

# Breakthrough and Mechanism Construction of the Bottleneck of the External Dissemination Effectiveness of Huizhou Cultural Symbols in Cross-Cultural Context

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Undergraduate Research Innovation Fund Project of Anhui University of Finance and Economics (XSKY25060ZD)

**Abstract**—In the context of globalization and cultural diversity, Huizhou culture, as a typical example of traditional Chinese culture, has significant implications for enhancing the international influence of Chinese culture by improving its effectiveness in external dissemination. However, the external dissemination of Huizhou cultural symbols in cross-cultural contexts still faces many bottlenecks, and breakthroughs need to be achieved through mechanism construction and innovative strategies.

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

## I. INTRODUCTION

In the context of the deepening of globalization and increasingly frequent cultural exchanges, cross-cultural communication has become a key bridge for different countries and ethnic groups to enhance mutual understanding and promote mutual learning of civilizations. Cultural symbols, as the core carriers and condensed expressions of culture, play a crucial role in cross-cultural communication. They carry the historical memories, values, aesthetic tastes, and spiritual pursuits of specific ethnic groups or regions, and are important media for dialogue and exchange between different cultures.

Huizhou culture, as a brilliant pearl in the treasure trove of traditional Chinese culture, stands out among the world's cultures with its profound historical heritage, unique cultural style, and rich connotations. From exquisite Huizhou architecture to elegant Huizhou art, from profound Huizhou philosophy to rich folk customs, Huizhou cultural symbols are like a colorful painting, fully showcasing the profoundness and unique charm of traditional Chinese culture. The philosophical idea of "unity of heaven and man", the traditional trend of valuing education and culture, and the spirit of craftsmanship that strives for excellence contained in it are not only the essence of Chinese traditional culture, but also contribute unique wisdom and strength to the progress and development of human civilization.

However, in cross-cultural contexts, the external dissemination of Huizhou cultural symbols has not been smooth sailing, facing many complex and severe challenges and bottlenecks. The differences between different cultures,

such as language barriers, conflicting values, and different aesthetic orientations, are like invisible barriers that hinder the effective dissemination and widespread recognition of Huizhou cultural symbols on the international stage. At the same time, the lack of effective collaboration and cooperation among communication entities, the disconnect between communication content and international audience needs, the mismatch between communication methods and emerging technology development, and the shortage of professional talents have also seriously constrained the improvement of the external communication efficiency of Huizhou cultural symbols.

In this context, it is of great theoretical and practical significance to explore in depth the bottleneck breakthrough and mechanism construction of the external dissemination effectiveness of Huizhou cultural symbols in cross-cultural contexts. From a theoretical perspective, this study helps to enrich and improve the theoretical system of cross-cultural communication, providing useful references and inspirations for the cross-cultural communication of different cultural symbols; From a practical perspective, by breaking through communication bottlenecks and building a scientific and effective communication mechanism, it is possible to significantly enhance the international visibility, reputation, and influence of Huizhou cultural symbols, promote the better integration of excellent traditional Chinese culture into the world, promote mutual understanding, respect, and tolerance between different cultures, and contribute cultural strength to building a community with a shared future for mankind. Therefore, this study aims to comprehensively analyze the current situation and problems of the external dissemination of Huizhou cultural symbols, explore practical and feasible breakthrough paths and mechanism construction strategies, in order to provide strong theoretical support and practical guidance for the international dissemination of Huizhou culture.

## II. THE VALUE CONNOTATION OF HUIZHOU CULTURE

### 1. Material cultural value

Architectural Art: Huizhou style architecture is characterized by horse head walls, small blue tiles, and three

carvings (brick carving, wood carving, and stone carving), reflecting the concept of harmonious coexistence between humans and nature. The ancient villages of Xidi and Hongcun have been listed as World Cultural Heritage sites, providing valuable evidence for studying ancient Chinese architectural art, engineering technology, and social customs.

**Arts and Crafts:** Traditional arts like Huizhou Ink, Sheyan, and Huizhou Three Carvings have been cultivated in Huizhou, which not only have functional worth, but also reflect the aesthetic taste and creative talent of the Huizhou people.

