

Research on Countermeasures for Promoting Wenzhou's Traditional Culture to "Go Global" and "Gain Popularity"

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Abstract

As a national historical and cultural city, Wenzhou boasts profound traditional cultural heritage. In the context of globalization, promoting Wenzhou's traditional culture to "go global" and "gain popularity" is of great significance. This paper analyzes the characteristics and value of Wenzhou's traditional culture, and explores in depth the problems faced in the process of its international dissemination and popularity, such as the lack of overall planning, single communication channels, and shortage of talents. Based on this, targeted countermeasures are proposed from the aspects of strengthening policy guidance, innovating communication modes, and cultivating professional talents, aiming to enhance the international influence of Wenzhou's traditional culture, promote cultural exchanges and cooperation, and inject new vitality into the development of Wenzhou's cultural industry.

Keywords

Wenzhou, traditional culture, going global and gaining popularity, cultural communication.

1. Introduction

In today's world where global cultural exchanges are increasingly frequent, cultural soft power has become an important part of a city's comprehensive competitiveness. Wenzhou, with a thousand-year history of opening ports for trade, is a key node on the Maritime Silk Road. It has nurtured unique traditional cultures such as Ouyue culture and Yongjia School, covering rich cultural forms including Nanxi Opera, Ou Kiln, Ou Embroidery, and Wenzhou Dragon Boat. Promoting Wenzhou's traditional culture to "go global" and "gain popularity" can not only carry forward regional culture, enhance Wenzhou's international reputation and popularity, but also contribute to the international dissemination of Chinese culture and promote exchanges and mutual learning between different cultures. Economically, it can drive the development of the cultural industry, create more economic value, and promote the diversified development of Wenzhou's economy.

Foreign research on local cultural communication mainly focuses on the exchange and integration of cultures in different countries and regions under the background of cultural globalization, as well as the application of new media technologies in cultural communication. Domestic related research mostly centers on the international dissemination of traditional Chinese culture, including communication strategies, communication channels, and cultural industry development. Research on promoting Wenzhou's traditional culture to "go global" and "gain popularity" is relatively scarce, mainly focusing on the dissemination of individual cultural elements such as Nanxi Opera and Ou Kiln, lacking systematic and comprehensive research. There is still much room for research in aspects such as innovation of communication modes and international cooperation mechanisms.

This paper adopts the literature research method, sorting out domestic and foreign literature on cultural communication and cultural industry development to provide a theoretical basis. It

uses the case analysis method, selecting typical cases of Wenzhou's traditional cultural elements such as Nanxi Opera and Ou Kiln in their process of "going global" and "gaining popularity" for in-depth analysis to summarize experiences and problems. It also employs the field research method, visiting Wenzhou's cultural enterprises and institutions to obtain first-hand data. The innovation lies in constructing an overall framework for Wenzhou's traditional culture to "go global" and "gain popularity" from a systematic perspective, proposing a collaborative development model of "cultural IP creation - communication channel expansion - industrial integration development - talent training support". At the same time, it focuses on combining Wenzhou's unique regional culture and the resource advantages of "Wenzhou people worldwide" to explore a cultural communication path with Wenzhou characteristics.

2. Characteristics and Value of Wenzhou's Traditional Culture

2.1. Rich Cultural Forms

Nanxi Opera, as an important source of Chinese opera, originated in Wenzhou and is known as the "ancestor of all operas". Its performance form is diverse, integrating singing, recitation, acting, and acrobatics, with scripts close to life, reflecting the customs and people's thoughts and emotions of the time. Ou Opera is a local opera genre in Wenzhou, famous for its unique singing style and performance, with strong local characteristics.

Ou Kiln has a long history, with exquisite porcelain shapes and superb craftsmanship, mainly celadon, with a jade-like glaze, having unique aesthetic value. Ou Embroidery is a traditional embroidery craft in Wenzhou, with delicate stitches, bright colors, and a wide range of themes, including figures, flowers and birds, landscapes, etc., reflecting the superb skills of Wenzhou folk art.

