

WORLD INTANGIBLE CULTURAL HERITAGE -EXTENSIVENESS COMMUNICATION OF KUNQU OPERA

Yibo Li^{1*}, Somdech Rungsrisawat²

^{1*}*College of Communication Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand*

²*College of Medicine, Sunandha Rajabhat University, Bangkok, Thailand*

E-Mail: s64584946014@ssru.ac.th^{1*}, somdech.ru@ssru.ac.th²

ABSTRACT

The problems and purposes of this research are clarified, which points out the direction for the subsequent research. Finally, the research hypotheses, scope of the study, limitations of the study, and definitions of terms are explained respectively to strengthen the foundation of the study.

Keywords: Kunqu Art, Strategy, International Communication

INTRODUCTION

This focuses on the research background and significance of the international communication strategy of Kunqu art. Firstly, it describes the research background of international communication strategy of Kunqu. Kunqu is known as the "mother of Chinese opera", and an in-depth study of its international communication strategy, taking Kunqu as a concrete case, can help promote Chinese culture and enhance its influence in the world. From the dimensions of necessity and importance, the significance of the research on the international communication strategy of Kunqu is discussed, and it is made clear that the international communication of Kunqu is an important strategic task for China nowadays.

Kunqu, also known as Kun Opera, originated in Kunshan, Jiangsu Province, China in the 14th century, and is one of the oldest types of traditional Chinese opera. Kunqu is a comprehensive art, which concentrates on various art forms of Chinese culture, such as music, literature, dance, acrobatics and theatre, and is an important collection and condensation of Chinese art since the 16th century and is known as an orchid in a hundred gardens. Through enjoying the performance of Kunqu, one can deeply appreciate the aesthetic style, cultural pursuit and moral tradition of the Chinese people, and then yearn for the excellent traditional Chinese culture. As the earliest and most mature form of traditional Chinese theatre, Kunqu has had a great influence on various local theatre styles in China and is known as "the ancestor of all theatre, the teacher of all theatre" and "the mother of Chinese opera". By virtue of its profound historical origin and unique artistic charm, Kunqu has become an important type of Chinese opera, and has led the Chinese theatre scene for nearly 300 years since the middle of the Ming Dynasty. Its artistic value and spiritual connotation have not only had a wide influence in China but have also been

highly recognised by the international community, and in 2001, UNESCO included Kunqu in the List of Oral and Intangible Cultural Heritage of Humanity.

OBJECTIVE

1. to study the current communication status of Kunqu among international tourists, and to find out the reasons for the problems based on the present situation. Using the 5W theory as a guide, this paper conducts a comprehensive, systematic and scientific analysis and research on the elements of the communication of Kunqu in the international arena. By analyzing who, i.e. the target audience and influence objects of kunqu in international dissemination; Through the study of the above dimensions, this paper conducts an in-depth analysis of the whole process of Kunqu's international dissemination, draws an overall portrait of Kunqu's international dissemination, and summarizes the deficiencies in the current status of its dissemination according to the various elements, and then explores the reasons for the emergence of the problems in Kunqu's international dissemination.

2. Improve the international popularity and recognition of Kunqu and determine effective communication strategies. For example, the use of digital media platforms, the organization of international cultural exchange programs or cooperation with other performing art forms are methods that can facilitate the promotion of Kunqu on a global scale. On the basis of clarifying the problems in the international dissemination of Kunqu, this paper further studies the feasible strategies for the international dissemination of Kunqu. Through the study, a new communication strategy was finally arrived at that combines the strengthening of the use of modern communication channels and technologies with the deepening of cooperation with international cultural institutions.

3. Find ways to bridge the gap between kunqu and international audiences to ensure that it is appreciated and understood across cultural boundaries. Through the analysis of the communication psychology of international communication of Kunqu, this paper explores the psychological needs of international audiences, emotional resonance and audience identification, cultural differences and the overcoming of psychological barriers, and puts forward concrete means of implementation to strengthen the branding, training and education promotion of Kunqu, and to strengthen the cultural innovation and localization strategy of Kunqu, in combination with the theory of artistic communication of international communication of Kunqu. At the same time, a two-way interaction model and feedback mechanism for international communication of Kunqu is established, focusing on the influence of the receiver's cultural background on the interpretation of the information, and establishing a close connection between the communicator and the audience of Kunqu, so as to solve the difficult problem of cross-cultural communication of Kunqu.

METHODOLOGY

Research methodology is the core part of academic research, which provides researchers with a clear and systematic research path to ensure the validity and reliability of the research. In this study, we have followed three main research methodologies, each of which is closely linked to the purpose of our research. The literature research method is the cornerstone of the study. By reading and analyzing in-depth relevant literature for this study, we were able to understand the current research context, identify research gaps, and establish a theoretical framework for the study. Literature research not only provides us with the results of previous research, but also guides the direction of our research. Secondly, we used

qualitative research methods, mainly in-depth interviews. In-depth interviews allow us to have in-depth communication with the interviewees to obtain their real feelings and opinions about a certain phenomenon or issue. This method allows us to obtain richer and more detailed data than traditional questionnaires, helping us to gain an in-depth understanding of the research question. Finally, we adopted a quantitative research method to collect the effects and impacts of the international dissemination of Kunqu by distributing research questionnaires.

