provided valuable

references for the development of modern business. As for its tourism value, the unique cultural landscapes and historical sites in the Huizhou area have become important tourist attractions, attracting a large number of domestic and foreign tourists, promoting the development of local tourism and economic growth.

### **3. Current Situation and Challenges of the External Communication of Huizhou Culture**

#### **3.1 Current Situation**

Currently, some efforts have been made in the external communication of Huizhou culture. Local governments and cultural institutions regularly organize cultural exchange activities, such as Huizhou cultural exhibitions held in major international cities. These exhibitions display Huizhou architecture models, handicrafts, and artworks, attracting the interest of some overseas audiences. Some academic institutions also conduct research on Huizhou culture and publish related academic works in English, which helps to spread Huizhou culture among the academic community.

Nowadays, Huizhou culture attracts increasing academic attention. It is one of the three major local studies in China, on a par with Dunhuang studies and Tibetan studies. It has aroused the interest of many international scholars. With the deepening of academic research, relevant achievements are being spread and exchanged globally through international academic conferences, papers, and monographs, enhancing the international influence of Huizhou culture. Also, Huizhou's unique ancient villages, such as Xidi and Hongcun villages, have been inscribed on the World Heritage List. These serve as important windows for the international community to understand Huizhou culture. Every year, a large number of foreign tourists are drawn to visit, experiencing Huizhou culture firsthand by touring ancient dwellings, tasting local cuisine, and observing traditional handicrafts. In addition, the development of the internet and social media has provided new platforms for the international communication of Huizhou culture. Some short-video platforms and cultural-heritage-related websites have content introducing Huizhou culture, which, through the dissemination of images, texts, and videos, allows more people around the world to learn about Huizhou merchants, Huizhou architecture, and Huizhou-style handicrafts.

#### **3.2 Challenges**

There still exist some challenges facing the international communication of Huizhou culture. The first one is the language and cultural barriers due to cultural background differences. Huizhou culture has a profound and unique cultural connotation. When in communication with international audiences, there may be misunderstandings or difficulties in comprehension owing to language translation and cultural differences. Some traditional cultural elements are difficult to express accurately in foreign languages, which affects the effectiveness of communication. Huizhou culture has a profound and unique historical and cultural background, and many of its concepts and values are deeply rooted in the traditional Chinese cultural context. For example, the concept

of "loyalty, filial piety, integrity, and justice" emphasized by Huizhou merchants has a unique meaning in the traditional Chinese ethical system. However, for foreign visitors, it is difficult to understand the specific meaning and value of these concepts without a deep understanding of Chinese traditional culture.

Then there is the limited dissemination channels, lacking by professional promotion teams and funds. The international communication of Huizhou culture requires professional teams to plan, produce, and promote special programs. However, there is a shortage of such professional teams. Meanwhile, the lack of sufficient funds also restricts the large-scale promotion of Huizhou culture overseas, affecting the production quality and promotion scope of cultural products and activities. The communication methods are also relatively traditional. Most current promotion still relies on physical exhibitions and academic publications, while the integration of modern digital media, such as social media platforms, virtual reality technology, is insufficient. As a result, it fails to attract the attention of younger international visitors.

The next challenge is the single communication content and form, without strong brand building. At present, the content and forms of international communication of Huizhou culture are relatively single. Most of them focus on the introduction of traditional cultural elements, lacking in-depth interpretation and innovative expression. There is a lack of diversified forms such as cultural creativity, film and television works, and interactive experiences, which makes it difficult to meet the diverse needs of international visitors. Huizhou culture is short of a well-known international brand image. There is no unified and distinct brand identity that can represent the core characteristics and values of Huizhou culture. As a result, it is difficult to form a strong brand appeal and influence in the international cultural market, which is not conducive to the long-term and stable development of external communication.

### **4. Countermeasures and Strategies for Promoting the External Communication of Huizhou Culture**

#### **4.1 Building International Cultural Communication Platforms**

The local government and management can choose to establish long-term and stable international cultural exchange platforms, such as "Huizhou Culture Centers" in major overseas cities. These centers can serve as hubs for cultural exhibitions, academic exchanges, and cultural experience activities. For example, they can regularly hold design seminars of Huizhou architecture, handicraft workshops, and Huizhou opera performances, allowing overseas visitors to have a more immersive experience of Huizhou culture. For the building the platforms, the following steps can be taken. They should firstly create a multilingual official website introducing Huizhou Culture, presenting its history, connotations, and characteristics through texts, pictures, and videos. Then they can open official accounts on international social media platforms like Facebook, Instagram, and Twitter, regularly posting interesting content about Huizhou Culture,

such as short videos of Huizhou opera performances and pictures of ancient Huizhou villages. They can interact with overseas netizens, answer their questions, and encourage them to share their impressions of Huizhou Culture.