Wenzhou's dragon boat culture has a long history. Dragon boat racing is not only a traditional sports activity but also an embodiment of the spirit of unity, cooperation, and striving for excellence of Wenzhou people. During traditional festivals such as the Dragon Boat Festival, grand dragon boat races are held in various parts of Wenzhou, attracting many people to participate and watch. In addition, Wenzhou has rich traditional festival customs and folk legends, forming a unique folk cultural landscape.

2.2. Unique Cultural Connotations

Yongjia School emphasizes "valuing both agriculture and commerce, balancing righteousness and profit", attaching importance to the economic value of commercial activities while paying attention to the constraints of moral ethics. This thought has a profound impact on Wenzhou's commercial culture, shaping the Wenzhou people's spirit of daring to struggle and operating with integrity.

Located along the coast, Wenzhou has formed an open and inclusive maritime culture through long-term maritime trade activities. Wenzhou people are brave in exploring the unknown and actively communicating and cooperating with the outside world. This cultural trait is reflected in various aspects of Wenzhou's architecture, diet, and art, making its traditional culture have the characteristics of multi-element integration.

2.3. Cultural Value and Potential for International Dissemination

Wenzhou's traditional culture carries the historical memory and spiritual pursuit of Wenzhou people, having important historical and cultural value. In terms of international dissemination, its unique cultural characteristics can attract the attention of foreign audiences, satisfying their curiosity about heterogeneous cultures. For example, the unique performance form and rich plots of Nanxi Opera, and the exquisite craftsmanship of Ou Kiln porcelain, all have the potential

to become highlights of international cultural exchanges. Through effective communication, the world can better understand Wenzhou and Chinese culture.

3. Current Situation and Problems of Wenzhou's Traditional Culture "Going Global" and "Gaining Popularity"

3.1. Current Situation

In recent years, Wenzhou has actively held various cultural exchange activities to promote traditional culture to the world. For example, the "Opera from Wenzhou" Nanxi Opera Classic Culture Week has entered Shanghai, Beijing-Tianjin-Hebei, Guangdong-Hong Kong-Macau and other regions, and also shown the charm of Nanxi Opera to the world through international cultural exchange platforms. Wenzhou has also carried out cultural exchanges with many international sister cities, holding art exhibitions, cultural performances and other activities, enhancing the international community's understanding of Wenzhou's traditional culture.

Some of Wenzhou's traditional craft products, such as Ou Kiln porcelain and Ou Embroidery works, are exported to many countries and regions through foreign trade channels. At the same time, cultural and creative products with Wenzhou's traditional culture as the theme have gradually emerged, attracting certain attention in the international market. Some cultural enterprises have begun to try to integrate Wenzhou's traditional cultural elements into digital products, such as animation and games, for dissemination through the Internet.

Wenzhou uses overseas Chinese media, international social media platforms and other channels to disseminate its traditional culture. Some overseas Wenzhou associations actively organize cultural activities to introduce Wenzhou's traditional culture and customs to local people. In addition, Wenzhou participates in international cultural exhibitions to display the characteristics and charm of its traditional culture.

3.2. Existing Problems

There is a lack of systematic planning and strategic layout for Wenzhou's traditional culture to "go global" and "gain popularity". The dissemination of various cultural elements is scattered, failing to form a joint force. At the same time, there is insufficient brand building for Wenzhou's traditional culture, lacking a culturally influential brand in the international market, making it difficult to form a distinct cultural identity in the international market, resulting in limited cultural communication effects.

At present, the overseas dissemination of Wenzhou's traditional culture mainly relies on traditional cultural exchange activities and foreign trade exports, with insufficient application of new media and new technologies. In terms of communication content and form, there is a lack of innovation, making it difficult to attract the attention of foreign young audiences. There is little cooperation with internationally renowned cultural communication platforms and institutions, lacking an effective international communication network.

