

# Research on the External Communication Efficiency of Huizhou Cultural Symbols from a Cross Cultural Perspective

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**Abstract**—With the enhancement of China's comprehensive national strength, Chinese culture is constantly approaching the center of the world stage. The development of mobile Internet has provided the world with more diversified ways and means to show the image of China, and "telling Chinese stories well" has made great progress. However, overseas audiences' understanding of China is mainly limited to national cultural symbols, resulting in insufficient visibility of more distinctive local cultural symbols in external communication. As one of the three major regional cultures in China, Huizhou culture has cultural symbol characteristics of scarcity, concreteness, and locality. Its internationalization is of great significance for constructing a true, comprehensive, and three-dimensional image of China. Based on this background, combined with the regional characteristics of Huizhou cultural symbols and their practical value in external communication, this article constructs a value index system for the external communication of Huizhou cultural symbols from a cross-cultural perspective through various methods such as questionnaires, interviews, and literature. Based on this, the practical effectiveness of Huizhou culture in external communication is studied. According to the current situation of the dissemination of Huizhou cultural symbols, high-quality external communication improvement strategies are proposed to enhance international cultural recognition of Huizhou culture, showcase a more authentic image of Huizhou, and improve China's cultural soft power construction

**Keywords**— Huizhou culture; External dissemination; Practical effectiveness.

## I. INTRODUCTION

In the context of accelerated globalization and cross-cultural communication, the optimization of the external dissemination efficiency of Huizhou cultural symbols as a micro carrier of traditional Chinese culture has become a key issue in enhancing the international discourse power of culture. This article focuses on typical symbols such as Huizhou architecture, Huizhou merchants, and Xin'an medicine, and combines semiotics and cross-cultural communication theory to reveal the efficiency bottlenecks and breakthrough paths in their international dissemination. Research has found that there are issues with symbol fragmentation, standardization, and subject imbalance in current communication, leading to significant cultural discount phenomena.

By constructing a four-dimensional efficiency improvement framework of "symbol translation narrative innovation subject collaboration technology empowerment",

this paper proposes strategies such as reconstructing the symbol meaning network through the "cultural refraction" strategy, activating local experiences through immersive technology, and expanding communication networks through diverse subject alliances.

## II. THE VALUE CONNOTATION OF HUIZHOU CULTURE AND THE CURRENT STATUS OF HUIZHOU CULTURAL RESOURCES

### I. Cultural Value Connotations of Huizhou Culture

#### Material Cultural Value

**Architectural Art:** Huizhou-style architecture is characterized by horse-head walls, small blue tiles, and the "Three Carvings" (brick carving, wood carving, and stone carving), embodying the concept of harmonious coexistence between humans and nature. Ancient villages such as Xidi and Hongcun, listed as World Cultural Heritage sites, serve as invaluable evidence for studying ancient Chinese architectural art, engineering techniques, and social customs.

**Arts and Crafts:** Huizhou has nurtured traditional crafts such as Huizhou ink, She inkstones, and the "Three Carvings" of Huizhou. These crafts not only possess practical value but also carry the aesthetic tastes and artistic creativity of the Huizhou people.

**Literature and Classics:** Huizhou has long been known as a "land of literature," with a rich legacy of historical documents, including local gazetteers, genealogies, collected works, and folk documents, providing important materials for studying China's late feudal society.

#### Institutional Cultural Value

**Clan System:** Huizhou is a typical clan-based society with strong clan consciousness. People live together in extended families, advocating filial piety and respecting ancestors. The clan system has played a crucial role in uniting clan forces, strengthening social ethics and moral education, and inspiring future generations to strive for excellence.

**Education System:** Ancient Huizhou boasted a well-developed education system, forming a unique Huizhou educational model. Numerous community schools, academies, and private tutors in Huizhou cultivated a large number of outstanding talents, earning it the reputation of being the "Zou and Lu of the Southeast" (a reference to the ancient cultural centers of Zou and Lu in China).

**Business Ethics:** Huizhou merchants, renowned for their "merchant-scholar" identity, emphasized integrity, diligence, and frugality, with "harmony as the most precious" as their guiding philosophy. Their business philosophies and cultural traditions have had a profound impact on the economic and social development of Huizhou and even the entire country.

