

A Study on the External Communication of Sichuan's "Tianfu Culture"

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ABSTRACT

This study aims to explore the performance and impact of Sichuan's 'Tianfu Culture' on its external dissemination. Originating from Chengdu, Sichuan Province, China, Tianfu Culture is deeply rooted in its unique historical, geographical, social, and economic background and presents distinct regional characteristics. This study conducts a comprehensive analysis of the external communication channels, methods, and influence of Sichuan's 'Tianfu Culture' on the international stage. It reveals the significant role it plays in international exchange and cultural interaction. This study aims to deepen the understanding of the external dissemination of Sichuan's "Tianfu Culture" and provide theoretical support for improving its position on the international stage.

Keywords: *Tianfu Culture, External dissemination, Inheritance.*

1. INTRODUCTION

The external dissemination of culture is a process of world recognition of Sichuan's "Tianfu Culture"; At the same time, it is also a process of inclusiveness, reference, and absorption of other cultural elements in Sichuan's "Tianfu Culture". During this period, the establishment of a globally recognized cultural city is aimed at building a bridge for equal dialogue and communication among various cultures. It aspires to cultivate a sense of empathy, global ethics, and a universal sensibility, uniting diverse people and cultures. This initiative not only emphasizes the allure of diversity but also underscores the inclusivity characteristic of modern cities. And Sichuan's "Tianfu Culture" clearly possesses such inclusiveness. The essence of the world, contemporary expressions, and mainstream values can facilitate effective communication, accommodate diverse ideologies, and attract individuals from various cultural backgrounds to focus on Chengdu, Sichuan, through cultural appeal. Cultural inclusiveness and attractiveness has led to a large number of tourists flocking to the land of abundance from abroad. In 2016, Chengdu became the second fastest-growing tourist destination in the world and one of the 15 happiest places in the world, with the highest growth rate of online flight

reservations to Chengdu. In the list of "Chinese Cities Desired by World Tourists", apart from the four major first-tier cities in Beijing, Shanghai, Guangzhou, and Shenzhen, Chengdu ranks fifth.

2. PANDA CULTURE ASSISTANCE

People can utilize the culture of giant pandas to shape the visual image of Sichuan's "Tianfu Culture". In ancient Chinese totems, the "dragon" pattern has a sacred and inviolable cultural connotation. It is a symbol of totem worship for the Chinese people and has a high cultural status and significance in China. However, in the cultures of other countries, "dragon" often appears as a negative symbol and image, making it difficult for people to understand. The soft, cute, gentle, and kind image of giant pandas is a symbol of peace and friendliness to the world and can gain more international recognition. According to the survey, the first impression of Chinese cultural symbols in Russia, the United States, and Japan is that of giant pandas. In the external dissemination activities of Sichuan's 'Tianfu Culture,' animal media, represented by 'Panda Diplomacy,' can bridge the gap of language differences and play a crucial role in external dissemination.

Using pandas as messenger, many cultural activities related to Sichuan's "Tianfu Culture" have

been held in the Sichuan region, such as the Chengdu International Panda Culture Festival and the Sichuan International Panda Festival. These activities have attracted a large number of international tourists to participate and promoted the dissemination of Sichuan's "Tianfu Culture". In addition, the mascot of the 1990 Asian Games "Panpan", the mascot of the 2008 Beijing Olympic Games "Fuwa Jingjing", the mascot of the 2018 Pingchang Winter Olympic Games "Captain Panda", the mascot of the 2018 First China International Expo "Jinbao", the mascot of the 2021 World University Games "Rongbao", and the mascot of the 2022 Winter Olympic Games "Bing Dwen Dwen" are all designed based on giant pandas to show the magic charm of China's giant pandas to people around the world.

On September 19, 2023, the judges, guests, and enthusiastic Chengdu citizens of the first Golden Panda Awards came to the Chengdu Giant Panda Breeding Research Base to participate in the cultural event of "Face to Face with Pandas", enjoying a cultural feast in the name of pandas. On-site, guests from around the world personally experienced ancient recreational sports like "throwing pots" and "throwing sandbags". They also appreciated intangible cultural heritage projects such as "Kung Fu tea", "sugar painting", and "kneading clay figurines". Furthermore, they had the opportunity to watch the "National Treasure Panda" being drawn by a Chinese painting teacher and enjoyed the exhibition of the "Four Treasures of the Study". Guests can also have a close-up view of giant pandas, explore the bilingual panda knowledge exhibition hall, listen to the stories of "the national treasures", and learn about the living habits of giant pandas. This firsthand experience of the cultural essence of Sichuan's "Tianfu Culture" through the "panda" culture has enhanced the international visibility of Sichuan's "Tianfu Culture".