Wenzhou's cultural industry is small in scale, with an imperfect industrial chain, and cultural enterprises have weak innovation and market expansion capabilities. The development and production of cultural products fail to fully tap the connotation and value of Wenzhou's traditional culture, with serious product homogeneity and lack of international market competitiveness. The investment and financing mechanism of the cultural industry is not sound, restricting the development of cultural enterprises and the implementation of cultural projects.

Promoting Wenzhou's traditional culture to "go global" and "gain popularity" requires compound talents who understand both culture and international communication. At present, Wenzhou has insufficient talent reserves in this regard, and the international communication awareness and ability of relevant practitioners need to be improved. There is a lack of

professional translators, leading to language barriers in the international dissemination of cultural products, affecting the accuracy and effect of cultural communication.

4. Experience Reference from Domestic and Foreign Cultural "Going Global" and "Gaining Popularity"

4.1. Analysis of Foreign Cases

Japan has a complete animation industry chain, from comic creation, animation production to peripheral product development, forming a mature business model. It attaches importance to cultivating animation talents, establishing many professional animation schools. In terms of communication, it uses the Internet and international animation exhibitions to promote Japanese animation to the world. Animation works, with their unique style and rich content, have attracted a large number of international fans, becoming an important representative of Japanese culture and enhancing Japan's cultural soft power.

The South Korean government strongly supports the development of the pop culture industry and introduces a series of preferential policies. By creating pop culture products such as idol groups and Korean dramas, it focuses on the innovation and quality improvement of cultural products. It uses social media and video platforms for global promotion, cooperates with internationally renowned brands, and carries out cross-border marketing. Korean pop culture has been widely disseminated in Asia and even the world, driving the development of South Korea's cultural industry and the improvement of national image.

4.2. Analysis of Domestic Cases

The Palace Museum has deeply explored the cultural connotation of the Forbidden City, combined traditional cultural elements with modern design, and developed a series of creative cultural and creative products, such as Palace Museum lipstick and Palace Museum calendar. Through a combination of online and offline sales models, using e-commerce platforms and social media for promotion, and holding various cultural activities, it has attracted a large number of consumers, realizing the creative transformation and innovative development of traditional culture, and becoming a model for the development of domestic cultural industry.

Henan TV has produced a series of high-quality variety shows with traditional culture as the theme, such as "Night Banquet in Tang Palace" and "The Goddess of Luo River's Water Dance". By using new technologies such as virtual reality and augmented reality, it innovates the program expression form, perfectly integrating traditional culture with modern technology. Through new media platforms, it has caused heated discussions on the Internet, successfully "gaining popularity" and enhancing the influence of Henan culture.

4.3. Enlightenment for Wenzhou

Wenzhou should strengthen cultural industry planning, improve the industrial chain, and cultivate the innovation ability and market competitiveness of cultural enterprises. Attach importance to cultural talent training and establish a multi-level talent training system. Innovate cultural communication methods, make full use of new media and new technologies, and create attractive cultural products and communication content. Strengthen docking with the international market, carry out international cooperation, and enhance the international popularity and influence of Wenzhou's traditional culture.

5. Countermeasures and Suggestions for Promoting Wenzhou's Traditional Culture to "Go Global" and "Gain Popularity"

5.1. Strengthen Policy Guidance and Planning

The government should formulate the "Strategic Planning for Wenzhou's Traditional Culture to 'Go Global' and 'Gain Popularity'", clarifying development goals, key tasks and implementation steps. Set up special support funds to support cultural enterprises in carrying out international business, and encourage cultural exchange activities and cultural product exports. Establish a cultural "going global" project database, focusing on cultivating and supporting potential projects.

Introduce preferential policies such as tax incentives, financial subsidies, and financial support to encourage cultural enterprises to increase investment in innovation and develop culturally competitive products in the international market. Support cultural enterprises to "go global", set up branches and R&D centers overseas, and expand the international market. Strengthen intellectual property protection to create a good environment for the development of the cultural industry.