**Literature and Classics:** Huizhou is known as the "land of literature" and has a rich collection of historical documents, including local chronicles, genealogies, collections, and folk documents, which provide important materials for studying China's later feudal society.

## 2. Institutional cultural value

**Clan system:** Huizhou is a typical family society with a strong sense of clan identity, where families live together, uphold filial piety, and respect ancestors. The clan system has played an important role in consolidating the power of the same clan, strengthening social ethics and moral education, and inspiring future generations to strive for excellence.

**Education System:** Ancient education in Huizhou was well-developed, forming a unique Huizhou education system. Huizhou has numerous social schools, academies, and private schools for families, which have cultivated a large number of outstanding talents and are known as the "Southeast Zoulu".

**Business ethics:** Huizhou merchants are known for their preference for Confucianism, emphasizing honesty, diligence, and frugality, and adopting the philosophy of "harmony is precious" in their dealings with the world. The business philosophy and cultural traditions of Huizhou merchants have had a significant impact on the economic and social development of Huizhou and even the whole country.

## 3. Spiritual and cultural values

**New An'an School:** Based on the Cheng Zhu Neo Confucianism and combined with the actual situation of Huizhou, a unique Huizhou Neo Confucianism has been formed, emphasizing the concept of "investigating things to gain knowledge" and "sincerity and righteousness", advocating the idea of "cultivating oneself, governing the country, and pacifying the world", which has had a profound impact on later generations. Huizhou Puxue, also known as Huizhou style textual criticism, is characterized by its emphasis on verification, practicality, and truth-seeking. It provides textual criticism and annotations of Confucian classics, promoting the development of academic research in the Qing Dynasty.

**The Xin'an School of Painting** advocated learning from nature, expressing emotions through brushwork, and boldly innovating, bringing new vitality to the painting world in 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 the enrichment and development of Chinese opera art. **Huizhou seal carving and printmaking:** Huizhou style seal carving emphasizes the use of pen and knife, with neat and lively composition;

Huizhou style printmaking is characterized by the use of white line drawing techniques, which create an elegant and serene style with a strong emotional atmosphere.

**Folk customs:** Huizhou has rich and colorful folk customs, such as wedding customs, festival celebrations, etc., which reflect the life philosophy and values of the Huizhou people. These folk activities not only enrich people's spiritual life, but also provide valuable materials for studying traditional Chinese culture.

**Medical achievements:** Xin'an Medicine began in the Northern Song Dynasty and flourished in the Ming and Qing Dynasties, giving rise to numerous famous medical practitioners and medical books, making significant contributions to the development of traditional Chinese medicine theory and practice.

## III. THE RESOURCE STATUS OF HUIZHOU CULTURE

### 1. Abundant resource stock and diverse types

There are over 10000 existing ancient buildings in the Huizhou area, and the Ming and Qing ancient villages represented by Hongcun, Xidi, and Wuyuan have fully preserved the architectural style of white walls, gray tiles, and horsehead walls. Their spatial arrangement adheres to the idea of "harmony between heaven and man", and landscapes like Yuenuo Fenghe and Nanhu Chunxiao seamlessly blend nature and architecture. In terms of intangible cultural heritage, Huizhou Paper Cuttings, bamboo weaving, printmaking and other traditional skills are famous for their exquisite skills and rich themes. There are more than 100000 existing wood carvings. Brick carvings "Happiness, Prosperity and Longevity", stone carvings "Screen Wall" and other works have both artistic and cultural connotations. In the folk culture, Huizhou marriage customs retain traditional ceremonies such as "crying for marriage" and "paying homage to the church". Festival activities such as "Huizhou Lantern Festival" and "Loong Boat Race" attract more than 3 million tourists annually, and intangible cultural heritage fish lantern culture drives consumption of more than 2 billion yuan.

### 2. Differentiated characteristics in development level

**Uneven industrialization development:** Among the 27 traditional skills that have already been industrialized, 13 of them have achieved large-scale development in the past 20 years, but the industrialization of the other 13 newly developed skills started after the 21st century and their market influence is limited. For example, the stone carving art of "Yixian Qing" only had individual workshops before the mid-1990s, and it only became industrialized after 2002, with a production value of only 4 million yuan in 2008.