#### *Spiritual Cultural Value*

**Xin'an Neo-Confucianism:** Based on Cheng-Zhu Neo-Confucianism and combined with the actual conditions of Huizhou, a unique Huizhou Neo-Confucianism emerged, emphasizing "investigating things to gain knowledge" and "sincerity and rectitude of the mind." It had a significant impact on subsequent generations by promoting the idea of "cultivating oneself, managing the family, governing the state, and bringing peace to the world."

**Huizhou Textual Criticism:** Also known as Huizhou-style philology, it is characterized by a pursuit of verification, factuality, and truthfulness. Through textual criticism and annotation of Confucian classics, it promoted the development of academic studies during the Qing Dynasty.

**Xin'an School of Painting:** Advocating nature as the teacher and expressing emotions through brush and ink, it boldly innovated, bringing new vitality to the painting circles during the late Ming and early Qing dynasties.

**Huizhou Opera:** An important genre of Chinese opera and the origin of Peking Opera, it has made significant contributions to enriching and developing Chinese opera art.

**Huizhou Seal Carving and Printmaking:** Huizhou-style seal carving prioritizes the use of brushstrokes and chisel techniques, resulting in tidy and vibrant designs. Huizhou-style printmaking employs line drawings to create elegant, serene, and emotionally charged works.

**Folk Customs:** Huizhou folk customs are rich and diverse, such as Huizhou wedding customs and festival celebrations, reflecting the life philosophies and values of the Huizhou people. These folk activities not only enrich people's spiritual lives but also provide valuable materials for studying traditional Chinese culture.

**Medical Achievements:** Xin'an medicine, originating in the Northern Song Dynasty and flourishing during the Ming and Qing dynasties, has produced many renowned physicians and medical texts, making important contributions to the development of traditional Chinese medical theory and practice.

## II. CURRENT STATUS OF HUIZHOU CULTURAL RESOURCES INTRODUCTION

The current status of Huizhou cultural resources is characterized by abundant resources but uneven protection and development, along with a coexistence of inheritance and innovation. A detailed analysis can be conducted from five dimensions: resource stock, development level, inheritance status, protection challenges, and innovative exploration:

#### *Abundant Resource Stock with Diverse Types*

The Huizhou region boasts over 10,000 ancient buildings. The architectural style of white walls, gray tiles, and horse-head walls has been preserved in ancient settlements like Hongcun, Xidi, and Wuyuan, which are representative of the

Ming and Qing dynasties. Their spatial layouts adhere to the concept of "harmony between heaven and humanity," with landscapes like "Spring Dawn at South Lake" and "Lotus in the Wind at Moon Pond" perfectly blending nature and architecture. In terms of intangible cultural heritage, traditional crafts such as Huizhou paper-cutting, bamboo weaving, and printmaking are renowned for their exquisite skills and rich themes. Over 100,000 wood carving works exist, with brick carvings like "Fortune, Prosperity, Longevity, and Happiness" and stone carvings like "Screen Walls" combining both artistic and cultural connotations. In folk culture, Huizhou wedding customs retain traditional rituals such as "crying at marriage" and "kowtowing in the hall." Festive activities like the "Huizhou Lantern Festival" and "Dragon Boat Races" attract over 3 million tourists annually, with the intangible cultural heritage of fish lantern culture driving consumption exceeding 2 billion yuan.

#### *Differentiated Development Levels*

Remarkable achievements have been made in the integration of culture and tourism: In 2024, domestic tourism in Anhui Province reached new highs in both the number of tourists and spending, with Huizhou cultural resources serving as an important engine. The 832-meter-long Tunxi Old Street, which is considered to be a "Famous Historical and Cultural Street in China," retains all the architectural elements from the Song, Ming, and Qing dynasties, becoming a living exhibition area of Huizhou commercial culture. Yixian County, relying on 310 national-level traditional villages and over 4,100 historical buildings, has developed themed homestays focusing on intangible cultural heritage experiences, driving tourism accommodation consumption of 2.1 billion yuan.