They can also organize cultural exchange activities and cooperate with international media. They try to hold Huizhou Culture exhibitions and seminars in cooperation with overseas cultural institutions while displaying Huizhou cultural relics and artworks to let foreigners experience the charm of Huizhou Culture firsthand. Another good way is to cooperate with international media organizations to produce documentaries and feature reports on Huizhou Culture, which will be broadcast on international channels. Foreign journalists and cultural influencers are invited to visit Huizhou, experience the culture, and share their experiences through their own media channels.

#### 4.2 Leveraging Digital Media

A useful method for communication is to make full use of digital media platforms, including international social media like Facebook, as well as video-sharing platforms like YouTube. The local government can make high-quality short videos, virtual reality tours, and interactive content about Huizhou culture, such as using virtual reality technology to present a 360-degree view of Huizhou ancient villages. Creating digital content includes producing videos and developing virtual reality (VR) and augmented reality (AR) content. Short videos can be used to introduce the unique features of Huizhou Culture, such as the craftsmanship of Huizhou woodcarving, the beauty of Huizhou architecture, and the story behind Huizhou cuisine. These videos can be shared on platforms like TikTok and YouTube. VR and AR technologies allow users to experience Huizhou Culture immersively. For example, users can visit virtual ancient Huizhou villages through VR and see the interior decoration and cultural relics in detail.

Building a digital cultural database is an effective way to tackle the above challenges. Firstly, the management should gather various cultural resources such as ancient books, calligraphy, and paintings in the Huizhou area and digitize them. Then they continue to build a comprehensive digital cultural database to preserve and manage these resources. Online access to the cultural database is necessary to the users. This allows people from all over the world to easily access and study Huizhou Culture.

#### 4.3 Training Professional Cultural Communication Talents

The training should cooperate with universities and vocational schools to establish special programs for Huizhou culture communication talents. These programs often focus not only on teaching the knowledge of Huizhou culture, but also improving students' cross-cultural communication skills, including international marketing, multilingual translation, and digital media operation.

The first is to establish educational programs and set up relevant majors in universities. Universities can offer majors or courses related to Huizhou Culture, such as the study of

Huizhou history, culture, art, and architecture. Staff members can combine theoretical teaching with field-work practice to let students have a comprehensive understanding of Huizhou Culture. The next is to conduct vocational training. Vocational training institutions can carry out short-term training courses on Huizhou-related cultural skills, such as Huizhou woodcarving, ink-stick making, and traditional architecture restoration, to cultivate technical-skilled talents. Then it's important to strengthen practical teaching and establish practice bases in Huizhou-related cultural institutions, such as museums, cultural relics protection units, and intangible cultural heritage workshops. Learners are encouraged to participate in practical work so that they can understand the actual operation of cultural inheritance and communication. We can also organize cultural exchange activities, such as Huizhou Culture exhibitions and cultural exchange seminars. Also the learners can experience the process of cultural communication in person and improve their practical ability.

The core for the training is cultivating the learners' cross-cultural communication skills and encouraging their innovation and research. The training of foreign languages should be strengthened, especially English, to enable learners to have the ability to communicate Huizhou Culture in international settings. At the same time, they are required to learn different cultural backgrounds and communication etiquettes to avoid misunderstandings in cross-cultural communication. We can set up innovation-incubation projects to encourage students to develop new cultural-communication products and forms. For example, learners are encouraged to develop digital-cultural products related to Huizhou Culture or create new cultural-creative activities. Supports should be given to students and teachers to conduct in-depth research on Huizhou Culture. Research funds and academic-exchange opportunities are also provided to promote the in-depth development of Huizhou Culture studies and theoretical support for cultural communication.

### 5. Conclusion

The external communication of Huizhou culture plays a crucial role in promoting cultural exchanges, protecting cultural heritage, and enhancing China's cultural soft power. It currently faces challenges such as low international awareness, traditional communication methods, and cultural translation barriers. But through building international platforms, leveraging digital media, and training professional talents, the international influence of Huizhou culture can be effectively enhanced. It is hoped that this research can provide practical references for promoting the external communication of Huizhou culture and contribute to the development of cross-cultural communication between China and the outside world.

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