### 3. The current situation of inheritance faces dual challenges

**Weakened sense of identity among young people:** The lack of comfort in ancient village buildings and poor internal lighting and ventilation conditions have led to the younger generation questioning the culture of ancient villages. Some residents have relocated to commercial residential areas, and ancient houses have been converted into commercial spaces, exacerbating the risk of cultural abandonment.

#### 4. Protection challenges highlight resource imbalances

Infrastructure lag: Huizhou ancient villages lack internal municipal facilities, and the overall environment presents a "dirty, chaotic, and poor" phenomenon. Muddy paths and hygiene problems have become the norm, leading to a decrease in residents' attention to ancient village culture.

#### 5. Innovative exploration promotes cultural rebirth

Technology enhances cultural experience: With the use of AR technology, tourists may directly experience the allure of Huizhou culture by recreating the building process of Huizhou architecture; The Deep Space Exploration Science Popularization Art Museum uses holographic images to reconstruct the universe scene, becoming a check-in point for Hefei's "Science and Technology Innovation Science Popularization Tour", and receiving over 10000 visitors in 2024.

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

#### (1) The dissemination subject of Huizhou culture to the outside world

The dissemination subjects of Huizhou culture to the outside world exhibit diversified and collaborative characteristics, covering five core subjects: government, universities, cultural enterprises, social organizations, and civil forces. Each subject forms a three-dimensional communication network through functional complementarity and resource integration. The specific analysis is as follows:

##### 1. Government led and policy driven

Top level design and resource coordination: The Department of Culture and Tourism and the Foreign Affairs Department of Anhui Province have incorporated Huizhou culture into the "Cultural Strong Province" strategy. Through policy documents such as the "Implementation Opinions on Promoting Inbound Tourism in Anhui Province", a "1+N" policy system has been constructed to coordinate funds, talents, and communication channels. For example, Mount Huangshan Airport has opened 7 international routes, and Chizhou Port has docked international cruise ships and other infrastructure upgrades, which directly serve the needs of cultural communication.

##### 2. University think tanks and academic support

Professional empowerment of research institutions: Anhui University Huizhou Research Center, Mount Huangshan University Huizhou Culture Research Institute and other institutions promote cultural symbol innovation through the transformation of academic achievements. For example, the Huizhou Ancient Village Digital Protection Laboratory uses AR technology to restore historical scenes and transform academic research into tangible cultural products.

##### 3. Industrial drive of cultural enterprises

Integrated development of culture and tourism: Mount Huangshan Tourism Group, Yixian Culture and Tourism Company and other enterprises take ancient villages as the core to develop "Huizhou memory" themed homestays, intangible cultural heritage research products, and transform cultural resources into economic values. For example,

Hongcun Scenic Area has achieved an annual revenue of over 200 million yuan through an immersive night tour project.

##### 4. The bridging role of social organizations

The standardized guidance of industry associations: The Anhui Foreign Student Education Management Society promotes educational exchanges through the "Huizhou Culture Study Activity", covering more than 20 international students and forming a communication chain of "cultural cognition emotional identification behavioral transformation".

##### 5. Innovative expression of folk power

Content production by individual creators: Local residents in Huizhou form a "folk communication matrix" on platforms such as TikTok and YouTube by shooting vlogs of ancient village life and documentaries on intangible cultural heritage techniques, with some videos receiving millions of views.

#### (2) The Content Characteristics of Huizhou Culture's External Communication

##### 1. Content selection: Focus on core symbols and global value resonance

The core of culture and modern values: The spread highlights the philosophical tenets of Huizhou culture, such as the Confucian and business spirit, the unity of heaven and man, and the concepts of loyalty, filial piety, righteousness, and righteousness. It not only showcases the profound heritage of traditional culture, but also resonates with the values advocated by contemporary society such as integrity, ecological protection, and family ethics. For example, the business ethics of Huizhou merchants' preference for Confucianism has become an important window for the international community to understand Chinese commercial civilization.