#### *Dual Challenges in Inheritance Status*

**Risk of successor gap:** Traditional Huizhou crafts generally face the problem of a small workforce and insufficient scale. Taking the Wan'an compass as an example, its production requires selecting tigerbone wood and undergoing eight manual processes. The magnetic needle adopts an ancestral natural magnet magnetization process. However, due to the limited efficiency of manual production, it is difficult to scale up production.

#### *Protection Challenges Highlight Resource Imbalance*

**Over-commercialization:** Some ancient villages have transformed cultural activities into profit-making tools, causing traditional folk performances to lose their festive atmosphere. For instance, certain segments of the "Huizhou Lantern Festival" have degenerated into formalistic performances, weakening their cultural connotations.

#### *Innovative Exploration Driving Cultural Revitalization*

**Industrial integration unleashing potential:** Traditional crafts such as Huizhou paper-cutting and Huizhou ink have been combined with modern design, with cultural and creative products achieving an annual output value of 20 billion yuan. In 2025, the Huizhou region plans to launch digital film and television works based on historical stories to further expand cultural influence.

**Gradual improvement of the education system:** By 2025, it is expected that 10 colleges and universities in the Huizhou region will offer Huizhou culture-related majors, establishing

a cultural inheritance education system to provide talent support for cultural protection.

### III. ANALYSIS OF THE EXTERNAL COMMUNICATION OF HUIZHOU CULTURE

#### *I. Communication Entities in the International Dissemination of Huizhou Culture*

The communication entities in the international dissemination of Huizhou culture exhibit a characteristic of diversified collaboration, encompassing five core entities: government, universities, cultural enterprises, social organizations, and grassroots forces. These entities form a three-dimensional communication network through functional complementarity and resource integration. A detailed analysis is as follows:

##### *Government Leadership and Policy-Driven Initiatives*

**Activity Platform Construction:** The government takes the lead in organizing international events such as the Huizhou Culture Forum and Huizhou Studies Academic Conference, creating educational brands like "Huizhou Mountains, Waters, and Culture" to provide immersive experiences for overseas audiences.

##### *University Think Tanks and Academic Support*

**Talent Cultivation and Exchange:** Universities offer courses on Huizhou culture and organize international students to participate in workshops on intangible cultural heritage, cultivating talents for cross-cultural communication. The Anhui Performing Arts Group collaborates with overseas institutions for artistic tours, forming a closed-loop chain of "academic research - talent cultivation - artistic practice."

##### *Industrial Drive by Cultural Enterprises*

**Cultural and Creative Products Going Global:** Enterprises collaborate with designers to launch co-branded cultural and creative products such as Huizhou ink and She inkstones, entering international e-commerce platforms. In 2024, the export volume of Huizhou cultural and creative products increased by 35% year-on-year.

##### *Bridging Role of Social Organizations*

**Local Practices by Grassroots Groups:** Organizations such as studios of intangible cultural heritage inheritors and local clan associations disseminate Huizhou Opera and Huizhou cuisine-making skills through short video platforms, with individual accounts achieving over ten million annual views.

##### *Innovative Expressions by Grassroots Forces*

**Emotional Connections of Overseas Communication Envoys:** International students, overseas Chinese, and ethnic Chinese become "secondary disseminators" of culture, expanding cultural influence by hosting salons on Huizhou culture and participating in international festivals.

#### *II. Content Characteristics in the International Dissemination of Huizhou Culture*

**Content Selection: Focusing on Core Symbols and Global Value Resonance**

**Regional Characteristics and Scarcity:** The international dissemination of Huizhou culture centers on core symbols such as Huizhou-style architecture, the "Three Carvings" of Huizhou, the Xin'an School of Painting, Huizhou Opera, and

Huizhou cuisine. These cultural resources possess unique regional and scarce characteristics, serving as microcosms of traditional Chinese culture. For example, elements like horse-head walls and courtyards in Huizhou-style architecture have become the most recognizable visual symbols of Huizhou culture.

##### *Content Expression: Cross-Cultural Translation and Emotional Resonance*

**Storytelling and Emotional Connection:** Storytelling techniques are employed to integrate characters, events, and skills from Huizhou culture into narrative plots with interest and emotional depth. For instance, novels or films based on the entrepreneurial journeys of Huizhou merchants depict their wisdom, courage, and values such as integrity and diligence, evoking emotional resonance among international audiences.

