Study on the International Communication Paths of Liangzhu Culture—Based on Visitor Comments Data

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Abstract. As a world cultural heritage site and a holy place that testifies to the 5,000-year history of Chinese civilization, Liangzhu Site is an important witness of Chinese civilization. The international dissemination of Liangzhu culture is an important way to promote Chinese civilization to the world. In this paper, we take the online comments of visitors to Liangzhu Ancient City Ruins Park as the data source, analyze them through ROST software, and strip out the main paths of international communication of Liangzhu culture, and conclude four major improvement conclusions. In order to further enhance the international influence of Liangzhu culture.

Keywords: Liangzhu Culture, International Communication, Communication Paths

1   Introduction

Fine traditional Chinese culture is the root and soul of our country, the crystallization of wisdom and the essence of Chinese civilization, and the cultural heritage site is an important carrier for the dissemination and development of Chinese culture. The Archaeological Ruins of Liangzhu City, as the evidence of 5000 years of Chinese civilization history, is a valuable treasure of our country. With its profound history, culture and spirit, Liangzhu culture nurture the spirit of the Chinese traditional culture, and continue to enhance the world influence of China's 5,000 years of civilization. On 6 July 2019, the Liangzhu site was selected as a World Heritage Site, which marks that the 5,000-year history of China's civilization has been widely recognized by the international mainstream academic community. Disseminating fine traditional Chinese culture to the outside world can convey an active and positive national image, enhance the discourse ability of cross-cultural communication(Zhu Wenliang, Ding Chengji, 2023)[1]. The international dissemination of Liangzhu culture not only has the landmark significance of the formation of the origin of Chinese civilization, but also an exemplary role in the promotion and dissemination of innovative cultural heritage values(Shen Xiaoyong, 2019)[2].

2   Literature Review

2.1   Research Related to International Dissemination of Fine Traditional Chinese Culture

Connotation of International Communication

Broadly speaking, international communication refers to "the transnational or global communication of a specific country or group through the mass media for the audience in other countries or regions, which is a localized embodiment of the comprehensive strength of the political, economic and cultural development of the world's countries and regions (Liu Jinan, 2022)[3]." It usually refers to the country, nation, and society as the basic unit of the communication subject, and the mass communication media as the main way to engage in communication activities with specific purposes, and to transmit various information, culture, values to audiences in different countries, so as to realize the dissemination and exchange of information between countries. (Wei Yizi, 2021)[4]. The main purpose of international communication is to be "heard", "understood" and "listened to", and to strive to achieve full coverage of the scope of dissemination, with the content having affinity and influence (He Pengyun, 2023)[5]. Now it has four typical characteristics of ethnicity, diversity, scientificity and integration (Liu Jingjing, Yu Ying, Zhang Zhe, 2023)[6].

The Connotation and Path of International Communication of Fine Traditional Chinese Culture

Comprehensive research by relevant scholars shows that there are mainly the following paths of international dissemination of Chinese outstanding traditional culture: (1) Adhere to the people-centered philosophy and choose stories with resonating themes and emotional elements. Starting from the perspective of ordinary people, choose stories that can touch people's hearts and trigger resonance (Li Hourui, 2023)[7]. (2) Innovate the content and form of communication, and utilize modern cutting-edge means to create an all-media foreign propaganda square. In the era of AIGC, we should make full use of modern scientific and technological means, to create interactive, immersive and personalized communication contents (Liang Xiaodong, Wang Meng, 2024)[8]. (3) Make full use of existing international cooperation and exchange platforms for cultural and academic exchanges. This is an important way to promote the international dissemination of culture. Through international conferences, activities, or cooperation with international artists to create content that integrates Chinese and world cultural elements, realize effective cross-cultural communication (Zhu Wenliang, Ding Chengji, 2023)[1]. (4) Use social platforms to construct multi-circle dialogues in network communities. Make full use of mainstream social media platforms to set up channels for Generation Z and create content that meets their interests. Strengthen the media layout for the global "Generation Z" to increase their media exposure globally and establish a strong connection. (5) Combine with international hotspots to enhance international discourse. Pay close attention to international events and issues, and combine them with China's position and viewpoints to provide timely and accurate reports and

interpretations, jointly promote fairness and objectivity of international public opinion, and show China's international image and influence (Ye Zekun, Luo Lan, 2022)[9].

3   Research Design

3.1   Research Methodology

This paper carries out research based on the network text analysis method. After transforming the network data and text information into quantitative data, using ROST CM6 software to analyze the statistics of high-frequency words and the semantic analysis of the social network, we conclude the paths of international communication of Liangzhu culture.

3.2   Data Capture and Screening

As a well-known and authoritative online travel platform, Ctrip has significant advantages and representativeness. In addition, Ctrip's management of user reviews is relatively strict and standardized, which helps ensure the quality and authenticity of the reviews. In this paper, the evaluation data of Ctrip.com is chosen as the sample for text analysis, and the sample is selected from the time after the liberalization of the epidemic to the present (2023.1.8.-2024.3.6.). Data collection was carried out through Octopus Collector, and after eliminating duplicate comments and invalid data unrelated to the topic, a total of 335 relevant comment data were finally collected.

4   Data Analysis

4.1   Analysis of High-frequency Words

Using ROST CM6 software to perform word frequency statistics on the network comment text of Archaeological Ruins of Liangzhu City, the top 20 high-frequency words were extracted.