##### 2. Content expression: Cross cultural translation and emotional resonance

Symbol translation and contextual reconstruction: Transforming abstract cultural concepts into concrete symbols and reconstructing them through cross-cultural contexts. For example, transforming the Huizhou family motto of "loyalty, filial piety, righteousness" into forms such as comics and animations to convey cultural connotations in a way that is easy for international audiences to understand; Huizhou cuisine has become a bridge connecting Chinese and foreign cultures through "breaking through taste barriers".

##### 3. Content presentation: Multi media and immersive experience

Cross media narrative and interactive communication: Construct a cross media narrative system through various media forms such as film, television, games, anime, and short videos. For example, adapting Huizhou opera into animated short films, combining Beijing opera singing style with modern art style, and attracting the attention of young audiences on platforms such as Bilibili; Implant a map of Huizhou ancient city in the game, allowing players to learn about Huizhou culture through interaction.

##### 4. Content organization: systematization and branding

Brand positioning and image unity: Clarify the brand positioning of Huizhou culture, design a unified brand image logo, and use it uniformly in various communication activities,



cultural products, and tourism services. For example, positioning Huizhou culture as a "crystallization of Eastern traditional wisdom and art, a unique cultural experience that integrates nature and humanities", and strengthening brand recognition through visual elements such as logos, brand colors, and promotional slogans.

### *(3) Characteristics of the external dissemination methods of Huizhou culture*

#### 1. Diversification and synergy of communication subjects

Participation and activation of folk forces: Encourage folk organizations, kinship associations, intangible cultural heritage inheritors, etc. to participate in dissemination, and promote the inheritance of Huizhou culture among overseas Chinese by organizing activities to trace roots and ancestors, repairing ancestral halls and continuing genealogy, establishing kinship networks. At the same time, folk artists showcase Huizhou skills through short video platforms to attract young audiences.

#### 2. Systematize and storytelling the dissemination of content

Construction and presentation of knowledge system: Organize experts and scholars to comprehensively sort out Huizhou culture, write systematic Huizhou culture popular science reading materials, covering multiple dimensions such as history, art, society, philosophy, etc., providing a comprehensive and accurate content foundation for international communication.

#### 3. Digitization and Intelligence of Communication Media

Application and Innovation of Intelligent Technology: Utilizing virtual reality (VR), augmented reality (AR), mixed reality (MR) and other technologies to restore the production process of Huizhou ancient villages and traditional crafts, providing an immersive experience for international audiences. For example, by using VR technology to produce short films on "Huizhou architecture", users can experience the architectural aesthetics and unique cultural atmosphere of Huizhou without leaving their homes; Using AR technology to create a virtual tour of Huizhou culture, viewers can view Huizhou cultural relics or artworks online, and the online platform will automatically overlay detailed information and explanations.

#### 4. Precision and branding of communication strategies

Precision communication and cross-border customization: Conduct in-depth research on the thinking patterns, values, and aesthetic preferences of international audiences, and creatively transform the core elements of Huizhou culture. For example, when introducing traditional Huizhou architecture, the spatial layout and decorative art of Huizhou architecture can be linked to concepts such as symmetry and proportion in Western architectural aesthetics. At the same time, by comparing the differences between Chinese and Western architectural cultures, the unique charm of Huizhou architecture can be highlighted, making it easier for foreign audiences to resonate.

### *(4) Characteristics of the External Communication Effect of Huizhou Culture*

#### 1. Increased audience awareness and strengthened cultural

identity

Expansion of visibility: Through cultural exchange seasons, exhibition months, experience weeks and other activities organized by the government and Western countries or cities, as well as diverse folk art festivals and tourism festivals, the visibility of Huizhou culture in mainstream Western society has been significantly enhanced. For example, in August 2024, the online communication influence index of the Guhuizhou Cultural Tourism Area ranked 143rd among the 5A scenic spots in China, with an explosive level of dissemination breadth, indicating that its brand information dissemination quantity is large, the channel coverage is wide, and the audience reach effect is significant.