**Content Presentation: Diversified Media and Immersive Experiences**

**Digital and Virtual Reality Technologies:** VR and AR technologies are utilized to recreate ancient Huizhou villages and the production processes of traditional skills, providing immersive experiences for international audiences. For example, through VR technology, users can "travel" to Qing Dynasty Huizhou markets, participate in virtual dragon dance teams, and interact with lantern vendors, experiencing the charm of Huizhou folk customs.

##### *Content Organization: Systematic and Brand-Oriented*

**Knowledge System Construction:** Experts and scholars organize a comprehensive systematic review of Huizhou culture, constructing a complete knowledge system framework from multiple dimensions such as history, art, society, and philosophy. For example, systematic popular science readings on Huizhou culture are compiled, covering its origins, development, core cultural elements, and their interrelationships, providing a comprehensive and accurate content foundation for international dissemination.

#### *III. Communication Method Characteristics in the International Dissemination of Huizhou Culture*

##### *Diversified and Collaborative Communication Entities*

**Official Leadership and Resource Integration:** The government leads international cultural exchange seasons, exhibition months, and other activities through policy support and funding, such as the Huangshan International Tourism Festival and the International Huizhou Merchants Forum. It integrates resources from universities and research institutions to promote academic research and dissemination of Huizhou culture.

##### *Systematic and Story-Oriented Communication Content*

**Storytelling and Emotional Resonance:** Storytelling techniques are adopted to integrate characters, events, and skills from Huizhou culture into narrative plots with interest and emotional depth. For instance, novels or films based on the entrepreneurial journeys of Huizhou merchants depict their wisdom, courage, and values such as integrity and diligence, enabling international audiences to understand and accept Huizhou culture subtly while enjoying the stories.

##### *Digitized and Intelligent Communication Media*

Digital Platform Construction and Sharing: An open digital information-sharing platform is established, supporting multiple languages for easy access by domestic and foreign users. The platform provides API interfaces, allowing third-party developers or researchers to utilize resources for in-depth research and develop new applications.

Precise and Brand-Oriented Communication Strategies

Brand Positioning and Image Unification: The brand positioning of Huizhou culture is clarified, with a unified brand image logo designed and consistently used in various communication activities, cultural products, and tourism services. For example, Huizhou culture is positioned as "the crystallization of traditional Eastern wisdom and art, a unique cultural experience integrating nature and humanity." Visual elements such as logos, brand colors, and slogans are used to strengthen brand recognition.

#### *IV. Effect Characteristics in the International Dissemination of Huizhou Culture*

Enhanced Audience Awareness and Strengthened Cultural Identity

Increased Visibility: Through cultural exchange seasons, exhibition months, experience weeks, and other activities jointly organized by the government and Western countries or cities, as well as folk art festivals and tourism festivals with rich themes and diverse forms, the visibility of Huizhou culture in Western mainstream society has significantly increased. For example, the Ancient Huizhou Cultural Tourism Area ranked 143rd among national 5A-level scenic spots in terms of network communication influence index in August 2024, reaching an explosive level of communication breadth, indicating a large volume of brand information dissemination, wide channel coverage, and significant audience reach.

*Expanded Communication Scope and Diversified Channels*

International Communication Network Construction: Collaboration with international mainstream media is strengthened to actively promote special programs or reports on Huizhou culture on internationally renowned media platforms, leveraging their international communication networks and influence to disseminate Huizhou culture to global audiences. For example, documentaries or cultural interview programs on Huizhou culture produced in collaboration with internationally renowned media have expanded the international communication scope of Huizhou culture.

*Enhanced Cultural Influence and Industrial Drive*

Related Industry Development: The international dissemination of Huizhou culture has driven the development of related industries such as cultural tourism and cultural creativity. The Ancient Huizhou Cultural Tourism Area has attracted a large number of domestic and foreign tourists through effective communication strategies, promoting the prosperity of local tourism. Meanwhile, the development of cultural and creative products themed around Huizhou culture has also achieved good economic benefits, driving the integrated development of the cultural and tourism industries.