To ensure the quality of the study, we also used three research tools: questionnaire research, focus group interviews and participatory observation. Questionnaire research is a widely used data collection method that allows the researcher to quickly gather structured information from a large number of respondents. Focus group interview is a group interview method that allows participants to freely discuss a topic or issue in a structured environment. Participant observation, on the other hand, is a more proactive approach to research where the researcher is not just an observer, but also participates in the research site in some role. The reliability of the research instrument is key to the quality of the research. Therefore, the selected research tools were rigorously validated to ensure that they could collect data accurately and consistently. Data collection is another important aspect of the study. We developed a detailed data collection plan to ensure the completeness and accuracy of the data. In addition, to ensure the objectivity of the data, we checked and verified the data several times. Finally, data analysis and presentation is the final presentation of the research results. We used a variety of analysis methods to ensure that valuable information was extracted from the data. And, in presenting the research results, we endeavoured to make them concise and condensed, while at the same time being able to fully reflect the main findings and conclusions of the study.

This study provides a comprehensive and in-depth analysis of the current state of international communication of the art of kunqu, revealing the opportunities and challenges faced by kunqu in the context of globalization, as well as its important role in international cultural exchange. Through extensive data collection and empirical research, we have come to realize that the art of Kunqu, as a treasure of traditional Chinese culture, is not only valued domestically, but also has a high degree of recognition and influence internationally. However, at the same time, the international dissemination of Kunqu faces many difficulties and challenges, including cultural differences, limitations in dissemination methods, and lack of international influence.

The research framework of this paper takes Kunqu's international communication strategy as its theme and is divided into three main parts. The first research objective is to identify the problems existing in the international communication of Kunqu. Through questionnaires, in-depth interviews, participatory interviews and other means, combined with the theoretical foundations of the "5W" theory, the theory of holistic interaction, and the theory of artistic communication, the research is analyzed in depth from both qualitative and quantitative perspectives, and it is concluded that there are such problems as insufficient international publicity, insufficient application of modern technology, and insufficient cooperation with international art groups and institutions in the international communication of Kunqu. It concludes that the international communication of kunqu has problems such as insufficient international publicity, less application of modern technology, and insufficient cooperation with international art groups and organisations. The second part of the paper examines the split between Kunqu and the audience based on the differences in cultural backgrounds in the international dissemination of Kunqu, analyses the problems in the acceptance of Kunqu by the audience of different cultural backgrounds through the psychology of communication, and proposes solutions. In this part, the paper argues that the international dissemination of Kunqu needs to focus on the analysis of the audience's psychological needs, so that

Kunqu can satisfy their spiritual enjoyment and relaxation; strengthen the emotional resonance with the audience of different cultures, consider the common emotional needs of human beings in the choice of repertoire themes, and look for the commonalities between the overseas audience and the cultural and spiritual connotations of Kunqu; and overcome the psychological barriers brought about by the differences in culture, so that Kunqu can be accepted by the overseas audience; the third part of the paper is about the problems in the acceptance of Kunqu by the audiences of different cultures through communication psychology. The third part is the feasible strategies for the international dissemination of Kunqu, which summarizes the various strategies and optimization measures for the international dissemination of Kunqu on the basis of the reliability analysis, including the use of modern dissemination channels and technologies, strengthening the brand building of Kunqu, deepening the cooperation with international cultural organisations, expanding the audience base, and strengthening the cultural innovation and localization strategies of Kunqu. It provides a scientific and systematic path for the international dissemination of Kunqu and other outstanding traditional art forms in China, ensuring that they can better show their elegance in the international community and convey their unique artistic aesthetic charm and spiritual and cultural values.

RESULTS

The charm of Kunqu lies not only in its profound historical and cultural heritage, but also in its unique art form and expression. The international dissemination of this art form not only enhances the international status of Chinese culture, but also helps to promote exchanges and understanding between different cultures. This study finds that through modern means of communication and innovative artistic techniques, the art of kunqu can transcend cultural differences and attract more international audiences. At the same time, the preservation and inheritance of traditional arts has also become a topic that cannot be ignored, which requires us to explore development strategies adapted to modern society while maintaining the traditional essence of Kunqu.

On this basis, this study also explores the strategies and paths for the international dissemination of kunqu. The study points out that in order to increase the international influence of kunqu, it is necessary to develop a comprehensive international communication strategy, including the use of modern scientific and technological means of communication, the strengthening of exchanges and cooperation with international culture and art, and the cultivation of professional talents. In addition, how to correctly deal with the relationship between tradition and innovation, so that the art of kunqu does not lose its traditional characteristics, but also meets the modern aesthetic needs, is also an important issue in front of us.

CONCLUSION AND FUTURE WORK

The international dissemination of kunqu not only helps to promote Chinese culture, but also has great significance in enhancing mutual understanding and friendship among people around the world. In the future, we should continue to conduct in-depth research, fully explore the intrinsic value of the art of kunqu, and explore more effective international communication strategies, so as to inject new vitality and impetus into the international dissemination of the art of kunqu. In today's global cultural diversification, the international dissemination of Kunqu art plays an irreplaceable and important role in promoting cultural diversity and enhancing international peace and understanding.

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