Table 1. List of top 20 words in terms of frequency of visitor comments

Words	Fre-quency	Words	Fre-quency	Words	Fre-quency	Words	Fre-quency
Heritage Park	125	Liangzhu	48	Hangzhou	30	Child	19
Scenic spot	91	View	39	Experience	26	Heritage	18
Culture	52	Ancient city	33	Environment	24	Free	16
Sightseeing	51	Convenient	31	View	24	Photograph	15
History	48	Service	31	Museum	23	Comment	15

As can be seen from **Table 1**, "heritage park" appear most frequently with 125 times, which indicates that tourists are most impressed by Archaeological Ruins of Liangzhu City as a typical feature of cultural heritage tourist destination; "culture", "history", "ancient city", "heritage" and other high-frequency words show that tourists are more interested in the deep history represented by Liangzhu, and also confirms its typical characteristics as a cultural heritage tourist destination. However, at the same time, tourists did not further elaborate on the specific history or specific cultural values represented by Liangzhu culture, indicating that tourists' understanding of Liangzhu culture remains at a superficial stage; the word "experience" indicates that tourists pay attention to the all-around experience of playing in Archaeological Ruins of Liangzhu City, and the park can increase the joint exhibitions with other museums to enhance tourists' interest and virtual experience; the word "museum" indicates that the Liangzhu Museum is an important part of the Archaeological Ruins of Liangzhu City, but also another important carrier for the publicity of Liangzhu culture, which is not only a bright card of the spot, but also an important window to display and disseminate the culture of Liangzhu.
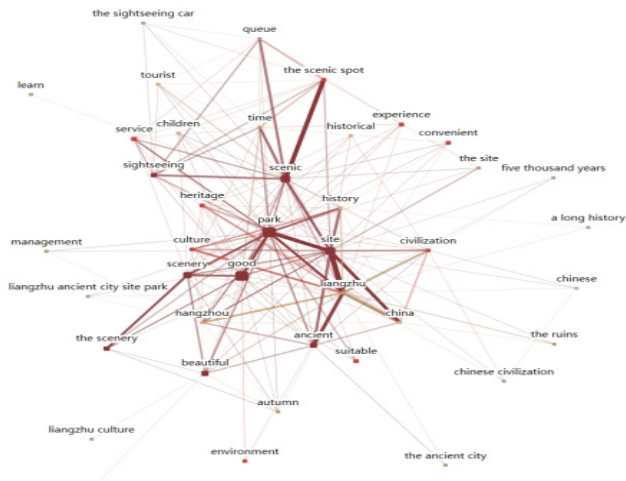
4.2   Social Semantic Web Analysis

Fig. 1. Semantic Relational Network of Tourist Comments Related to Liangzhu

From the **Figure 1** we can see that "site" and "park" are the most important high-frequency words, and "site-park-scenery-history-culture" constitutes a core relationship chain, which indicates that tourists attach great importance to the aesthetic and cultural perception. "culture" "history" are the second core words, indicating that tourists have a certain perception of Liangzhu culture and its historical depth. The words "museum", "five thousand years" are at the edge of the diagram, indicating that tourists have not yet effectively linked the museum with Liangzhu culture, the museum is not the most concerned about the content of tourists in the process of playing.

5   Study on the International Communication Path of Liangzhu Culture

5.1   Emphasis on the Creation and Optimization of International Communication Content

The values and philosophical thoughts advocated by Liangzhu culture, such as harmonious coexistence, respect for nature, industriousness and wisdom, were accumulated and formed by Liangzhu ancestors in their long-term production and living practices, which are not only universal, but also provide important revelations for modern society. Digging deep into Liangzhu culture, revealing the development law of its formation, development, evolution and decline, summarizing its civilization mode and characteristics, so that international communication is no longer content propaganda, but also the propaganda of spirit and culture (Qiu Qihang, 2020)[10].

5.2   Strengthening Diversified Communication Channels

Striving to build a modern communication platform with its own characteristics, quickly adapts to the new media development, accelerates the construction of an all-media communication pattern, reasonably integrates and new and old media, analyzes users' cultural tastes, acceptance and media selection preferences, and carries out accurate placement and interaction using different display forms. For example, use short films and short documentaries to transform "hard communication" into "soft communication", bringing Liangzhu cultural relics to life. At the same time, cooperate with foreign well-known museums, exhibitions, to create a virtual museum, hold online exhibitions, combining physical and digital space using modern technological means, so that people in different geographic spaces can feel the charm of Liangzhu culture.

5.3   Accurately Analyzing Customer Segments and Their Preferences

Understanding in-depth the differences in cultural backgrounds, aesthetic preferences and information needs of audiences in different countries, adjust and optimize the content, methods and channels of communication, and pay attention to the feedback and interaction of the audience to adjust the communication strategy, so as to meet the expectations and needs of the audience. Update regularly the audience database and the communication strategy should be adjusted in time to ensure that the international communication of Liangzhu culture can always keep pace.

6   Conclusions

This study aims to explore the international communication path of Liangzhu culture. After introducing the background, a literature review of relevant studies was conducted to clarify the connotation and potential path of international dissemination of Liangzhu culture. Then a quantitative analysis of the tourists' network evaluation was carried out

by using ROST software, in order to find out the tourists' cognition and feelings towards Liangzhu culture, and to provide data support for optimizing the communication strategy. Through the in-depth analysis of the network comments, it is found that the tourists' cognition mainly focuses on the activity place and the surface cultural connotation, meanwhile, it also reveals that the communication path is too singular, and the excavation of the spiritual value is not deep enough. In this regard, this study proposes optimization paths from four perspectives: communication content, communication channels, communication audience and cultural recognition, hoping to promote Liangzhu culture, a world treasure, to shine more brilliantly on the international stage.

Acknowledgement

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