*Sustained Communication Effects and Brand Building*

Long-Term Communication Effects: Through continuous cultural exchange activities, media reports, social media interactions, and other means, the exposure of Huizhou culture in the international community is maintained, ensuring sustained communication effects. For example, regular international seminars on Huizhou cultural exchanges are held to strengthen exchanges and interactions among domestic and foreign scholars, continuously launching new research findings and communication content, and keeping international audiences' attention on Huizhou culture rising.

#### *IV. OPPORTUNITIES AND CHALLENGES FOR THE EXTERNAL DISSEMINATION OF HUIZHOU CULTURE*

##### *I. Opportunities for Huizhou Culture in the Context of International Communication*

###### *Policy Support and Strategic Opportunities*

Local Cultural Powerhouse Construction Needs: Anhui Province regards Huizhou culture as a crucial component of its "cultural powerhouse" construction. Through special funds and project support, it promotes the protection, inheritance, and innovation of Huizhou culture, providing a solid foundation for its international dissemination.

###### *Technological Empowerment and Communication Innovation*

New Media Platforms Expand Channels: The rise of emerging media such as social media and short video platforms offers broad channels for the international dissemination of Huizhou culture. By publishing high-quality content on these platforms, it can swiftly attract the attention of international audiences and enhance the international visibility of Huizhou culture.

###### *Cultural Identity and Market Demand*

Global Cultural Identity Trends: With the deepening of globalization, people's interest in multiculturalism is growing, and their sense of identity with excellent traditional Chinese culture is also strengthening. As an exquisite specimen of traditional Chinese culture, Huizhou culture, with its unique architectural, artistic, and philosophical elements, is prone to resonate with international audiences, providing a favorable market foundation for its international dissemination.

###### *Deepening International Exchanges and Cooperation*

Continuous Expansion of International Cooperation Projects: Huizhou culture is continuously expanding its international influence through collaborations with internationally renowned cultural institutions and art groups. For example, by cooperating with foreign museums and art galleries to host themed exhibitions on Huizhou culture, it showcases the essence of Huizhou culture to a broader international audience.

##### *II. Challenges for Huizhou Culture in the Context of International Communication*

###### *Insufficient Coordination Among Communication Entities*

Lack of Unified Organization and Coordination: The international dissemination of Huizhou culture involves multiple entities such as governments, universities, cultural enterprises, and think tank institutions. However, there is currently a lack of unified organization and coordination

among these entities, with evident phenomena of each acting independently. For instance, there are overlapping responsibilities and communication gaps in the work advancement of provincial, municipal, and county-level propaganda departments, foreign affairs departments, and culture and tourism departments, making it difficult to form a cohesive communication force.

#### *Poor Adaptability of Communication Content*

**Insufficient Depth in Expressing Cultural Values:** Current dissemination efforts predominantly focus on superficial forms such as tourism visits and artistic performances, lacking in-depth exploration of the ideological values and spiritual connotations of Huizhou culture. For example, some Huizhou cultural dissemination activities exhibit an imbalance between form and content, failing to effectively convey its cultural soft power.

#### *Lagging Behind in Communication Capacity Building*

**Insufficient Innovation in Expression Methods:** Communication means are not aligned with international cultural dissemination methods, neglecting differences in audiences' cultural backgrounds and thinking habits. For instance, some cultural exhibition activities are monotonous in form, lacking interactivity and immersion, making it difficult to evoke resonance among international audiences.

#### *Scarcity of Professional Talent Reserves*

**Shortage of Talents in Emerging Technologies:** Insufficient application capabilities of new technologies such as artificial intelligence, big data, and blockchain constrain communication innovation. For example, there is a shortage of talents in content creation and operation for emerging platforms like short videos and virtual reality, weakening the appeal of Huizhou culture's dissemination.

#### *Low Integration Degree of Communication Resources*

**Insufficient Utilization of Grassroots Resources:** Grassroots enthusiasts, researchers, and inheritors of Huizhou culture are scattered and lack organization and support. For instance, some intangible cultural heritages are in a disorganized state and have not been incorporated into a systematic dissemination system, resulting in a waste of cultural resources.