3. SICHUAN CUISINE CULTURAL EMPOWERMENT

The reason why Sichuan cuisine has a long history and continues to thrive is not only due to the professional skills and creative inspiration of Sichuan chefs, but also due to their grasp of flavor trends. According to UFS big data research on the taste preferences of diners towards Sichuan cuisine, the spice and spicy flavors are still the popular flavors in Sichuan cuisine. However, in recent years, some new flavor types have gradually emerged,

such as green peppers, golden soup sour and spicy braised pepper, chili, and strange flavors. According to the data released by the famous domestic tourism platform, among the popular tourist destinations in China, Sichuan Cuisine Restaurant accounts for 29.73% of all restaurants, which is the most widely distributed type of restaurant. The Sichuan cuisine mentioned most in its travel notes on the platform is spicy hot pot, Kung Pao chicken, Mapo tofu, etc., which are all classic Sichuan cuisine.

In the current strategic context, relying on Sichuan cuisine culture, it is particularly important to build a foreign communication strategy for Sichuan's "Tianfu Culture" to go global. Sichuan cuisine, as a treasure of Chinese culinary culture, has a rich and diverse variety of flavors and unique cooking techniques, possessing a wide range of appeal and market potential. In the process of implementing external communication strategies, the first priority should be to create a distinctive Sichuan cuisine industry. Firstly, by exploring the historical origins and uniqueness of Sichuan cuisine, it is the researchers' aim to create a Sichuan cuisine industry with regional characteristics and cultural connotations, making it competitive in the international market. Secondly, it is necessary to deeply explore the cultural resources of the Sichuan cuisine industry. This includes traditional cooking techniques, ingredient culture, dining etiquette, and other culinary aspects. By exploring and inheriting these cultural resources, the Sichuan cuisine industry has a richer cultural connotation. Simultaneously, it is recommended to focus on expanding both upstream and downstream aspects of the Sichuan cuisine industry chain, achieving an upgrade from the supply chain to the value chain. This involves collaborating with agricultural and ingredient suppliers, as well as coordinating with catering services and sales channels, to jointly promote the development of the Sichuan cuisine industry. Additionally, attention should be given to cultivating outstanding Sichuan cuisine brands and enterprises, enhancing their visibility and influence in the international market. By guiding enterprises to conduct innovative research and brand building, Sichuan cuisine can better distinguish itself in the internationalization process. Finally, through activities such as distinctive Sichuan cuisine industry cultural festivals and Sichuan cuisine cultural tourism routes, it is essential to enhance the promotion and dissemination of Sichuan cuisine culture. By organizing various activities to attract international tourists and diners, more people can

comprehend, experience, and appreciate Sichuan cuisine culture, thereby accelerating its internationalization pace.

Strengthening the international promotion of Sichuan cuisine involves establishing a production base for Sichuan cuisine raw materials that adhere to international health and quarantine standards. Additionally, it entails deepening basic research on the characteristics, flavors, and nutritional standards of Sichuan cuisine, as well as promoting the industrialization of distinctive Sichuan cuisine dishes. Expanding the avenues through which Sichuan cuisine is represented and advancing its cultural dissemination will contribute to enhancing its international competitiveness and influence.

4. SHU BROCADE AND EMBROIDERY ADD RADIANCE

Shu brocade and embroidery, as outstanding representatives of Sichuan's "Tianfu Culture", carry rich historical and cultural connotations. On the current international stage of globalization, the use of new media tools, cutting-edge technologies and digital empowerment can effectively spread the culture of Sichuan brocade and embroidery, enabling foreign people to have a deeper understanding of these two traditional crafts, and thus gain a deeper understanding of the Sichuan "Tianfu Culture" they contain. At the same time, strengthening cooperation with countries along the "Belt and Road" is a crucial step. These countries share similar cultural backgrounds and aesthetic tastes with Sichuan's "Tianfu Culture", allowing for the joint promotion of the inheritance and development of traditional crafts. Strengthening exchanges and cooperation on Sichuan brocade, embroidery, and project development can form a collaborative force. By leveraging the tangible cultural carriers of Shu brocade and Shu embroidery, people can effectively promote and preserve Sichuan's "Tianfu Culture" on the international stage. On the evening of July 28, 2023, during the opening ceremony of the 31st Summer Universiade in Chengdu, Shu brocade and Shu embroidery once again captivated the eyes of people worldwide. Just like their historical presence on the "Silk Road" a thousand years ago, they facilitated a beautiful dialogue between modern Chengdu and the world, allowing global friends to rediscover the infinite charm of traditional Chinese culture. During the entry stage, athletes walked along the "Silk Road" woven with Sichuan brocade, heading towards their "splendid future". The entry-

style guide plate is crafted with Shu embroidery, and the medal ribbon is intricately designed and made using Shu brocade technology. All of this expresses good wishes to college students around the world.