#### 2. Expansion of dissemination scope and diversification of channels

Diversified communication channels: Utilize emerging communication channels such as social media and short video platforms to develop precise communication strategies tailored to the characteristics of different international regions and audience groups. Create attractive official accounts of Huizhou culture on platforms such as Facebook and Instagram, regularly publish high-quality graphic and video content, and hold online interactive activities; Using short video platforms such as TikTok to create creative short videos about Huizhou culture, vividly and interestingly spreading Huizhou culture to international young audiences.

#### 3. Enhanced cultural influence and industrial drive

Enhancing cultural influence: As an important component of traditional Chinese culture, Huizhou culture has been widely disseminated, which has led to a more comprehensive and in-depth understanding of Chinese culture by the international community, and has increased the international influence of Chinese culture. The existence and transmission of Huizhou cultural symbols are typical examples of the inheritance of excellent traditional Chinese culture, and their unique value has been internationally recognized, adding diversity, richness, and vividness to the world cultural symbol system.

#### 4. Continuity of Communication Effectiveness and Brand Building

Brand image shaping: To create a Huizhou cultural brand with international influence, highlighting the characteristics of Huizhou culture in traditional craftsman ship, humanistic spirit, natural harmony, and other aspects, making it distinctive among numerous international cultural brands. Design a unified emblem culture brand image logo, which will be uniformly used in various communication activities, cultural products, and tourism services to strengthen the brand's visual recognition and memory points, and enhance brand awareness and reputation.

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

#### *1 Opportunities Faced by Huizhou Culture from the Perspective of External Communication*

##### 1. Policy support and strategic opportunities

National cultural strategy promotion: With the deepening implementation of the "Chinese Culture Going Global"

strategy, Huizhou culture, as an important component of China's excellent traditional culture, has received policy support and resource allocation at the national level. For example, the government encourages the construction of local cultural brands and promotes the integration of Huizhou culture into the overall layout of the country's foreign cultural exchanges, providing policy guarantees for its international dissemination.

## 2. Technological empowerment and dissemination of innovation

Digital technology helps communication: With the rapid development of Internet, big data, artificial intelligence and other technologies, the communication mode of Huizhou culture is more diversified and convenient. For example, through technologies such as virtual reality (VR) and augmented reality (AR), the production process of ancient villages and traditional crafts in Huizhou can be restored, providing an immersive experience for international audiences and enhancing communication effectiveness.

## 3. Cultural identity and market demand

The demand for cultural tourism market is strong: In recent years, the cultural tourism market has continued to heat up, and international tourists have shown a strong interest in tourist destinations with profound cultural heritage. The rich cultural heritage and natural tourism resources in Huizhou, such as Mount Huangshan, Xidi and Hongcun, have become important highlights to attract international tourists and provide strong support for the international dissemination of Huizhou culture.

## 4. Deepening international exchanges and cooperation

Increased international cultural exchange activities: Anhui Province and Mount Huangshan City actively held various international cultural exchange activities, such as Huizhou Culture Forum, Huizhou Academic Conference, Intangible Cultural Heritage Exhibition, etc., attracting a large number of international scholars, artists and tourists to participate, providing an important platform for the international dissemination of Huizhou culture.

## 2. Challenges faced by Huizhou culture from the perspective of external communication

### 1. Insufficient collaboration among communication entities

Weak participation of social organizations and civil society: The communication mechanism is mainly led by the government, and the participation of social organizations, civil groups, and individuals is insufficient, resulting in a single communication subject. This structure weakens the vitality and adaptability of international dissemination of Huizhou culture, making it difficult to cover diverse audience groups.

### 2. Poor adaptability of dissemination content

Weak cross-cultural adaptation ability: The dissemination of content did not fully consider the acceptance habits and cultural background differences of international audiences, resulting in a discounted information transmission effect. For example, some translated works have the phenomenon of literal translation and hard translation, failing to explain the essence of Huizhou culture in authentic language, which can easily lead to misunderstandings.

### 3. The construction of communication capacity lags behind

Low level of media integration: The government and mainstream media dominate the communication channels, and there is insufficient integration of resources such as mass media and self media. A mechanism for integrated media communication has not yet been established. For example, the digital and intelligent application of Huizhou culture in external dissemination lags behind, making it difficult to adapt to the emerging communication ecology.