5.2. Innovate Communication Modes and Channels

Deeply explore the connotation of Wenzhou's traditional culture, select representative cultural elements such as Nanxi Opera, Ou Kiln, and Yongjia School, and create culturally influential IPs. Tell Wenzhou cultural stories and shape a distinct cultural image through various forms such as literature, film and television, animation, and games. For example, create film and television works based on the entrepreneurial stories of Wenzhou businessmen, integrating the "balancing righteousness and profit" thought of Yongjia School to show the spiritual outlook of Wenzhou people to the world.

Use international social media platforms such as Douyin and TikTok to set up official accounts for Wenzhou's traditional culture, release short videos, live broadcasts and other content to show the charm of Wenzhou's traditional culture. Cooperate with internationally renowned video and audio platforms to launch special programs on Wenzhou's traditional culture, such as Nanxi Opera appreciation and documentaries on Ou Kiln production technology. Carry out online cultural activities, such as online cultural exhibitions and traditional culture challenges, to attract foreign audiences to participate.

Actively establish cooperative relations with international cultural institutions, art colleges, and media to carry out cultural exchange activities and joint creation projects. Participate in international cultural exhibitions, such as the Cannes International Film Festival and the Frankfurt Book Fair, to display Wenzhou's traditional cultural products and achievements. Invite internationally renowned artists and scholars to visit Wenzhou to enhance the international popularity of Wenzhou culture.

5.3. Promote Integrated Development of Cultural Industry

Develop tourism routes and products with Wenzhou's traditional culture as the theme, such as Nanxi Opera culture experience tours and Ou Kiln craft research tours. Create cultural performance projects in tourist attractions, such as Ou Opera performances and Wenzhou folk culture displays, to enhance the cultural connotation of tourism. Strengthen the construction of tourism service facilities, improve the quality of tourism services, and provide tourists with a better cultural tourism experience.

Encourage cultural enterprises to use artificial intelligence, big data, virtual reality, augmented reality and other technologies to innovate the expression form and communication mode of cultural products. Develop digital cultural products, such as digital museums, virtual exhibitions, and cultural mobile games, to expand the development space of the cultural

industry. Establish cultural and technological industrial parks, gather cultural and technological enterprises and innovative resources, and promote industrial collaborative development.

5.4. Cultivate Professional Talent Teams

Cooperate with universities and vocational colleges to set up relevant majors and courses such as cultural industry management, international cultural communication, and cultural translation to cultivate compound cultural talents. Carry out in-service training, regularly organizing employees of cultural enterprises and cultural workers to participate in training courses and seminars on international cultural communication and cultural industry development.

Formulate preferential policies to attract leading talents in the cultural industry, international cultural communication experts, and creative design talents from home and abroad to develop in Wenzhou. Establish a talent incentive mechanism to reward talents who have made outstanding contributions to promoting Wenzhou's traditional culture to "go global" and "gain popularity", creating a good environment for talent development.

6. Conclusion and Outlook

6.1. Research Conclusion

Wenzhou's traditional culture has unique characteristics and value, and has achieved certain results in "going global" and "gaining popularity", but still faces many problems. By learning from the successful experience of domestic and foreign cultures in "going global" and "gaining popularity", and putting forward countermeasures such as strengthening policy guidance, innovating communication modes, promoting integrated development of cultural industry, and cultivating professional talent teams, it helps to enhance the international influence of Wenzhou's traditional culture and achieve the goal of "going global" and "gaining popularity".

6.2. Future Outlook

In the future, with the deepening of global cultural exchanges and the rapid development of information technology, Wenzhou's traditional culture "going global" and "gaining popularity" will face new opportunities and challenges. Wenzhou should seize the opportunities, actively respond to the challenges, continue to explore and innovate, and promote the creative transformation and innovative development of traditional culture, so that Wenzhou's traditional culture can shine more brilliantly on the world stage, making greater contributions to the international dissemination of Chinese culture and the diversity of world culture. At the same time, it should strengthen the evaluation and feedback of the effect of cultural "going global" and "gaining popularity", and continuously optimize the communication strategies and development paths to realize the sustainable development of Wenzhou's traditional culture "going global" and "gaining popularity".

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