Through such efforts, the intangible cultural heritage of Shu brocade and Shu embroidery will gain widespread recognition and global inheritance. Simultaneously, it will create broader development opportunities for Chengdu and its representative Sichuan "Tianfu Culture" in international exchanges, making positive contributions to the promotion and dissemination of Chinese culture.

5. ADDING COLORS TO FOLK FESTIVAL ACTIVITIES

As a historical and cultural city, Chengdu contains rich connotations of Sichuan's "Tianfu Culture", inheriting thousands of years of folk customs and becoming one of the treasures of Chinese civilization. In this ancient land, people have passed down many folk traditions with profound historical origins from generation to generation, adding unique charm to Chengdu. Among them, Chengdu's traditional cultural activities, such as the temple fair during the Spring Festival, dragon dance, lantern watching during Yuanxiao (filled round balls made of glutinous rice-flour for Lantern Festival), tomb sweeping for the Qingming Festival, the Dragon Boat Race, Qixi Qiqiao, moon watching during the Mid-Autumn Festival, and climbing high for the Double Ninth Festival, carry a wealth of religious beliefs and folk traditions. These activities originate from the needs of Chengdu's people's lives, closely related to their daily experiences, and encapsulate the specific cultural, regional, and epochal characteristics of Chengdu. They let people feel the profound historical heritage while celebrating the festival. Tea house culture has become an indispensable part of the city, an important place for people to communicate and relax, and has also inherited many elegant etiquette and habits. Nowadays, Tianfu folk festival activities have gone out of Sichuan and into the world.

From February 6th to 24th, 2005, the "2005 Chengdu Temple Fair" was hosted by the Chengdu Municipal People's Government, organized by the Wuhou District People's Government and the Chengdu Cultural Bureau, and co-organized by the Chengdu Wuhou Temple Museum. It was held in the garden area of the Wuhou Temple Museum and Jinli Ancient Street in Chengdu. It was the first

Among them, Chengdu's traditional cultural activities, such as the temple fair during the Spring Festival, dragon dances, lantern watching during Yuanxiao, tomb sweeping for the Qingming Festival, the Dragon Boat Race, Qixi Qiqiao, moon watching during the Mid-Autumn Festival, and climbing high for the Double Ninth Festival, embody rich religious beliefs and folk tradition, the Great Temple Fair will be hosted at the Wuhou Temple Museum, seamlessly integrating with the traditional "Youxi Shenfang" folk activities of Wuhou Temple and Jinli Ancient Street. This unique combination will accentuate the characteristics of the Three Kingdoms culture and the folk culture of Western Sichuan. During the temple fair, a large-scale lantern exhibition themed on the culture of the Three Kingdoms was held for the first time, with a total of 26 large lantern groups and more than 2000 flower lanterns participating.^[1] The festival also features folk activities, such as the 15th "Wuhou Naochun" community cultural performance and the "Love One Yuan Poverty Alleviation" donation activity. On February 10, 2018, during the "Nian Wei Er" fragrance event in Chengdu, local residents were astonished by the rare "toys" from Chengdu, leaving them speechless. On February 16, 2018, the "PANDA Chengdu" event, hosted by the People's Government of Chengdu and organized by the Foreign and Overseas Chinese Affairs Office of the People's Government of Chengdu and the People's Government of Wuhou District, included 50,000 Americans to immerse themselves in an authentic Chengdu cultural feast.^[2] The classic folk music performance, innovative Sichuan opera face-changing, Chengdu's featured acrobatics, calligraphy, paper cutting, paper umbrella coloring, New Year picture printing, and more presented by the Chengdu Art Troupe attracted a large audience. On February 25, 2018, the Sichuan "Tianfu Culture" art troupe from Chengdu presented a vibrant "Sichuan Tianfu Culture feast" to the local audience. The performance included beautiful and atmospheric dances, captivating acrobatics, moving folk music, and thrilling Sichuan opera face-changing and puppet performances. It infused a strong Chinese New Year flavor into this mysterious and charming Middle Eastern kingdom^[3].