### 4. Lack of professional talent reserves

Shortage of composite talents: The external dissemination of Huizhou culture requires composite talents who possess knowledge of communication studies, an international perspective, foreign language proficiency, and integrated media technology. However, the current talent reserve cannot meet the demand. For example, there is a lack of foreign language talent in the Huizhou region who can accurately interpret the cultural values of Huizhou, which limits the transmission of cultural connotations.

### 5. Low integration of communication resources

Insufficient conversion of academic resources: The research achievements of Huizhou culture have not been effectively transformed into dissemination content, and there is a serious lack of foreign language translation texts. For example, some academic achievements remain at the theoretical level and lack practical translation for international audiences, which restricts the breadth and depth of cultural dissemination.

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

### 1. Building a high-quality external communication system

Emphasis on systematic and coherent content: In specific communication activities, such as Huizhou culture themed exhibitions, not only should various cultural relics and artworks be displayed, but also various aspects of Huizhou culture should be organically connected through carefully designed exhibition layouts and explanatory speeches, presenting a complete picture of Huizhou's social and cultural landscape to the audience, allowing foreign audiences to clearly understand the full picture and internal logic of Huizhou culture.

### 2. Innovative communication content and expression methods

Storytelling and emotional resonance: Using storytelling techniques, characters, events, and other elements from Huizhou culture are integrated into stories that are rich in plot and fun, in order to attract the attention of international audiences and trigger their emotional resonance. For example, based on the entrepreneurial process of Huizhou merchants, create a novel or movie with a commercial adventure theme. Through vivid character portrayal and dramatic plot settings, showcase the wisdom, courage, and values of Huizhou merchants, as well as the integrity and diligence in Huizhou culture, so that international audiences can unconsciously understand and accept Huizhou culture in the process of appreciating the story.

### 3. Strengthen cooperation with mainstream international media

Promotion on internationally renowned media platforms: Actively strive to launch special programs or reports on Huizhou culture on internationally renowned media platforms, such as collaborating with internationally renowned media to produce documentaries or cultural interview programs about Huizhou culture, and leveraging their international communication network and influence to spread Huizhou culture to global audiences. At the same time, utilizing the communication resources of international media and professional production teams, we aim to enhance the quality and attractiveness of Huizhou culture's dissemination content, better adapting to the viewing habits and aesthetic needs of international audiences.

#### *4. Develop precise communication strategies and brand promotion*

Unified and promoted brand image identification: To create a Huizhou cultural brand with international influence, use the brand image identification uniformly in various communication activities, cultural products, tourism services, etc. of Huizhou culture, strengthen the visual recognition and memory points of Huizhou cultural brand, and enhance its visibility and reputation. Develop a comprehensive brand promotion strategy, integrate online and offline resources, and carry out diversified brand promotion activities. Online, utilizing international online advertising platforms, social media advertising, and other means to widely spread the brand image and related information of Huizhou culture; Offline, by participating in international cultural expos, hosting international cultural festivals with Huizhou culture themes, and establishing Huizhou culture brand exhibition centers in major foreign cities, we can strengthen direct connection and interaction with the international cultural market, and enhance the exposure and influence of Huizhou culture brands internationally. At the same time, we focus on building brand reputation, by providing high-quality Huizhou cultural products and services, we win recognition and praise from international consumers, and further enhance the international influence of Huizhou cultural brands through word-of-mouth communication.

#### *5. Integrating communication resources and strengthening talent cultivation*

Resource integration and collaborative development: Integrating online and offline resources to leverage the overall effect of Huizhou culture's external dissemination. Encourage and promote experts and scholars from universities and research institutions to enter society, actively participate in the main battlefield of cultural construction, engage in substantive cooperation with local governments, and promote the early transformation of their cultural research results into practical productivity for local cultural construction. Strengthen the connection with universities within the province and promote foreign language talents from universities to contribute to the external dissemination of Anhui's local culture; We should safeguard the enthusiasm of the valuable resources of enthusiasts, researchers, and inheritors of Huizhou culture who are dispersed throughout the population, as well as organize, promote, and support them. Emphasize and leverage the role of effective communication methods and resources such as film and television media, radio and television, newspapers and online platforms, tour guides, research publications, etc.

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