### V. SUGGESTIONS FOR ENHANCING THE INTERNATIONAL DISSEMINATION OF HUIZHOU CULTURE

#### *Strengthening Coordination Among Communication Entities*

**Establish a Unified Coordination Mechanism:** A specialized committee or working group should be formed, comprising representatives from government agencies, universities, cultural enterprises, and social organizations. This body would be responsible for strategic planning, resource allocation, and performance evaluation, ensuring that all entities work cohesively towards common goals.

**Promote Inter-Departmental Collaboration:** Encourage collaboration between provincial, municipal, and county-level departments involved in propaganda, foreign affairs, culture, and tourism. Regular joint meetings and information-sharing platforms can be established to streamline communication and reduce overlapping responsibilities.

#### *Deepening the Content Adaptability and Cultural Value*

#### *Expression*

**Conduct In-Depth Cultural Research:** Invest in research initiatives to explore the profound ideological values and spiritual connotations of Huizhou culture. This could involve collaborating with academic institutions and scholars to produce high-quality research papers, books, and documentaries.

**Develop Diversified Content Formats:** Beyond tourism and performances, create content that delves into the philosophical, artistic, and historical aspects of Huizhou culture. This could include online courses, podcasts, interactive websites, and cultural exchange programs that engage international audiences on a deeper level.

#### *Innovating Communication Methods and Enhancing Expressiveness*

**Leverage Digital and Interactive Technologies:** Utilize VR, AR, and AI technologies to create immersive and interactive experiences for international audiences. For example, develop virtual tours of Huizhou ancient villages, interactive workshops on traditional crafts, and AI-powered chatbots that provide cultural information and answer queries in real-time.

**Tailor Content to International Audiences:** Conduct market research to understand the preferences, cultural backgrounds, and thinking habits of international audiences. Use this insight to create content that resonates with them, such as storytelling that incorporates universal themes and values, and visuals that are appealing to diverse cultural tastes.

#### *Cultivating Professional Talents in Emerging Technologies*

**Launch Talent Training Programs:** Collaborate with educational institutions to offer specialized courses and training programs in digital media, content creation, and emerging technologies. These programs should focus on cultivating talents who are proficient in using new media platforms and technologies for cultural dissemination.

**Attract and Retain Top Talents:** Provide incentives such as scholarships, grants, and career development opportunities to attract and retain top talents in the field of cultural communication and emerging technologies. Encourage international exchanges and collaborations to expose talents to global best practices and trends.

#### *Integrating and Mobilizing Grassroots Resources*

**Build a Grassroots Resource Database:** Compile a comprehensive database of Huizhou culture enthusiasts, researchers, and inheritors, including their skills, expertise, and contact information. This database can serve as a platform for connecting individuals with relevant projects and opportunities.

**Empower Grassroots Organizations:** Provide financial support, training, and resources to grassroots organizations involved in the preservation and dissemination of Huizhou culture. Encourage them to collaborate with formal institutions and leverage their local knowledge and networks to enhance the reach and impact of cultural dissemination efforts.

#### *Enhancing Branding and Marketing Strategies*

**Develop a Unified Brand Identity:** Create a distinctive and memorable brand identity for Huizhou culture that reflects its unique values, history, and aesthetics. This could involve designing a logo, slogan, and visual style guide that are

consistently applied across all communication channels and materials.

**Implement Targeted Marketing Campaigns:** Develop marketing campaigns that target specific international audiences and markets. Use a mix of traditional and digital media channels to promote Huizhou culture, including social media advertising, influencer partnerships, cultural festivals, and exhibitions.

#### *Monitoring and Evaluating Dissemination Effects*

**Establish a Performance Monitoring System:** Develop a set of key performance indicators (KPIs) to measure the effectiveness of Huizhou culture's international dissemination efforts. These could include metrics such as audience reach, engagement levels, media coverage, and cultural impact.

**Conduct Regular Evaluations and Adjustments:** Regularly evaluate the performance of dissemination activities against the established KPIs. Use the findings to make informed adjustments to strategies, content, and methods, ensuring continuous improvement and optimization of dissemination efforts.

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