6. ENHANCEMENT OF INTERNATIONAL INFLUENCE OF FILM AND MUSIC WORKS

In recent years, a plethora of films and music works based on Sichuan culture have emerged, making significant contributions to the dissemination of Sichuan's "Tianfu Culture" and spreading it to various parts of the world. These works include the film "Panda Hero" the TV series "The Romance of the New Three Kingdoms", the China-Chic drama "Huazhong Jinguan City", and the short film "Intangible Cultural Heritage Welcoming the Universiade". They vividly showcase the rich connotation of Sichuan's "Tianfu Culture" and captivate the attention and affection of international audiences. In addition, some internationally renowned musicians have actively incorporated elements of Sichuan music into their works, thereby spreading the charm of Sichuan music on a global scale. For example, American singer Lady Gaga incorporated elements of the Sichuan dialect into her song "Hair", showcasing the unique charm of Sichuan culture and garnering widespread attention. The emergence of these films and music works not only enriches the expression of Sichuan culture but also opens up new channels for the dissemination of Sichuan's "Tianfu Culture". Through these vivid artworks, international audiences can gain a more intuitive understanding of Sichuan's history, customs, and cultural traditions, thereby developing a deeper appreciation for Sichuan's "Tianfu Culture".

The Guqin article "Cambridge Letter", launched in 2021, begins with letters from Guqin master Qin Gang and his disciples studying at the University of Cambridge. Written in a third-person tone, it explores the intangible cultural heritage of Tianfu and has garnered national and even global attention. The 2021 "Intangible Cultural Heritage Welcoming the Universiade" combines the perspective of intangible cultural heritage practitioners in Tianfu New Area with the vision of the 2021 Chengdu Universiade. Through fast-paced screen switching, it showcases multiple intangible cultural heritage projects in Tianfu New Area, such as traditional pottery making and firing techniques in tea frying kilns, ancient qin chopping and chopping techniques, and traditional soup mixing techniques in Blue Light Jian. With a fast pace, it shares the innovation of Chengdu's intangible cultural heritage from a focused perspective, aiming to showcase the intangible cultural heritage of Tianfu New Area and illuminate Sichuan's "Tianfu Culture" on the world stage.

In addition, under the guidance of the Information Office of the Chengdu Municipal People's Government, the large-scale bilingual

documentary "Sichuan Tianfu Culture Dialogue World" jointly produced by the Chengdu Radio and Television Station External Communication Cooperation Center and the Sichuan Tianfu Culture Research Institute of Chengdu University, was officially released in February 2023. It was divided into three episodes, namely, "Mysterious Ancient Shu Treasures". "World Cultural Heritage of Water Conservancy Revitalization City" and "Valuable Creativity" were the themes of the summit. From an international perspective, scholars from all over the world were invited to join in. For the first time, it positioned Sichuan's "Tianfu Culture" in the global historical and cultural coordinate system. It deeply explored the similarities and differences, connections, and extensions between Sichuan's "Tianfu Culture" and other long-standing civilizations worldwide, including Jiaozi, Dujiangyan Irrigation Project, Jinsha Sanxingdui. The aim was to foster exchanges and mutual learning between Eastern and Western civilizations through the collision of world think tanks.

7. STRENGTHENING THE TRANSLATION AND INTRODUCTION OF LITERARY WORKS

In recent years, there have been certain achievements in the external dissemination of Sichuan's "Tianfu Culture". However, in order to further promote the global spread of Sichuan's "Tianfu Culture", it still needs to rely on large-scale and systematic translations of important works. These translation achievements will play a crucial role in transforming the texts of Sichuan's "Tianfu Culture" classics and research works into forms that international readers can understand. Through this work, people can present an intuitive, three-dimensional, and profoundly rich world of Sichuan's "Tianfu Culture" to overseas readers. It provides important materials and windows for Western society to gain a close understanding of Sichuan's "Tianfu Culture", serving as a significant means and bridge for Sichuan's "Tianfu Culture" to enter the world.

In recent years, numerous foreign-language works on Sichuan's "Tianfu Culture" have surfaced, vividly portraying the unique charm of Tianfu from diverse perspectives, including Sichuan's "Tianfu Culture", Chengdu life, and local customs. Noteworthy examples include "Symphony of Poetry and Tea: Four Seasons Translation Collection of Sichuan's Tianfu Culture", "Tianfu

Culture Charming Chengdu", "Sichuan's Tianfu Culture and Chengdu's Pursuit of Modernization (English Edition)", "Chengdu Scenery (English Edition)", and "Fluttering Clothes - Chengdu's Postmodern City Life Aesthetics (English Edition)", among others. "Symphony of Poetry and Tea: Four Seasons Translation Collection of Sichuan's Tianfu Culture" stands out as a pure English version, meticulously curating the most representative elements of "poetry" and "tea" from Sichuan's "Tianfu Culture". It conveys the refined reading experience of reciting poetry, savoring tea, and listening to stories. Organized around the four seasons of spring, summer, autumn, and winter, the book symbolizes the rich and vibrant spiritual connotations of Sichuan's "Tianfu Culture", showcasing meticulous planning and arrangement.

Additionally, there is a constant emergence of translations and studies related to Sichuan's "Tianfu Culture". Reports such as "Memories of Tianfu", "Records of Bashu Culture", "Records of Shaocheng Street and Lane", "Research on the Translation and Communication of Sichuan's 'Tianfu Culture': From the Perspective of Integration of Industry, Education, and Research", and "Zhuojin Qingjiang Wanli Flow - The Course of Bashu Culture" (excerpts) showcase the continuous strengthening of Sichuan's translation and introduction capabilities for "Tianfu Culture". These translation reports and research outcomes not only underscore the persistent improvement of Sichuan's ability to translate and introduce "Tianfu Culture", but also provide substantial content and theoretical support for its external dissemination. Through these works, a global audience can gain a deeper understanding, appreciation, and affection for Sichuan's "Tianfu Culture". This solid foundation contributes to its global expansion, further consolidating the international influence of Sichuan's "Tianfu Culture". It enables more people worldwide to comprehend, recognize, and cherish Sichuan's "Tianfu Culture", fostering its broader inheritance and promotion on the international stage.

8. HOSTING OF VARIOUS INTERNATIONAL CONFERENCES, EXHIBITIONS, AND EVENTS

In 2017, Chengdu achieved the distinction of being the second Chinese city, after Beijing, to host the General Assembly of the United Nations World Tourism Organization. Additionally, it played a

pivotal role in the establishment of the Chinese headquarters of the ICAS International Airshow Committee in Chengdu. It also played host to influential international conferences, including the 2017 Tencent Global Partner Conference, the 2017 Chengdu Global Innovation and Entrepreneurship Fair, and the 12th China EU Investment, Trade, and Technology Cooperation Fair. These events contributed significantly to the comprehensive enhancement of Chengdu International Creative Design Week, elevating the internationalization level of local self-owned brand exhibitions such as the Chengdu Furniture Exhibition and Chengdu Auto Exhibition. This led to continuous breakthroughs in international cooperation and destination marketing. With the completion and operation of projects such as the Century City New International Convention and Exhibition Center, China Europe Center, and Chengdu Performing Arts Center, Chengdu High Tech Zone has established a infrastructure foundation for the development of Chengdu's exhibition industry and the hosting of international events, becoming the "exhibition center" of Chengdu.

In addition, Chengdu actively hosts various sports events, with athletes and sports enthusiasts from multiple countries coming to participate and watch, such as the 2021 World University Games and the 56th International Table Tennis Federation World Table Tennis Team Championships held in Chengdu in 2022, attracting a large number of viewers to watch. Exciting live game videos and pictures have been widely shared on major social media platforms worldwide, receiving numerous likes and reposts. This has provided people from around the world with a unique insight into Sichuan and Chengdu. The "Tianfu Culture" in Sichuan has once again captured people's attention. The current status of the international dissemination of Sichuan's "Tianfu Culture" appears optimistic, but there are also challenges and shortcomings, including limited cultural dissemination methods and a relatively low awareness of Sichuan's "Tianfu Culture" among international audiences. Therefore, in the future, it is necessary to strengthen the dissemination of Sichuan's "Tianfu Culture", innovate communication methods, and increase the awareness of the world's people towards Sichuan's "Tianfu Culture".

9. CONCLUSION

To achieve a profound understanding of the essence and contemporary expression of Sichuan's

"Tianfu Culture", refine its spiritual traits, identify commonalities and similarities with mainstream global values, and promote its global interpretation. At the same time, establishing cross-cultural empathy is also crucial. Chengdu can leverage the unique characteristics of Sichuan's "Tianfu Culture" to highlight its inclusiveness and attract people from different cultural backgrounds. Utilize cross-national and cross-regional cultural exchange platforms to promote global cultural interaction and integration. Deepen the research on Sichuan's "Tianfu Culture", clarify its connection with mainstream global values, and enhance international awareness. Enhance the effectiveness of publicity efforts by introducing the essence of Sichuan's "Tianfu Culture" to the world. Establish cross-cultural resonance and continuously expand the dissemination and influence of Sichuan's "Tianfu Culture" globally.

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